

Building a foundation for a brighter future:

An update on the work Momentum Metropolitan does to make a meaningful difference in South Africa.



The Momentum Metropolitan Foundation exists to enable the life aspirations and sustainable earning potential of disadvantaged young people in South Africa, through employment programmes, job placement, access to income generating opportunities and financial education. Every year, Momentum Metropolitan contributes significantly more than 1% of their net profit after tax towards making a meaningful, positive difference in South Africa. Last year, the Group contributed R27,5 million towards this Foundation. These Corporate Social Investment (CSI) funds are managed by the Momentum Metropolitan Foundation – an independent Non-Profit Company (NPC) that makes sure that the funds are impactfully channelled to programmes and non-profits that are aligned to the Momentum Metropolitan Foundation's funding mandate.



The challenge: Our continent has the youngest and fastest growing youth population in the world. Sadly, Africa's economies struggle to cash in on this youth dividend. In SA, the youth unemployment rate sitting at 66.5%, is a massive crisis. It requires all of us, from all spheres of society, to get involved and make a difference.

The Momentum Metropolitan Foundation is doing just that, playing its part through three main portfolios:



Consumer Financial Education **Socio-Economic Development** **Staff Volunteerism**

The Monitoring, Evaluation and Compliance Portfolio makes sure that the core portfolios are catalysts for meaningful and tangible impact.

Consumer Financial Education (CFE)

For our youth to take control of their life aspirations and financial goals, it's vital for them to be financially literate. That's why the Momentum Metropolitan Foundation creates and supports programmes that equip young people to make good financial decisions that set them and their loved ones up for the future.

Our CFE portfolio drives these key programmes:



Consumer Financial Education



Types of sites served

- Non-Profit/Non-Gov Organisations
- Job-search organisations
- Schools
- Higher Education Training Institutions

Socio-Economic Development (SED)

Everyone deserves a fair chance, don't you think? The Momentum Metropolitan Foundation strives to boost SED in SA by enabling young people to either be employed, give them access to income generating opportunities and enhancing their opportunities to chart their own path. A key function of this is sourcing the right NPOs that have demonstrated consistent success in job placements and establishing effective networks with roots deeply immersed in the communities that we serve.

Our current partners include



Staff Volunteerism Programme (SVP)

Real change happens on the ground at grassroots level. We have experienced that our own employees create miracles in their communities. We're happy to report that although some of our employees get their hands dirty and voluntarily support our various external and internal CSI programmes through our SVP, there is a multitude of our employees who take it upon themselves to support charities and causes of their choice and get involved in their personal capacity – making a difference is a part of their DNA.

Programmes include:



Staff volunteer programme numbers



Monitoring, Evaluation and Compliance

Last, but certainly not least, this portfolio keeps an eye on everything done by the Foundation, evaluating initiatives to determine success levels.

This involves consistent project monitoring using a framework that serves as a scorecard for each project. This framework measures not only whether young people really gained skills, but also whether their behaviour improved, whether they became more employable and were employed, and at which income level.

This portfolio also facilitates the onboarding of partners to make sure that they align with the Momentum Metropolitan Foundation strategy.

There's still a lot more that we get up to! For more information on this and on how to get involved, visit the Momentum Metropolitan website and read up on more under the social investment banner.