



ASISA

FOUNDATION



2018 Overview

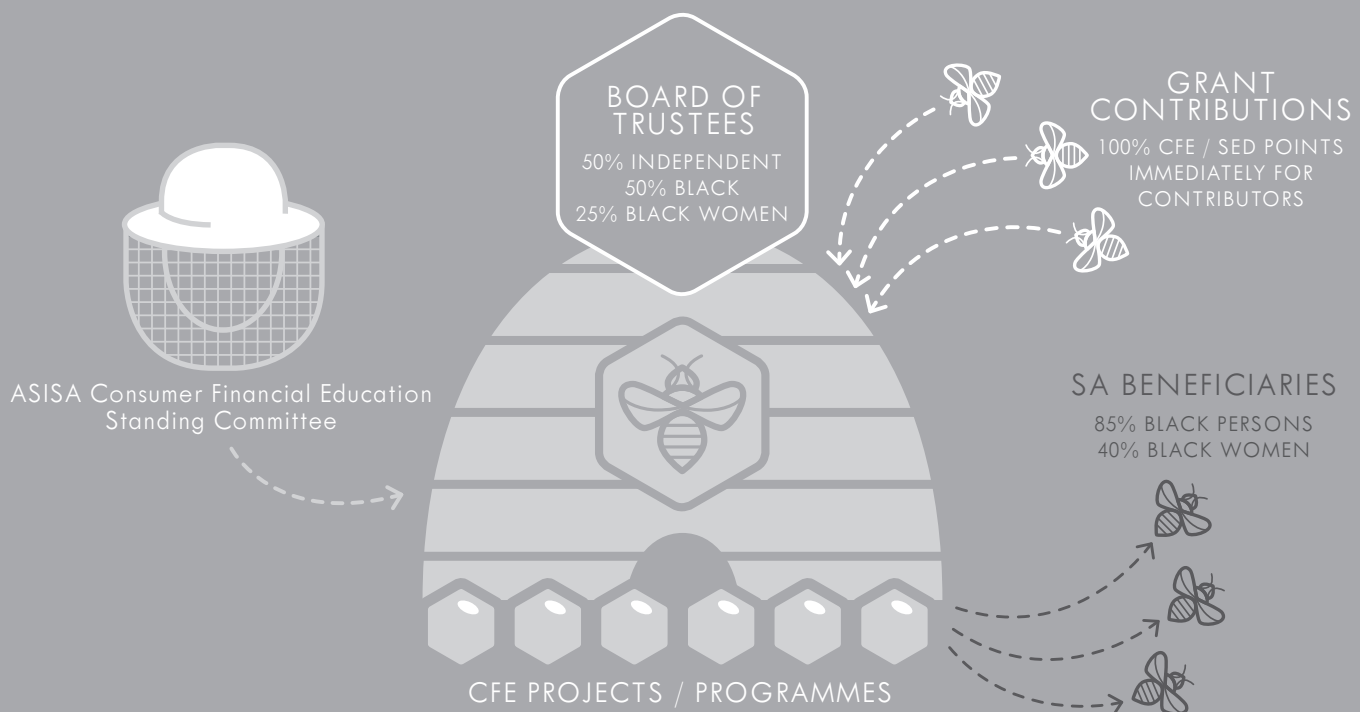
The ASISA Foundation is a non-profit industry initiative that delivers effective and objective financial literacy and micro-enterprise development programmes to South Africa's most vulnerable groups. The aim is to achieve a long-term sustainable and positive impact on the financial wellbeing of communities, particularly the poor and needy, through facilitating greater financial capability and economic participation by all South African citizens.

Vision

To implement effective and meaningful consumer financial education initiatives that have a significant and sustainable impact on South African society through facilitating greater financial capability and economic participation by particularly the poor and vulnerable.

Mission

To foster the future of South African society and the savings and investment industry through effective, objective and targeted consumer financial education to facilitate greater financial inclusion.





ASISA Foundation Board of Trustees

From left Ruth Benjamin-Swales (CEO), Tebello Radebe, Killy Bacela, Ingrid Goodspeed (Deputy Chairman), Isaac Ramputa (Chairman), Amanda Khoza



ASISA Foundation team

From left Ivor Msimang (Project Manager), Lee Coller (Executive Assistant), Janete Nel (Marketing Manager), Tebello Radebe (Trustee), Ruth Benjamin-Swales (CEO), Killy Bacela (Trustee), Amanda Khoza (Trustee), Eva Kekana (Project Manager), Ingrid Goodspeed (Deputy Chairman), Isaac Ramputa (Chairman), Trevor Chandler (Senior Policy Adviser)



Roshaan Galant
Accountant



Nasleen Williams
Secretary

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From the CEO

Reflections

Ruth Benjamin-Swales looks back on six years of the Foundation's work to provide vulnerable South Africans with much-needed financial education through programmes, workshops, collaborations and partnerships.

At the Board of Trustees' strategy review session held in September 2018 we reflected on the extent to which the Foundation has achieved its vision and mission since inception in 2013.

All members agreed that it was most gratifying to observe the effect our programmes have had and continue to have on beneficiaries, as evidenced by independent monitoring and evaluation (M&E) reports and personal testimonies of participants. As a result, the continued implementation of existing programmes to achieve scale through collaboration was unanimously endorsed.

The Foundation's strategy to tailor financial education programmes to specific life stages which share common financial challenges has demonstrated that financial capability and inclusion can be achieved.

The power of ASISA and its 'Foster the Future' initiatives have favourably positioned the Foundation to provide thought leadership and insights useful to financial

education, both locally and abroad, and also nurtures the financial sustainability of the Foundation.

Through the ASISA Academy, the Foundation

provides relevant, objective and independent training to retirement fund trustees. The demand for increased skills, insights and expertise of trustees at a time of structural and regulatory changes in the retirement funds regime and a turbulent political and economic landscape has never been greater. The competency, independence and nimbleness of the ASISA Academy to develop programmes for the needs of the market have been invaluable. Furthermore, our strategic relationships and collaboration with Batseta, *Today's Trustee* and the FSCA ensure that we are

well positioned to extend the reach of our education offerings to meet the needs of trustees in South Africa.

As a B-BOS beneficiary to the ASISA Enterprise Development Fund, the Foundation received its first



dividend of R2m which will be deployed to the FLAME programme for financial education supporting growth and development of micro-enterprises. The pilot FLAME programme had an overwhelmingly positive impact on personal and business financial literacy and on the confidence levels of programme participants by providing them with vital tools to generate an income and in many instances create jobs for others in communities.

Our WageWise programme, designed specifically for workers to assist them with a better understanding and management of their earnings and debts has, since its inception in 2015, successfully reached more than 12 000 people across eight provinces. The M&E reports confirm the effectiveness of this programme in terms of knowledge transfer and its power to change attitudes and behaviours through edutainment and technology, long after face-to-face interactive workshops.

The impact and relevance of our programmes targeted at young adults at TVET college campuses could not be more clearly evidenced than in the authenticity of the theatre pieces created by the students during the programme. For these pieces, the students applied the financial education concepts to their daily lives and their community experiences, and they were showcased to their college counterparts at the concluding awards events. This programme facilitates both peer and teacher education as well as inter-generational and community education. Students shared what they have learnt on social media as well as with family and friends.

We are truly amazed at the impact of our programmes and proud of our accomplishments to date. None of this would have been possible without the grace of God, the guidance of our trustees and our founder, ASISA, the ASISA consumer education standing committee, the phenomenal dedication of our teams and implementing partners, and the confidence and support of our funders and stakeholders. A sincere thank you to all!

Find out more about these deeply inspiring programmes in this edition and also on our ASISA Foundation website.

From the Chairman



Q&A

with Isaac Ramputa

The task of educating South Africans in financial matters is crucial but also enormous – can the Foundation really make an impact?

I believe we have already made a significant impact! Programme participants are now more than ever aware of why they need to save and budget. It's a good start but we still have a long way to go to educate the nation.

Apart from funding, what are the other major stumbling blocks for growth?

A shortage of collaborators and implementers is a huge stumbling block.

What is your message to sponsors?

I would like to thank them for their continued support and for the confidence they put in the Foundation team, and urge them to continue and even increase their support going forward.

What is the most exciting programme offered by the Foundation?

All our programmes are exciting! If I have to single out one, it would be the FLAME programme. I have seen how it gives people confidence to

start their own businesses, no matter how small that business may be.

Surely a severely strained SA economy impacts the Foundation's efforts?

Yes, it could lead to reduced funding, but it will never halt the important work we are doing.

Funders and partners prize good governance and compliance extremely high. Could you elaborate on the importance of these principles for the Foundation?

Compliance and governance are important because if these are not followed properly it might affect the public benefit organisation status of the Foundation. The Foundation should at all times comply with the Financial Sector Code too. It all comes down to trust – the funders trust the Board of Trustees with their money.

What would you tell your younger self about financial prudence?

Set financial goals and save for them. Don't spend what you don't have. Don't overstretch yourself financially.



Financial & Compliance Overview

Astute financial management lies at the heart of the ASISA Foundation, and since inception to end July 2018 the Foundation has received unqualified audit reports.

The Foundation is guided by a Board of Trustees consisting of stakeholders from organised labour, communities, National Treasury and the financial sector who ensure compliance and good governance on all levels.

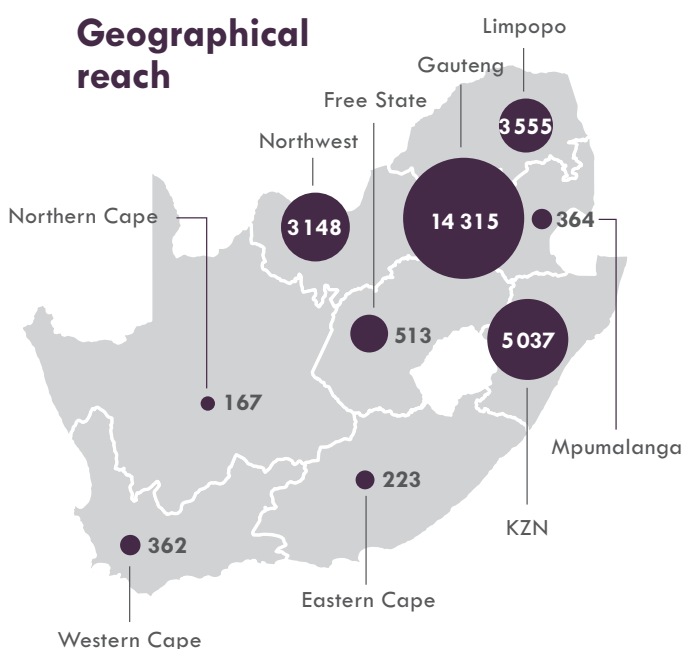
The quality and lasting impact of the Foundation's programmes are affirmed through independent regular and rigorous monitoring and evaluation.

Not only does the ASISA Foundation Trust comply with the requirements of a Broad-based Ownership Scheme (B-BOS) but it also exceeds the

set minimum requirements.

The ASISA Foundation Trust also complies with the Financial Sector Transformation Council:

- > 80% of the value of benefits allocated accrued to black people.
- > 25% of the Foundation's Board of Trustees are black females
- All programmes qualify as consumer financial education and socio-economic development.
- These programmes reached disadvantaged groups of which more than 85% were black beneficiaries and 66% black women.
- More that 25% of the funds were allocated to rural areas.



27 684

total reach since inception to 31 July 2018

R55 million

contributions received since inception

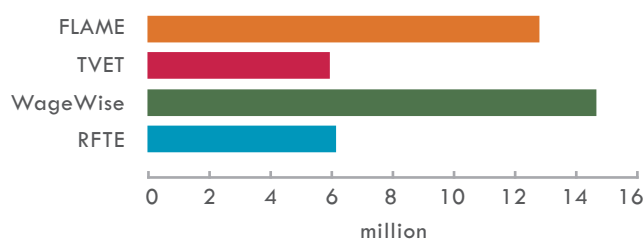
R42 million

amount spent since inception

33

funders since inception

Total spend per project since inception



Retirement Fund Trustee Education

This programme aims to equip trustees with relevant information that will enable them to fulfil their fiduciary duty towards their funds, effectively engage with financial services providers, and manage their retirement funds responsibly. The programme takes the form of half-day, one-day, or one-and-a-half-day workshops.

In partnership with the ASISA Academy as our preferred training partner and in collaboration with the Batseta Council of Retirement Funds of South Africa, the Foundation has, since 2014, delivered 125 high-quality, independent and fully sponsored workshops with 1 685 trustees in attendance.

The ASISA Academy continues to develop timely, niched courses relevant to current training needs of retirement fund trustees. During 2018 the Academy presented workshops to trustees from a wide variety of retirement funds. These workshops covered:

- Investment fundamentals
- Retirement fund trustee governance and ethics
- Responsible investing
- Employee benefits
- Annual financial statement analysis
- Investment policy statement formulation and assessment
- Death benefits
- Investment management costs and fees
- Default investment regulations

All ASISA Academy courses are accredited by Batseta for CPD points.

During 2017/2018 the Foundation acquired a strategic share in *Today's Trustee* magazine. To facilitate a focused approach, a financial education supplement to the magazine as well as an online education platform have been developed for retirement fund trustees. The first supplement was launched in June 2018.

Investment fundamentals M&E results

Confidence	Pre	Post	Change
Inflation rates	50%	72%	22%
Interest rates	58%	75%	18%
Gross domestic product	49%	72%	24%
Equities	46%	69%	24%
Bonds	52%	75%	24%
Return on investment	64%	72%	8%

Knowledge	Pre	Post	Change
Inflation rates	58%	76%	17%
Pension fund circular	46%	67%	21%
Bonds	51%	63%	12%
Exchange rates	38%	69%	30%
Share price	25%	67%	42%
Regulation 28	57%	81%	24%

Impact on financial literacy

The key successes of this programme are immediate knowledge transfer, a change in confidence levels and most importantly knowledge retention over time. The table above illustrates clearly the knowledge and confidence levels of participants before and after a workshop on investment fundamentals and the percentage change. These results go a long way to indicate workshop effectiveness.

Saver Waya Waya: FLAME - a financial literacy and micro-enterprise project

You cannot effectively teach financial education to people who have no hope.
This critical lesson led to the launch of the FLAME project in 2016.

The FLAME programme empowers beneficiaries in low-income areas through the transfer of financial literacy knowledge and skills, coupled with basic entrepreneurship and business skills to foster financial capability and enable greater economic participation.

FLAME is a three-phase programme:

- Phase 1: financial literacy
- Phase 2: micro-enterprise boot camp
- Phase 3: micro-enterprise incubation phase

The first phase of the programme incorporated a series of five interactive workshops which focused on personal

financial literacy and capability, attended by an average of 525 low- or no-income earners from Hammanskraal, Soshanguve, Garankuwe and Rustenberg, 74% of which were black women.

An average of 200 of these participants self-elected to attend a series of 12 workshops in the micro-enterprise bootcamp phase. The focus of this phase was addressing the core elements of starting and/or growing a business. Only 30 of these participants were selected (based on their business pitches) for an intensive nine-month incubation phase which included personalised face-to-face business coaching, mentoring, networking and limited seed funding.



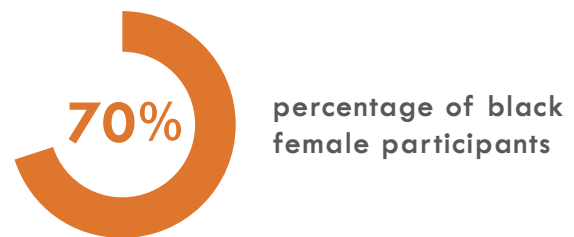
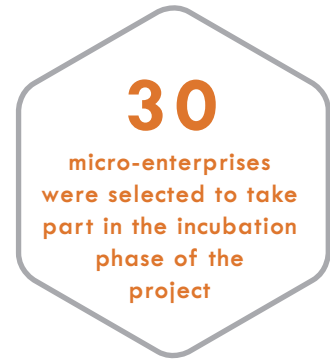
FLAME helped Zanele Ntuli to successfully develop her agribusiness in Soshanguve

In June 2018 the successful incubation of 29 of these businesses was celebrated. Little more than good ideas and fledgling micro-businesses less than a year before when the FLAME programme commenced, these businesses now supported 83 jobs, 42 of them being created as a direct result of the programme. Revenue growth increased for all businesses from a recorded R116 000 to R2.5m.

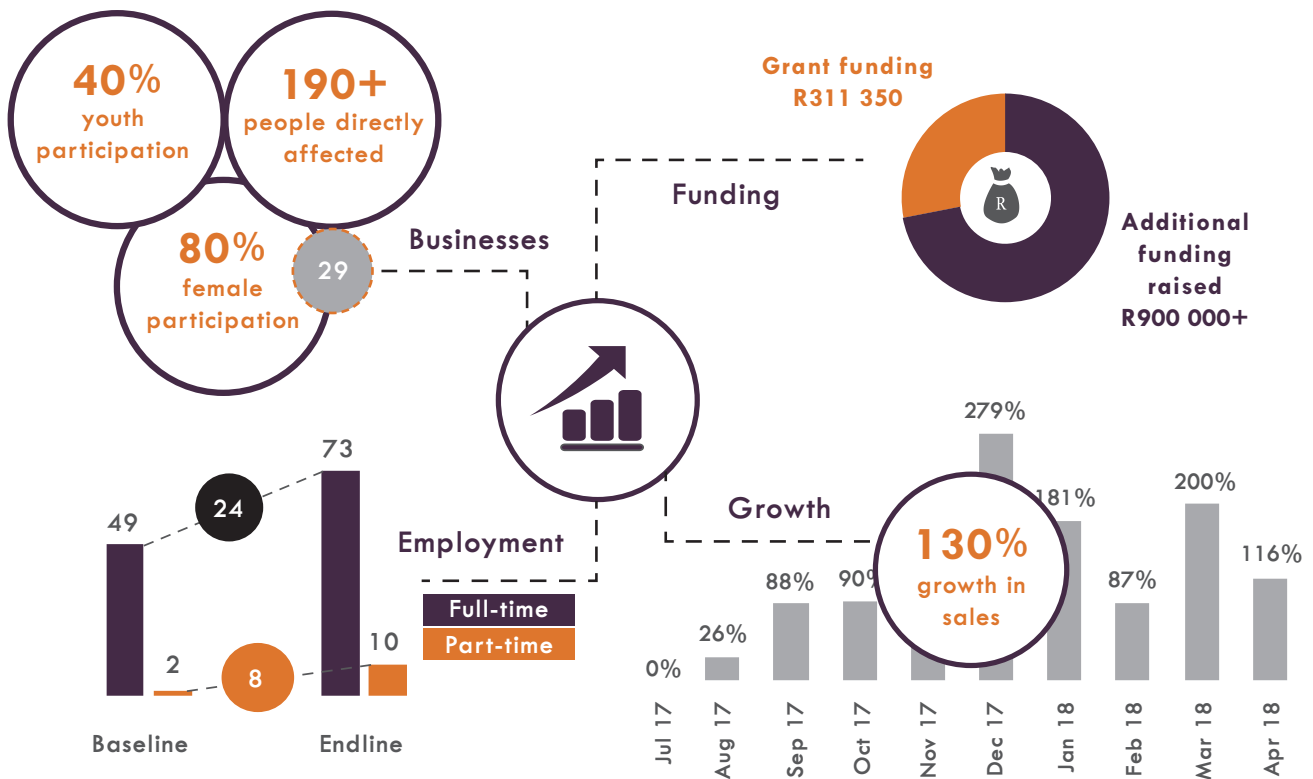
The greatest achievement of FLAME is the extent to which it has set these participants on a path of economic and financial inclusivity by empowering them through financial education and business management skills.

Designing FLAME 2.0

The learnings and best practice from this pilot FLAME project will be shared with interested stakeholders and be used as a guide for formulating the design of the next iteration of this programme.



Significant outcomes of the incubation phase



Saver Waya Waya: WageWise - a financial literacy programme for workers

Saver Waya Waya means "saving all the time". WageWise teaches financial literacy to improve the financial capability of vulnerable workers across a variety of sectors to better manage their personal finances, understand their payslips and engage with retirement fund benefit statements.

Over the past three years more than 12 300 economically vulnerable workers from eight provinces who earn less than R20 000 a month have benefited from this programme.

WageWise workshops cover the following topics:

- Working with money and budgeting
- Understanding payslips, deductions and bank statements
- Retirement planning
- Credit management
- Savings
- Risk and insurance
- Your rights and recourse
- Profile, roles and responsibilities of trustees of retirement funds

Innovative teaching methods are used to teach financial literacy. This includes edutainment videos, handouts such as budgeting templates, SMS reminders of key learnings as well as a free 45-minute consultation with an independent financial adviser.

Financial wellbeing of employees has a direct bearing on how happy and productive they are at work. Research by the US-based Personal Finance



Effective budgeting is a popular topic at workshops

Employee Education Fund shows that organisations providing financial education to their employees have seen improvement in workplace productivity, employee morale and loyalty. This has resulted in reduced absenteeism, staff turnover and workplace distractions.

In March and April 2018, the Saver Waya Waya WageWise Programme was successfully piloted with one of the country's large hotel groups as part of their wellness programme. The programme is now being rolled out to all operations across the country, equipping several hundred workers with financial literacy skills.



Participants in KZN start their financial literacy journey

The M&E report for January to December 2017 indicated the following:

- Participants gained the most knowledge in topics that relate to credit and savings. During the pre- and post-surveys, the most financial knowledge gains were in interest rates (pre: 48% and post: 81%) and debt counselling (pre: 49% and post: 82%).
- Of the 4 954 participants reached during 2017, the highest knowledge gain was achieved by participants who earned the lowest income levels.
- Post-workshop feedback from participants confirms a change in attitudes and behaviours
- 42% of participants continued to undertake different follow-up activities to improve their financial wellbeing from week 1-24, after attending the workshop.

“This training came at the right time for me as much as I would have preferred it when I started working. It has made budgeting my new friend. Knowing where your money goes, gives you control of your own finances. This workshop has given me confidence that one day I will be financially free and debt-free and reminds me that sticking to a plan works. I am grateful for this training and will definitely recommend it to a lot of people.”

Ms Nombini Mangaliso

L&D Coordinator, Boardwalk, Port Elizabeth



Saver Waya Waya:

TVETs - a financial literacy programme for young adults at Technical and Vocational Education and Training Colleges

The Foundation has implemented the second iteration of the SWW TVET programme to TVET colleges.

This programme equips students with the skills necessary for entering the job market and to manage their finances once they start earning an income. It instils a culture of saving and investing from the start of a career.

The TVET programme approach employs a learning-by-doing strategy using industrial theatre, Facebook, SMSs and WhatsApp. The financial literacy and soft skills key messages include:

- Financial literacy
- Budgeting; Needs & Wants; Planning
- Saving and interest earned
- Debt and interest charged



Awards ceremony for TVET programme participants

- Soft skills
- Drafting a CV
- Preparing for an interview
- Understanding your payslip
- Impact of the programme

It is important that the programme has a measurable impact on participants' behaviour, attitudes and knowledge at the end of the programme. Here are some key results from extensive longitudinal monitoring and evaluation review of the programme since inception in 2016:

Budgeting

At the start of the programme (2016) 66% of participants reported having a budget while at the end (2017) this increased to 72% and a year later (2018) 73% still reported having a budget.

Saving

In April 2016 44% of participants indicated that they save every month. A year later in April 2017 this figure increased to 66% of participants.

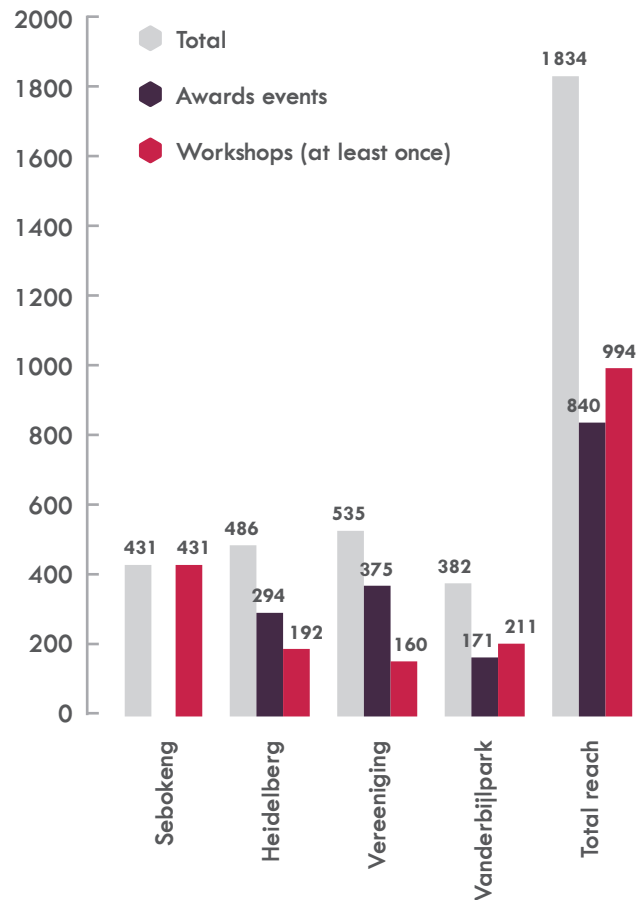
Debt

Initially in 2016 42% of participants were willing to buy things on credit, this reduced to 16% of participants at the end of the programme (2017) and dropped even further to 8% a year later (2018) at a follow-up session.



Industrial theatre helps to consolidate learning

SWW TVET 2018 reach per campus



SWW TVET on Facebook

Students participating in the programme have created their own Facebook group where they share financial literacy tips and tricks and motivate one another to continue using the principles learnt on the course in their daily lives. Here are some of the enthusiastic comments from that group:

Chrestina Lethoba

20 September

Investment pays the best interest.
#Team Sydney
Sebokeng Campus

Shadrack Plata Wa Lekhosi

21 September

U see, when it comes to money, don't think twice. Think once SaverWayawaya. Don't be fooled. Saving is life.
#saverwayawaya
#Orbitvetbritscampus
#Plata&wiseman

Letz Mariaan

21 September

Draw up your budget every month it's important to do so. Make sure you don't spend more than you earn!!!
#Brits Orbit Tvet
#Saver waya waya

Nteseng Candy

21 September

Make sure you save every month.
#Saver waya waya
#Brits Campus
#Team Joey

Vision 2020

The way forward

Aligned to ASISA's strategic priorities for 2018 and beyond, the Foundation will continue to develop and deliver effective financial education programmes to its target audiences with a focus on achieving meaningful scale across South Africa.

The Foundation's strategic objectives remain:

- To take advantage of pooled industry resources to provide consumer financial education to targeted beneficiaries, in line with the Financial Sector Code
- To demonstrate the power of collaborative efforts and pooled resources to achieve long-term, sustainable impact on the financial wellbeing and economic participation of South African citizens
- To provide a sound governance structure to ensure effectively managed donor funding
- Thought leadership in consumer financial education (CFE) that:
 - influences the consumer financial education narrative
 - achieves increased reach and impact in a cost-effective manner
 - employs best practice for effective CFE programmes
- Collaboration with the South African Housing Co-operative Association to provide financial education to their members
- Extended roll-out of WageWise to workers including retirement fund members
- Implementation of a modified Saver Waya Waya TVET programme for the Ikusasa Student Financial Aid Programme (ISFAP)
- Development of an online platform linked to *Today's Trustee* providing education for retirement fund trustees
- Refinement of the FLAME programme for implementation to commence in 2019
- The development of a cost-effective project dashboard and database management system

The main focus of the Foundation going forward will be to seek opportunities to increase the scale and reach of its programmes across South Africa.

Exciting developments are under way; these include:

- Formal collaboration with the banking and short-term Insurance industry bodies to deliver consumer financial education programmes

Our horizons are bright with possibilities, and the need for effective and objective financial education remains stronger than ever. We look forward to report on the outcomes of our initiatives and to share the learnings from each initiative as part of our thought leadership role.

Significantly more funding will be required to achieve the various programme aspirations, so we look forward to your continued support, especially financial support, of the programmes and activities of the ASISA Foundation.

Impact becomes a reality when we collaborate for the greater good.

For more information please visit www.asisa.org.za

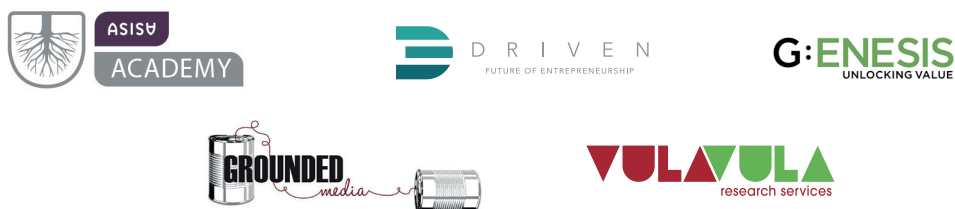
ASISA Funders

The ASISA Foundation wishes to extend its sincere gratitude to its funders for its continued support of the Foundation's activities.



ASISA Implementing Partners

The ASISA Foundation wishes to acknowledge the exceptional commitment and dedication of its implementing partners and teams who facilitate the success of each programme.





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