



FROM THE DESK OF THE CEO

SEPTEMBER NEWSLETTER 2025

Dear partners, funders and friends

When the ASISA Foundation marked our first 10 years of operation in 2023, the Board of Trustees took time to reflect on the Foundation's achievements, and to look ahead to what's next. We all agreed that the Foundation was ready for its next phase: scaling and growing our programmes and increasing our influence.

Now, as we approach the final quarter of 2025, scale and growth remain at the top of our agenda. They have been the key themes of the Foundation's Annual Review, which we are excited to share with you in this newsletter. **Please access it by clicking on the picture below.**



The Annual Review covers the reporting period 1 March 2024 to 28 February 2025, a period that provided an ideal environment and opportunities for us to implement our strategies.

One of the highlights of 2024 was the implementation of the National Treasury's Two-Pot Retirement System. You'll remember that the implementation of the Two-Pot Retirement System was delayed and then brought forward to 1 September. This timing accelerated our development and delivery of some exciting new consumer financial education (CFE) content, which aimed to enable South Africans to better understand the system and make more informed decisions about their retirement savings and for trustees of retirement funds to enhance their knowledge.

Our teams reported excellent outcomes with respect to this 'just-in-time' training, which was delivered primarily through our WageWise and Retirement Fund Trustee Education (RFTE) programmes. We also launched a four-week radio campaign, which was highly effective and very well received.

Another highlight of the year was the implementation of two L+EARN BiZ programmes. Both L+EARN BiZ 2024 and L+EARN Rustenburg aimed to empower young, Black micro-entrepreneurs with practical business skills – and both programmes provided a blended learning journey that combined primarily in-person learning with digital interventions. The outcomes are impressive, providing further validation of the power of digitally-enabled financial education – particularly to young people.

As we continue to grow and scale our programmes, we thank our partners and industry colleagues for their continued support over the years. We look forward to many more years of delivering impactful, effective and objective consumer financial education programmes and increasing our role as influencers and advocates of empowering financial education.

For more information or how you can support the ASISA Foundation, please contact me at rbenjamin-swales@asisa.org.za

Thank you for supporting our vision to foster the future of South African society.



Ruth Benjamin-Swales
CEO: ASISA Foundation



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