



FROM THE DESK OF THE CEO

JULY NEWSLETTER 2025

Dear partners, funders and friends

As we reach the midpoint of 2025, it's important to pause and reflect on the tangible difference financial education continues to make in the lives of South Africans. We know that access to financial knowledge isn't just about teaching people how to budget or bank – it's about expanding life choices, unlocking entrepreneurship, and reshaping economic destinies for individuals, families and communities.

South Africa still grapples with deeply entrenched cycles of poverty and inequality. That is why the work we do remains so deeply aligned with national priorities: promoting financial inclusion, supporting job creation, and ensuring that vulnerable groups are empowered to participate meaningfully in the economy.

Our Financial Literacy and Micro-Enterprise (FLAME) programme is a key driver of this goal of inclusive economic growth and the empowerment of grassroots entrepreneurs that form part of the township economy. And it's here that we find real-world stories that demonstrate the programme's true impact.

One of these stories belongs to **Julius Chauke**, a young entrepreneur who attended the FLAME programme in the Garden Route. His journey reflects not only the power of financial education but also the resilience and potential that lie within underserved communities.



Lighting the FLAME of transformation: **JULIUS CHAUKE'S STORY**

When Julius Chauke enrolled in the FLAME programme, he had already taken the bold step of starting his own construction business, Ribye Civils and Construction, which offers residential and commercial construction services like tiling, plastering, paving and labour supply. But what he needed was more than technical skills – he needed the financial and business acumen to take Ribye from surviving to thriving.

Through the FLAME programme, Julius gained just that – and crucially, started to believe in himself and his potential.

With structured coaching and mentoring, he began to implement proper expense management systems, better workforce discipline, and clearer financial oversight. This helped him manage risks more effectively – particularly in high-cost areas like labour and materials. He's also received support in formalising aspects of his business, including VAT registration.

“
Being part of FLAME has helped me to think outside the box. Now I can see how my business can grow to be something bigger than myself, a legacy I want to build for my family.”

JULIUS CHAUKE,
FLAME participant



His growing confidence saw him successfully pitch for – and win – R40 000 in a Hollywood Bets entrepreneurial competition. More significantly, the business has subcontracted large regional contractors like Ruwacon and Stewcon on estate builds in the Garden Route, while also attracting private clients.

Since joining the programme, Ribye Civils and Construction has grown by an astounding **559% IN REVENUE.**

Looking ahead, he is working towards completing his trade test to become a certified artisan and is exploring ways to diversify Ribye's services even further.

Sustaining impact through your support

Julius's story is just one among hundreds shaped by the work we do together. His success reminds us of the ripple effect that's possible when financial education meets entrepreneurial spirit – and why sustained investment in programmes like FLAME is so essential.

As we continue to scale our reach, we invite our partners and industry colleagues to deepen their support. Together, we can ignite more stories like Julius's – stories of progress, self-reliance, and inclusive growth.

For more information on how you can support the FLAME programme or other ASISA Foundation initiatives, please contact me at rbenjamin-swales@asisa.org.za or reach out to **Sibusiso Sagoda**, Programme Manager for FLAME, at ssagoda@asisa.org.za

Thank you for being part of our transformational journey.



Ruth Benjamin-Swales
CEO: ASISA Foundation



PO Box 23525
Claremont
7735
South Africa