



FROM Ruth's DESK

Dear friends of the ASISA Foundation

I am thrilled to be able to share with you our 2023 Annual Overview report which showcases the activities and exceptional outcomes of the work of the ASISA Foundation, our teams, and partners. We are proud to report on our achievements because it evidences the power of collaboration to enable a positive impact on the financial well-being of thousands of South Africans across the country, through financial education.

As you read the report I hope that you will be inspired and encouraged to continue supporting the work of the ASISA Foundation.

To view the full report, please

CLICK HERE

HIGHLIGHTS OF OVERVIEW 2023

By the end of 2023, the Foundation had cumulatively **reached over 110 000 beneficiaries across all provinces.** In 2023, the 30 000 programme beneficiaries who attended workshops and webinars was more than double that of the previous year.

Over the past 10 years, the Foundation has deployed **R224 million in the interest of programme beneficiaries,** thanks to the support of over 100 FUNDERS.

WageWise, our programme aimed at workers, significantly exceeded its annual target, **reaching more than 21 000 workers across all nine provinces.** With increased funding from longstanding partner Sanlam Foundation, we aim to reach 26 000 in 2024.

The 18-month FLAME microenterprise development programme in the **Hermanus area delivered remarkable results,** with turnover and profits increasing by 70% during the 12-month incubation phase, concluding in December 2023.

L+EARN #BIZ, our newest programme for young black micro-business owners, continues to impress with excellent results and high demand for participation from top candidates.

Interest in our highly rated RFTE programme for retirement fund trustees increased exponentially. Feedback consistently shows it enhanced trustees' awareness and confidence in fulfilling their fiduciary duties.

A key development in our **Build Up programme** was **partnering with WWF SA** to successfully implement our second project for members of Agri-cooperatives in deep rural regions of Mpumalanga and KZN.



We ended 2023 with quiet confidence that the ASISA Foundation's role in the industry and its contribution to the South African society remain relevant and very much needed.

Ruth Benjamin-Swales, CEO



Ruth Benjamin-Swales
CEO: ASISA Foundation

For more details or to discuss how we can collaborate, please contact me at info@asisafoundation.org.za.

