Atleha-edu

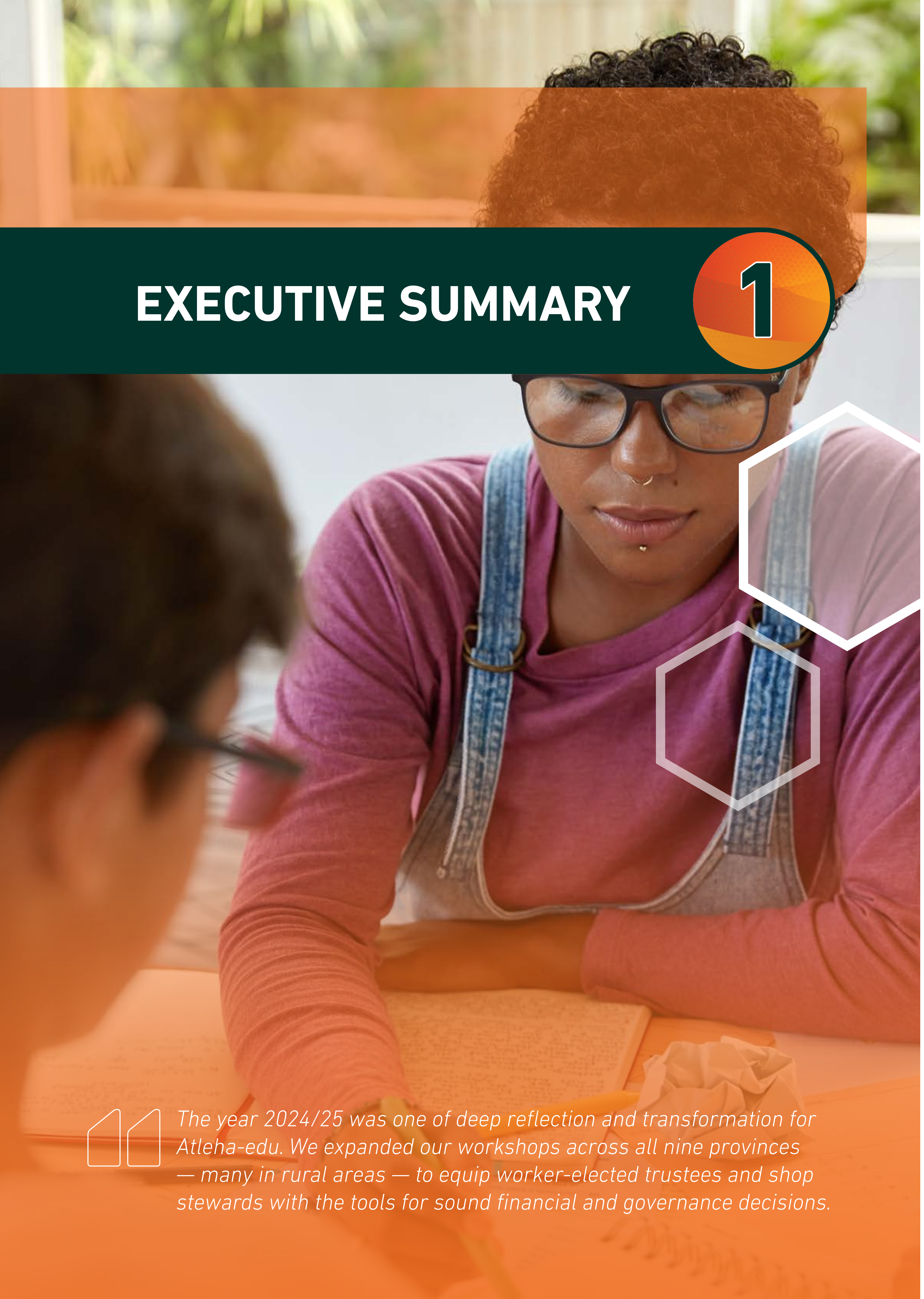
Speaking life into investment decisions

ANNUAL IMPACT REPORT 2025

www.atleha-edu.org

> Education is the most powerful weapon which you can use to change the world.
> – *Nelson Mandela*

CONTENTS



EXECUTIVE SUMMARY 1

The year 2024/25 was one of deep reflection and transformation for Atleha-edu. We expanded our workshops across all nine provinces — many in rural areas — to equip worker-elected trustees and shop stewards with the tools for sound financial and governance decisions.

EXECUTIVE SUMMARY

Financial illiteracy remains a major barrier to socio-economic progress in South Africa, driving inequality, debt, and limited participation in savings and investment systems. Atleha-edu addresses this challenge through **inclusive financial education that strengthens long-term resilience** and supports **Sustainable Development Goal (SDG) 4: Quality Education.**

Over the past five years, Atleha-edu has become a **leading contributor to Consumer Financial Education (CFE)** — anchored in the **Financial Sector Conduct Authority (FSCA's) GN500 guidance** and the **Financial Sector Transformation Council's (FSTC's) Codes.** Our offering remains free, accessible, and measurable – focusing on regularly connecting with our beneficiaries through different channels, which is supported by strong monitoring, evaluation, and learning systems that track reach and behavioural change. This impact is reinforced by a **high-quality and growing network of strategic funding and implementation partners,** such as the **ASISA Foundation, Sanlam Foundation, Alexforbes** and **Fairtree,** reflecting strong institutional trust in Atleha-edu's governance, delivery capability and outcomes.

The 2024/25 year marked a period of **growth and transformation.** Guided by our mission to speak life into investment decisions, Atleha-edu empowered thousands of South Africans — particularly **worker-elected trustees, shop stewards, and youth** — to make informed, values-driven financial decisions. Training focused on **retirement-fund governance, section 37C (death benefits), the two-pot retirement system, and managing personal finances, in partnerships with PM Skillshouse, gold-youth, Stretch Education, and iHub Africa.** Atleha-edu's focus on organised labour is strategic, as worker-elected trustees and shop stewards play a central role in overseeing a significant portion of South Africa's retirement-fund assets, representing the long-term savings of millions of workers. By strengthening the financial capability and governance confidence of these fiduciaries, Atleha-edu helps enable better stewardship of the nation's savings.

Key advances included a curriculum review with **Root Kauz Konsult** and monitoring, evaluation, and learning (MEL) framework improvements with DNA Economics, ensuring evidence-based reporting. Atleha-edu furthermore transitioned to fully integrated WhatsApp-based learning, broadening digital access and engagement. This progress has been enabled by the ongoing support of our funding partners and an expanding base of aligned funders committed to advancing inclusive financial education in South Africa. We acknowledge and thank our funding partners for their continued support.

Looking ahead, we will continue to simplify our content, strengthen our data systems, and deepen partnerships across labour and youth networks to expand our reach and impact.

Highlights of the 2024/25 Year

10 300+ beneficiaries	2 612 directly trained	3 391 beneficiaries	90 workshops	77 awareness resources	18 933 WhatsApp messages
reached across direct, awareness, and partner-enabled channels.	organised labour and youth beneficiaries.	reached through awareness education content.	delivered across all nine provinces.	distributed via weekly mailers, with 118 794 mailers sent to organised labour and youth audiences.	achieved an 80%+ read rate.

How we count reach - Atleha-edu reports impact across distinct categories to avoid double counting:
- Direct interactive beneficiaries (2 612): individuals participating in workshops and structured programmes
- Awareness beneficiaries (3 391): individuals receiving financial education content through articles, infographics, videos, and WhatsApp learning
- Total unique beneficiaries reached (6 003): inclusive of direct and targeted awareness engagement
- Extended reach (10 300+): includes awareness initiatives and partner-enabled channels
- Partner-enabled youth reach (4 304): delivered through PM Skillshouse and reported separately to avoid overlap with direct Atleha delivery

The programme was perfectly tailored for the age group. We were informed on making money-wise decisions, setting up a good budget. Learned the importance of saving.

iHub Africa Youth

WHO WE ARE, WHAT WE DO AND HOW WE DO IT

2

Our Education Model –

FREE:
All Atleha-edu programmes are offered at no cost to beneficiaries, thanks to the support of our funders and partners.

ACCESSIBLE:
Content is tailored for different learning levels and delivered through multiple channels — print, workshops, and digital platforms — to reach beneficiaries in both rural and urban areas.

MEASURABLE:
Each programme's outcomes are monitored both internally and by an independent external M&E provider. This not only ensures that learning outcomes are evidence-based, but also that our programmes are compliant with the FSC's CFE requirements and aligned with Alternative Prosperity Group's developmental objectives.

2.1 Our mission, vision, and purpose

Atleha-edu is a South African non-profit organisation dedicated to *speaking life into investment decisions* by providing accessible, high-quality financial education that empowers individuals to make informed saving and investment choices.

Our mission is to **advance financial literacy, stewardship, and inclusion**, particularly among worker representatives, retirement fund trustees, and South African youth entering the workforce. We believe that financial education is a catalyst for both individual well-being and sustainable economic growth.

We create **learning experiences** that combine engaging content with evidence-based monitoring and evaluation to ensure every programme achieves tangible outcomes for our beneficiaries and partners.

2.2 Our learning model and journey

Atleha-edu's learning journey integrates both **awareness education** and **interactive education**, supported by ongoing monitoring, evaluation, and learning (MEL) practices. Our delivery model is participatory and partnership-driven, designed to meet participants where they are.

* Figure 1: Atleha-edu's Learning Journey

INTERACTIVE EDUCATION OFFERING
- Face-to-face workshops facilitated across South Africa's nine provinces focusing on retirement fund trustees and shop stewards representing organised labour
- Workshops focused on investment fundamentals, two-pot retirement system, death benefits, managing personal finances and retirement fund governance fundamentals
- Small-group masterclasses for trustees and shop stewards
- Youth workshops focused on personal financial management, savings and investment fundamentals
- Integration of WhatsApp-based follow-up post-workshop learning modules for continued engagement and reinforcement of key concepts.

AWARENESS EDUCATION OFFERING
- Publications (long-form and short articles) that simplify complex financial topics
- Infographics, video, and audio content distributed through digital channels such as email campaigns and social media
- WhatsApp-based learning campaigns that deliver bite-sized, interactive learning experiences directly to beneficiaries' phones
- Post-campaign dialogue sessions and webinars that reinforce key learning messages.

* Journey can follow a different sequence depending on whether awareness or interactive education / monitoring takes place during all steps, and adjustments are made along the journey.

2.3 Our education approach

Atleha-edu's education approach is built on collaboration with curriculum specialists and industry bodies. During the reporting period, an independent **curriculum review** strengthened our youth and trustee programmes, ensuring content is relevant, research-based, and aligned with FSCA requirements and developments in South Africa's retirement and socio-economic landscape. The review also sharpened our focus on economic participation, entrepreneurship, and responsible financial decision-making.

Our programmes are delivered in **partnership** with industry bodies such as the **ASISA Foundation, ASISA Academy, and the Batseta Council of Retirement Funds,** ensuring alignment with national transformation priorities and trustee continuing professional development (CPD) standards. These partnerships enable Atleha-edu to serve as a bridge between regulatory expectations, workplace realities, and lifelong learning outcomes. The support of our **funders — leading companies** in the South African financial sector, as outlined in the next section's network map — enables us to provide free education, reach underserved and rural communities, and maintain independent monitoring and evaluation. We are most grateful to these strategic partners for their funding and implementation support.

Equally important are our **labour federations, youth organisations, and community-based partners,** who serve as trusted access points to beneficiaries and ensure our programmes are locally relevant, well attended, and responsive to the realities beneficiaries face.

2.4 Our team

Our team brings extensive experience to every learning intervention. The broader team includes expert facilitators with legal, financial and governance backgrounds, skilled content strategists, designers, lead animators, communications and project managers. Many of the team members hold professional qualifications and industry credentials, for example current and prior experience in ESG, governance, education, facilitation, and retirement fund oversight, such as serving as trustees and/or consultants to retirement funds. Together, they combine decades of experience in financial education, stakeholder engagement, and learning design, ensuring that both awareness and interactive education components are contextually relevant and delivered with credibility.

Table 1: Summary overview of Atleha-edu team experience and qualifications

TEAM SIZE	HIGHEST QUALIFICATION PROFILE	AVERAGE PROFESSIONAL EXPERIENCE	RACE REPRESENTATION	GENDER REPRESENTATION
16 members	4 Postgraduates 7 Masters 3 Graduates 2 Post-matric Diplomas	Majority with **10–15+ years** experience Strong cross-disciplinary expertise: several hold qualifications and over a decade's experience in **Finance, ESG**, and **Retirement Fund Governance**	>50% Black	>40% female

* Includes full-time staff and long-term associates contributing to programme delivery.

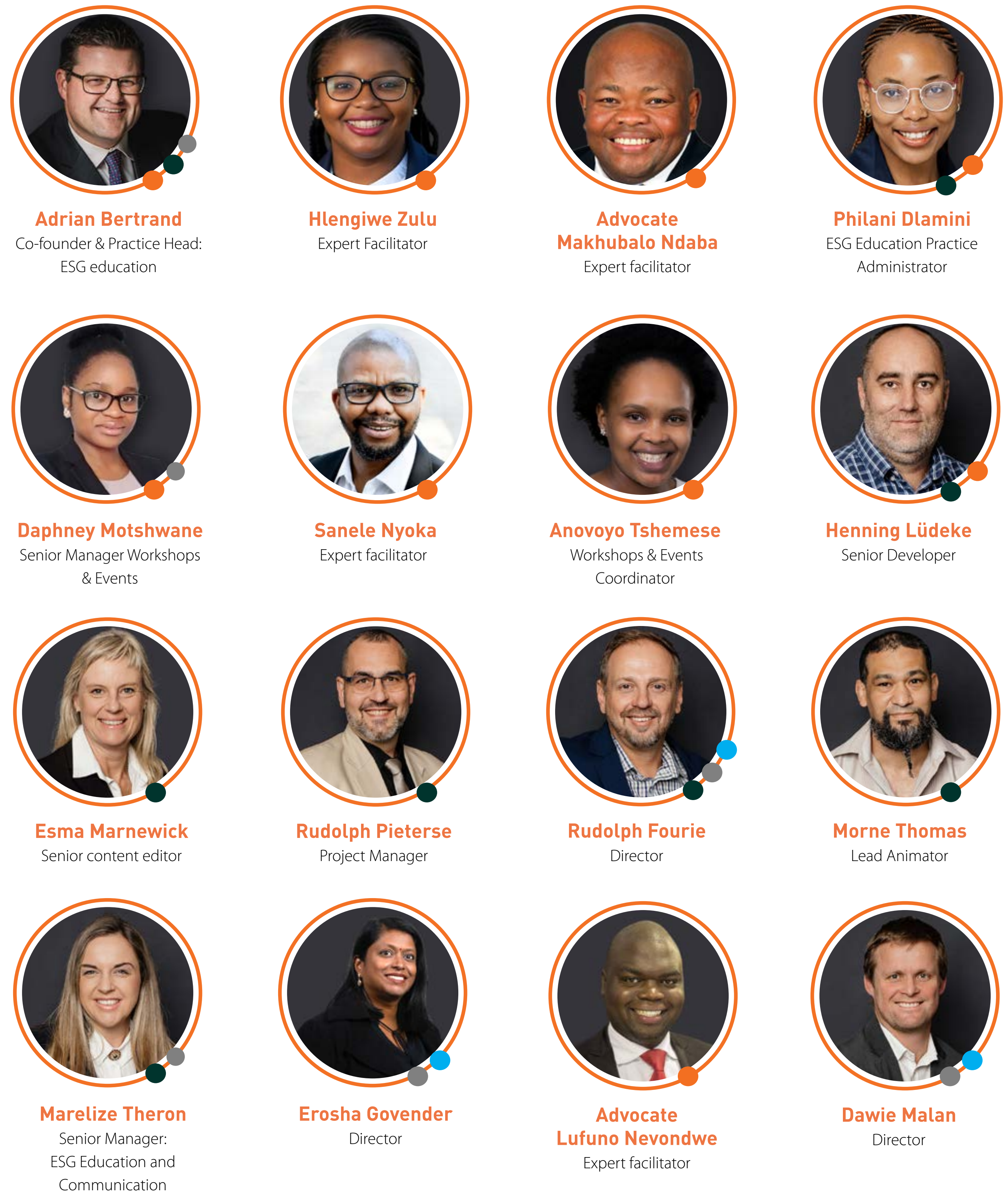


Figure 2: Atleha-edu's Team Members

Interactive team · Awareness team · Management team · Board

> *Atleha's programmes equip participants not just with essential financial literacy skills, but also with the confidence and practical tools to navigate retirement fund matters.*
>
> **Sanele Nyoka**, Atleha-edu Lead facilitator

OUR IMPACT FRAMEWORK AND MEASUREMENTS 3

Atleha-edu's impact work is driven by a clear and measurable purpose: **to empower South Africans to make informed financial decisions that improve their lives and strengthen financial stewardship within the retirement fund ecosystem.**

Our Impact Framework provides the foundation for tracking, learning, and improving how we achieve that purpose. Guided by the FSCA, the framework ensures that all measurement and reporting practices remain aligned with national CFE standards.

While Atleha-edu continues to strengthen its processes and systems, the current framework focuses primarily on **measuring reach, confidence, awareness, and participant satisfaction**, as these are the most appropriate indicators given the short duration and awareness-building nature of Atleha-edu's training interventions.

3.1 Our Theory of Change

Atleha-edu's Theory of Change (ToC) focuses on advancing responsible financial decision-making among **retirement fund trustees and shop stewards,** reflecting Atleha-edu's original focus to support employee-appointed fund representatives.

Atleha-edu defines its primary beneficiaries as retirement fund members, particularly in sectors with a higher concentration of lower-income employees. Guided by the Financial Sector Transformation Council (FSTC) and Batseta – Council of Retirement Funds of South Africa, the ToC assumes that training employee-appointed trustees and worker representatives contributes directly to improved fund governance, ethical decision-making, and ultimately members' improved financial well-being.

Priority is therefore given to funds serving lower-income groups, ensuring compliance with FSTC and FSC guidelines requiring that at least 50% of trustees are member-elected representatives. As such, the training of each trustee is fully recognised (100%) for CFE compliance and transformation reporting purposes.

The current framework is optimised for workplace-based programmes. **Youth interventions** are reported using aligned programme-level indicators, with full integration into the impact framework planned for 2026.

3.2 How we measure impact

Our current monitoring focuses on participation, awareness, and confidence — the most appropriate indicators for short-duration, awareness-based learning interventions.

CURRENTLY MEASURED

- **Training Reach:** Number of sessions, individuals trained, and participation by fund/union, role, gender, topic, and geography
- **Participant Satisfaction:** Percentage of participants providing positive feedback through post-training surveys
- **Awareness Gain:** Beneficiaries have improved understanding of the topics of retirement savings, investments and ESG.
- **Confidence Change:** Self-reported shifts in financial confidence from pre- and post-assessment questions
- **Awareness Campaign Performance:** Engagement with digital content — including open, click, and read rates for articles, infographics, WhatsApp, and video campaigns.

3.2.1 Strengthening our Impact Framework

Work by an independent M&E provider is currently underway to **update Atleha-edu's Impact Framework.** This process reviews how impact is defined, measured, and reported, ensuring that future systems are robust, evidence-based, and aligned with both FSCA CFE requirements and the upcoming Conduct Standard scheduled for adoption in 2026. The updated framework will be piloted in the coming financial year, with full adoption planned for the 2025/26 reporting cycle.

4 PARTNERSHIP AND COLLABORATIONS

Partnering with Atleha was surely beneficial to our scorecard points... We are also glad that we can contribute towards the upliftment of communities.

Simeka Consultants and Actuaries (Pty) Ltd

Achieving consistent quality in our educational programmes depends on collaboration with partners who share our vision for positive impact and contribute their resources, skills, and expertise. Our principal partners are outlined below.

NETWORK MAP OF 2025 PARTNERS: FUNDERS, FACILITATORS AND IMPLEMENTING AGENCIES

Over the reporting year, Atleha-edu has been privileged to receive the funding support from a distinguished cohort of partners whose commitment underpins our mission to broaden access to high-quality financial education. Partners reflected below include funding, implementation, and strategic collaborators across the 2025 reporting period.

Beneficiary coordination partners

Organised labour

Youth

Funding partners

Implementing partners

Monitoring, evaluation and compliance

We remain committed to stewarding contributions with transparency and accountability, and to delivering measurable improvements in financial literacy across South Africa.

5 OUR BENEFICIARIES

I feel more confident to handle financial discussions and trustee duties.

CEPPWAWU Organised Labour Representative

I am proud of how our team strengthened data integrity, streamlined processes, and refined our curriculum to better serve our beneficiaries, laying the groundwork for even greater impact in the years ahead.

Adrian Bertrand, Co-founder and Practice Head: ESG Education

Atleha-edu empowers two key beneficiary groups — **organised labour representatives** and **youth** — through targeted financial education that builds financial confidence, accountability, and long-term resilience. Further information on beneficiary feedback of our programmes can be found on our social media platforms.

5.1 Organised labour

- **Beneficiaries:** Over **1 900 organised labour representatives and worker leaders**
- **Focus:** Retirement fund governance, fiduciary responsibilities, financial management, and ethical investment practices
- **Approach:** Interactive workshops and awareness campaigns covering:
  - Retirement fund governance fundamentals
  - Section 37C (death benefits)
  - The two-pot retirement system
  - Personal financial management.
- **Reach:** Includes both **trustees, shop stewards, and retirement fund members** who benefit from digital and in-person education via workshops, WhatsApp learning, and web resources.
- **Impact:** Participants report stronger confidence in decision-making, oversight, and member representation.

Figure 3: Atleha-edu organised labour beneficiaries

5.2 Youth Beneficiaries (Ages 18–35)

- **Beneficiaries:** Nearly **700 young people** (direct reach) and an additional 4 304 (partner reach) entering or newly active in the job market
- **Focus:** Foundational financial literacy — budgeting, saving, debt management, credit building, and early investment awareness
- **Delivery:** Workshops and WhatsApp-based learning developed with partners including **PM Skillshouse, gold-youth Development Agency, iHub Africa, Calling Academy,** and **Stretch Education**
- **Approach:** Practical, relatable learning using social media, storytelling, and interactive case studies
- **Impact:** Participants gain practical tools to make informed financial choices and plan for secure futures.

Figure 4: Atleha-edu youth beneficiaries

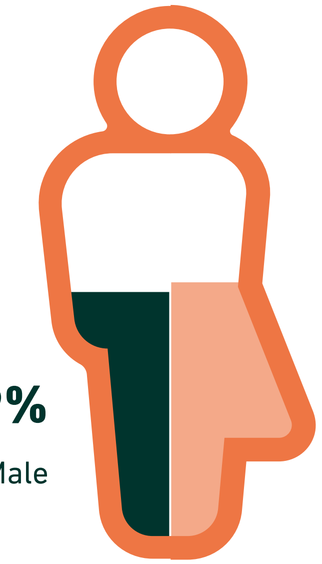
OUR REACH
(ACROSS INTERACTIVE & AWARENESS)

Atleha-edu's beneficiaries, across both our interactive and awareness offering, represents a diverse, inclusive cross-section of South Africa's workforce and youth population. They include both urban and rural participants, predominantly from lower- to middle-income households.

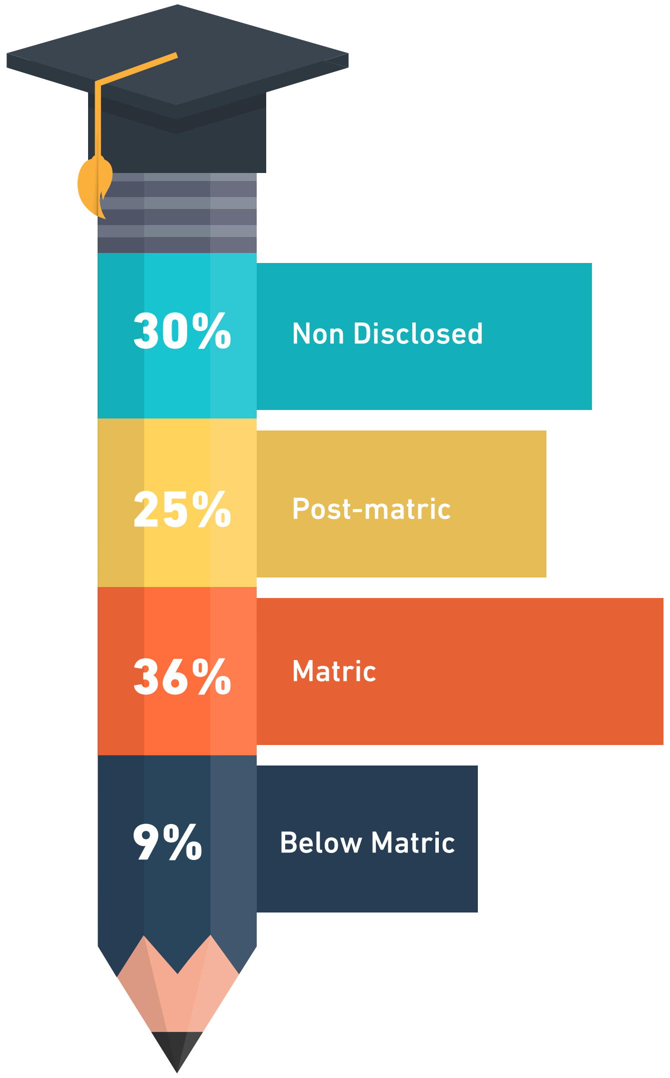
6.1 Who we reach

Atleha-edu reached more than **10 300 beneficiaries,** inclusive of **4 304 youth beneficiaries** trained via **PM Skillshouse,** during the 2024/25 financial year. The combined demographic profile below represents both organised labour and youth audiences.

GENDER

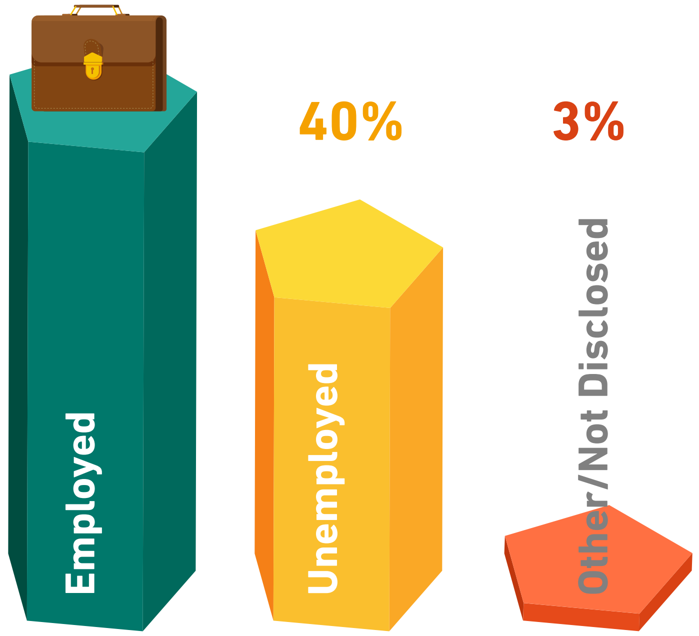


EDUCATION LEVEL

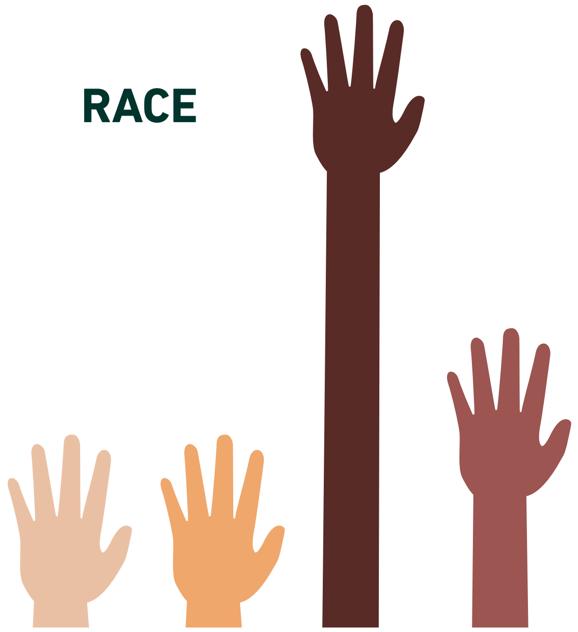


AGE GROUP

EMPLOYMENT STATUS

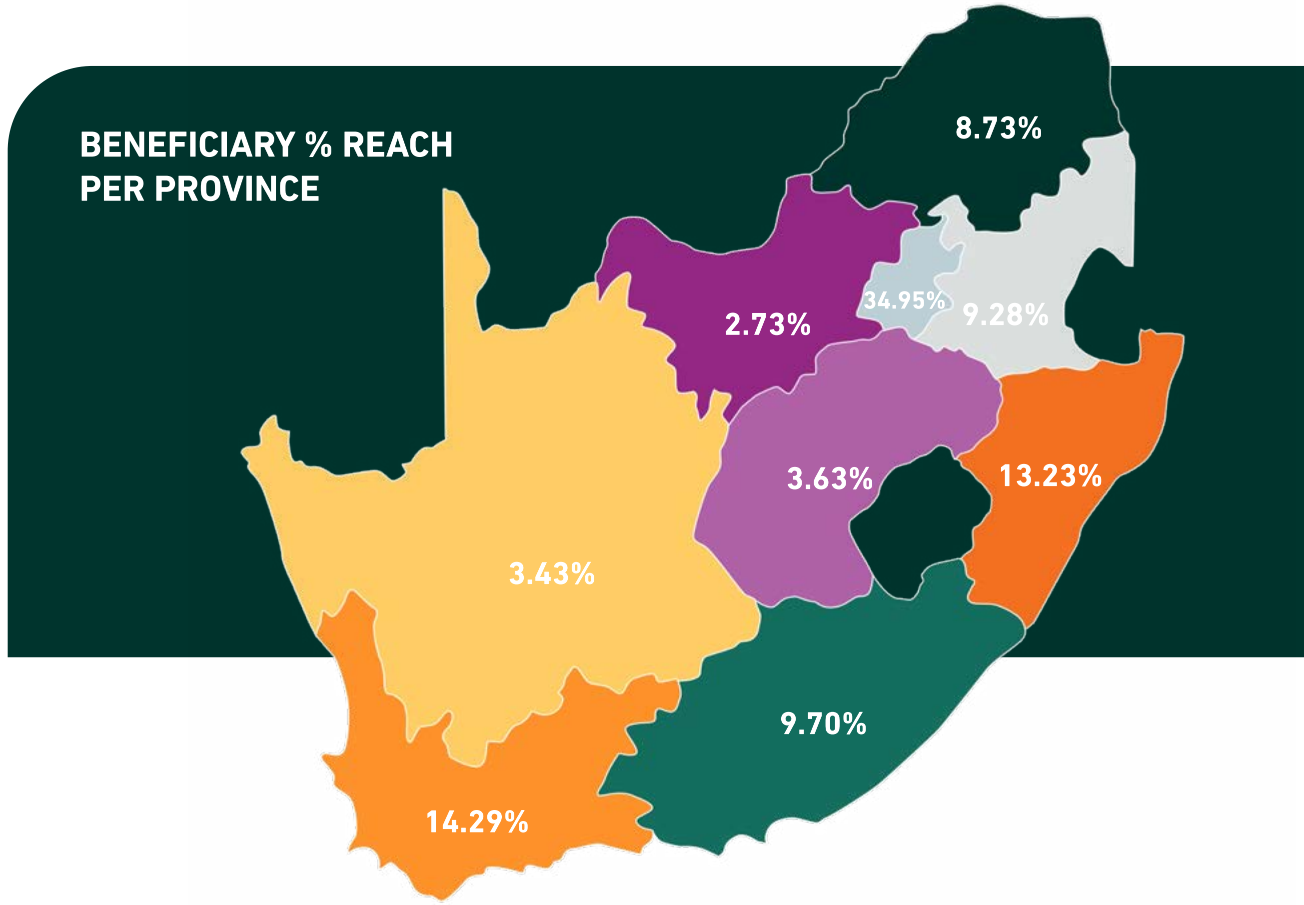


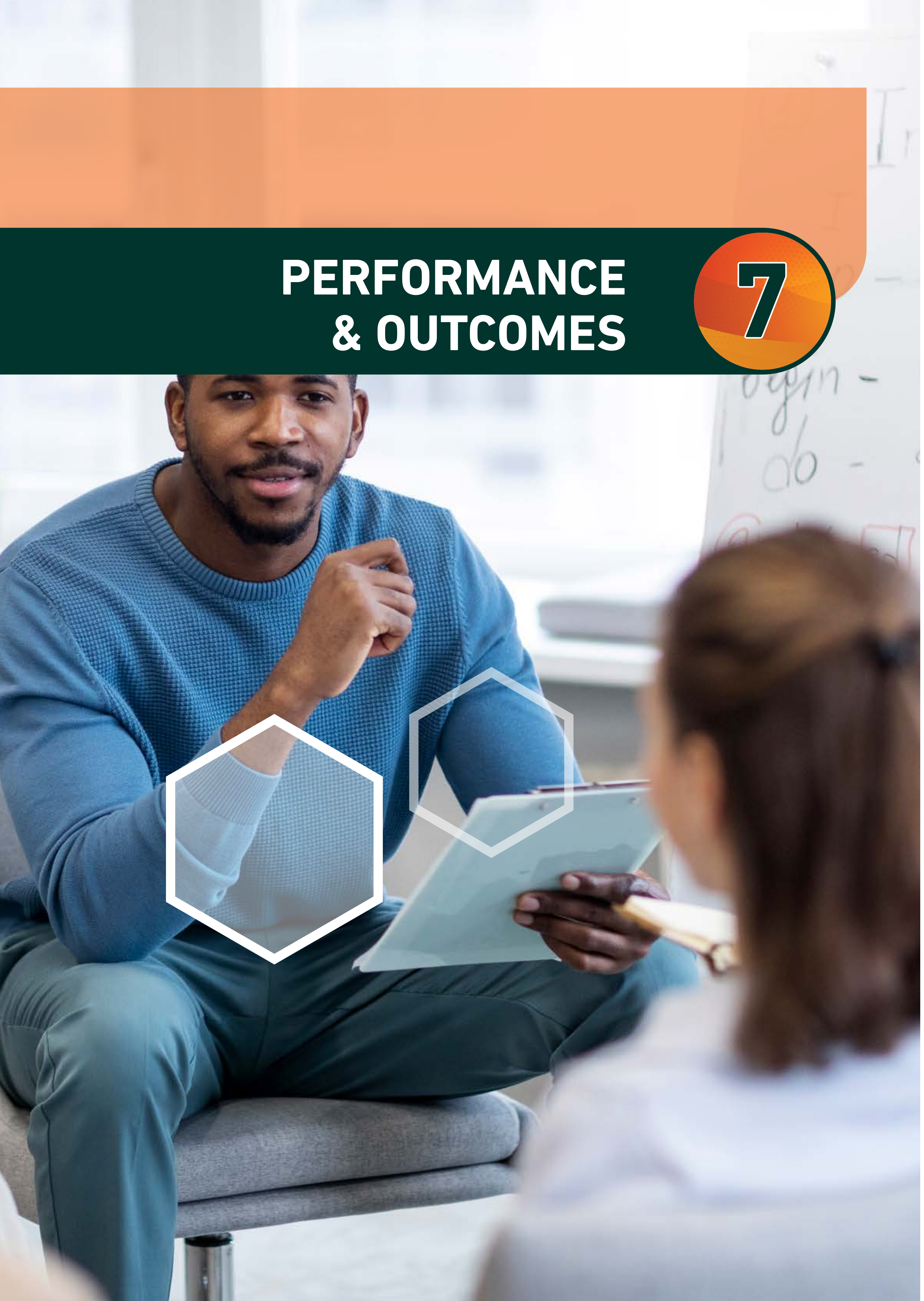
RACE



6.2 Extent of our reach

Atleha-edu's programmes are delivered through a blend of in-person workshops and digital platforms, enabling wide geographic coverage across South Africa. The combined data shows a truly national footprint that reaches beneficiaries in every province and balances access between urban and rural areas.





7 PERFORMANCE & OUTCOMES

Atleha-edu met or exceeded most programme targets, with lower-than-anticipated uptake in webinar-based delivery and long publications, informing adjustments to the 2026 engagement model.

Table 2: Atleha-edu 2025 performance against targets

CATEGORY	ACTIVITY	2025 TARGET	ACHIEVED (2025)	% OF TARGET ACHIEVED
INTERACTIVE EDUCATION	**Full-day face-to-face Workshops**	**60**	**88**	**147%**
	Webinars / online dialogues	6	2	33%
AWARENESS EDUCATION	Long publications	6	2	33%
	Videos	**8**	**9**	**113%**
	Short articles / infographics	40	37	93%
	VR / Chatbot (WhatsApp learning series)	**10**	**10**	**100%**

Atleha-edu met its delivery targets across most programme areas during the year, with performance significantly exceeding targets in its flagship interactive, face-to-face workshops. This over-achievement reflects both strong demand and funder preference for high-impact, participatory engagement. The integration of WhatsApp-based learning further supported Atleha-edu's innovation and inclusion objectives.

These outcomes confirm the organisation's operational effectiveness and growing ability to deliver scalable, high-quality financial education across South Africa's organised labour and youth networks.

7.1 Interactive education

7.1.1 ORGANISED LABOUR

The section below unpacks Atleha-edu's performance, and the outcomes of interactive training rolled out during this reporting period for our organised labour beneficiary grouping.

1. ANNUAL COMPARISON OF TRAINING SESSIONS AND PARTICIPANTS (2024–2025)

NUMBER OF INTERACTIVE TRAINING INTERVENTIONS	FYE2024	FYE2025	% INCREASE
Half-day face-to-face workshop	16	31	94%
Full-day face-to-face workshop	34	41	21%
Online dialogue	-	1	-
Grand Total	50	73	46%

NUMBER OF BENEFICIARIES TRAINED	FYE2024	FYE2025	% INCREASE
Half-day face-to-face workshop	562	855	52%
Full-day face-to-face workshop	1232	1057	-14%
Online dialogue*	-	7	-
Grand Total	1794	1919	7%

* Our experience is that organised labour workshops are more impactful when delivered in-person and not virtually. This has informed the prioritisation of in-person interactive organised labour workshops during the reporting period.

2. ORGANISED LABOUR DEMOGRAPHICS (2024–2025)

GENDER

Female	41%
Male	59%

AGE

18-29 years	4%
30-34 years	10%
35-50 years	62%
51-65 years	24%
Above 65 years	1%

PERCENTAGE OF URBAN METRO
(eight Metros by definition)

No	49%
Yes	51%

RACE

African	87%
Coloured	9%
Indian	2%
White	2%

PROVINCE

Eastern Cape	9%
Free State	6%
Gauteng	28%
KwaZulu-Natal	20%
Limpopo	5%
Mpumalanga	9%
North West	3%
Northern Cape	7%
Western Cape	13%

7.1.2 YOUTH BENEFICIARIES (AGES 18–35)

The section below unpacks Atleha-edu's performance and outcomes of interactive training rolled out during this reporting period for our youth beneficiary grouping.

Youth outcomes reported here are based on programme-level measurement tools aligned to Atleha's broader methodology. This section excludes interactive performance relating to partner reach.

1. ANNUAL COMPARISON OF TRAINING SESSIONS AND PARTICIPANTS (2024–2025)

NUMBER OF INTERACTIVE TRAINING INTERVENTIONS	FYE2024	FYE2025	% INCREASE
Half-day face-to-face workshop	5	16	220%
Online dialogue	1	1	0%
Grand Total	6	17	183%

NUMBER OF BENEFICIARIES TRAINED	FYE2024	FYE2025	% INCREASE
Half-day face-to-face workshop	265	685	158%
Online dialogue*	173	8	-95%
Grand Total	438	693	58%

* Our experience is that youth workshops are more impactful when delivered in-person and not virtually. This has informed the prioritisation of in-person interactive youth workshops during the reporting period.

2. YOUTH DEMOGRAPHICS

GENDER

Female	55%
Male	45 %

EDUCATION LEVEL

0-grade 9	0%
Grade 10 - less than matric	16%
Matric	66%
Post-matric (diploma, degree, etc.)	17%

AGE

16-17 years	23%
18-29 years	68%
30-34 years	6%
35-50 years	2%
51-65 years	0%
Not disclosed	1%

RACE

African	72.4%
Coloured	27.1%
White	0.4%
Other	0.1%

PERCENTAGE OF RURAL/URBAN SPLIT
(eight Metros by definition)

Rural	16%
Urban	84%

PROVINCE

Gauteng	80%
North West	2%
Western Cape	18%

7.2 Awareness education

Atleha-edu's awareness education work continued to scale in 2024/25, extending access to concise, credible, and mobile friendly financial-literacy content. Through varied formats, 3 391 of Atleha-edu's organised labour and youth beneficiary database received awareness education content in the form of articles, infographics, videos, and WhatsApp learning series. Through these channels, Atleha has been able to deepen digital engagement with both its core organised labour audience and its growing youth network.

7.2.1 ORGANISED LABOUR

For organised labour trustees and shop stewards, Atleha-edu's awareness education work remained focused on accessible, continuous learning that complements in-person workshops.

1. SHORT ARTICLES, INFOGRAPHICS, AND MULTIMEDIA RESOURCES CREATED IN 2025.

EDUCATIONAL CONTENT CATEGORY	FYE2024	FYE2025	% INCREASE
Edu-notification	7	8	14%
Infographic	-	4	-
Longer Publications	4	2	-50%
Quiz	-	2	-
Short article	32	33	3%
Video	4	9	125%
Grand Total	47	58	23%

* Following the strong performance of WhatsApp-based awareness distribution, a strategic shift was implemented to prioritise shorter awareness content formats (including web articles, infographics, and videos) over longer-form publications.

2. WHATSAPP CAMPAIGN STATISTICS (DELIVERY, READ RATE, ENGAGEMENT)

BENEFICIARY GROUP	SUM OF SENT	SUM OF DELIVERED	READING RATE
OL (Union shop stewards)	7 551	6 852	86%
OL Trustees	1 410	1 222	85%
Total (Volume)	8 961	8 074	-
Average Reading Rate	-	-	86%

3. EDUCATIONAL MAILER REACH & YEAR-ON-YEAR GROWTH

EDUCATIONAL CONTENT CATEGORY	FYE2024	FYE2025	% INCREASE
Edu-notification	5 638	12 450	121%
Infographic	-	6 171	-
Publication	3 577	3 316	-7%
Quiz	-	3 402	-
Short article	30 417	52 840	74%
Video bit	4 260	14 801	247%
Grand Total	43 892	92 980	112%

4. ORGANISED LABOUR TOP 5 AWARENESS ARTICLES

1. Social grant systems: SA vs USA

With **816 views**, this article generated the highest engagement with our Organised Labour Group. Comparing how social grant systems function in South Africa and the United States, it helped organised labour members understand global approaches to social protection and the role of government support in worker welfare.

2. How GEPF members can avoid two-pot withdrawal glitches

Attracting over **360 views**, this article guided union-affiliated GEPF members through the practical challenges of the new two-pot retirement system. It offered valuable insights to help workers safeguard their retirement savings and avoid administrative pitfalls.

3. Tax and the two-pot system

With **316 views**, this awareness piece unpacked the tax implications of the two-pot system. It provides clear explanations to help union members make informed financial decisions about accessing or preserving their savings.

4. What is your retirement fund portfolio's ESG score?

Gaining over **300 views**, this article explored how Environmental, Social, and Governance (ESG) factors influence retirement fund performance. It encouraged organised labour representatives to consider sustainability in fund management and worker investments.

5. How sustainable is your custodian bank?

With **283 views**, this article examined the sustainability practices of custodian banks. It prompted worker leaders and trustees to reflect on how their financial partners align with responsible investment and governance principles.

7.2.2 YOUTH BENEFICIARIES (AGES 18–35)

Among youth beneficiaries, 2025 marked a year of significant expansion in Atleha-edu's digital-inclusion work. Partnerships with PM Skillshouse and gold-youth Development Agency enabled the delivery of relatable, youth-centred financial-education content through multiple online platforms.

1. SHORT ARTICLES, INFOGRAPHICS, AND MULTIMEDIA RESOURCES CREATED IN 2025

EDUCATIONAL CONTENT CATEGORY	FYE2024	FYE2025	% INCREASE
Edu-notification	-	5	-
Infographic	1	2	100%
Short article	9	9	0%
Short video	-	3	-
Grand Total	10	19	90%

2. WHATSAPP CAMPAIGN STATISTICS (DELIVERY, READ RATE, ENGAGEMENT)

BENEFICIARY GROUP	SUM OF SENT	SUM OF DELIVERED	READING RATE
Youth via gold-youth	2 476	2 123	70%
Youth via PM Skillshouse	7 496	6 310	82%
Total (Volume)	9 972	8 433	-
Average Reading Rate	-	-	79%

3. EDUCATIONAL MAILER REACH & YEAR-ON-YEAR GROWTH

EDUCATIONAL CONTENT CATEGORY	FYE2024	FYE2025	% INCREASE
Edu-notification	-	6 152	-
Infographic	345	3 320	862%
Short article	5 677	12 650	123%
Short video	-	3 692	-
Grand Total	6 022	25 814	329%

4. YOUTH TOP 5 AWARENESS CAMPAIGNS

1. Let's unpack study loans

With over **3600 views**, this article drew the highest engagement by breaking down how study loans work. It helped young readers understand repayment terms, interest rates, and how to borrow responsibly to fund their education.

2. Budgeting 101: Needs vs Wants

Attracting **900 views**, this practical guide introduces young people to the fundamentals of financial planning. It empowered readers to distinguish between essential expenses and lifestyle choices to build better money habits.

3. Avoid forex scammers with this checklist

With **549 views and 490 active users***, this article offered a timely warning about online financial scams. It equipped youth with a simple checklist to identify fraudulent forex schemes and protect their hard-earned money.

4. The house always wins

Drawing **330 views and 296 active users**, this engaging piece unpacked the risks of gambling and betting. It raised awareness among young readers about how gaming odds are designed to favour the house, encouraging responsible behaviour and informed decision-making.

5. The school-leaver checklist

With **91 views and 70 active users**, this article served as a practical roadmap for young people transitioning out of school. It offered guidance on career choices, further education, and key financial steps to start adulthood with confidence.

* Unique users who had at least one engaged session during the reporting period (≥10 seconds, a conversion, or ≥2 page views).

8 LEARNING INSIGHTS

Atleha-edu's 2024/25 results show clear improvements in both **financial confidence** and **knowledge gains** across organised labour and youth beneficiaries — confirming the effectiveness of its targeted, experiential learning model.

Across all programmes, participants demonstrated **strong confidence improvements** (averaging **88% post-training**) and measurable **knowledge gains** of up to **21%,** underscoring that short, well-structured interventions can meaningfully strengthen financial capability and decision-making.

Organised Labour

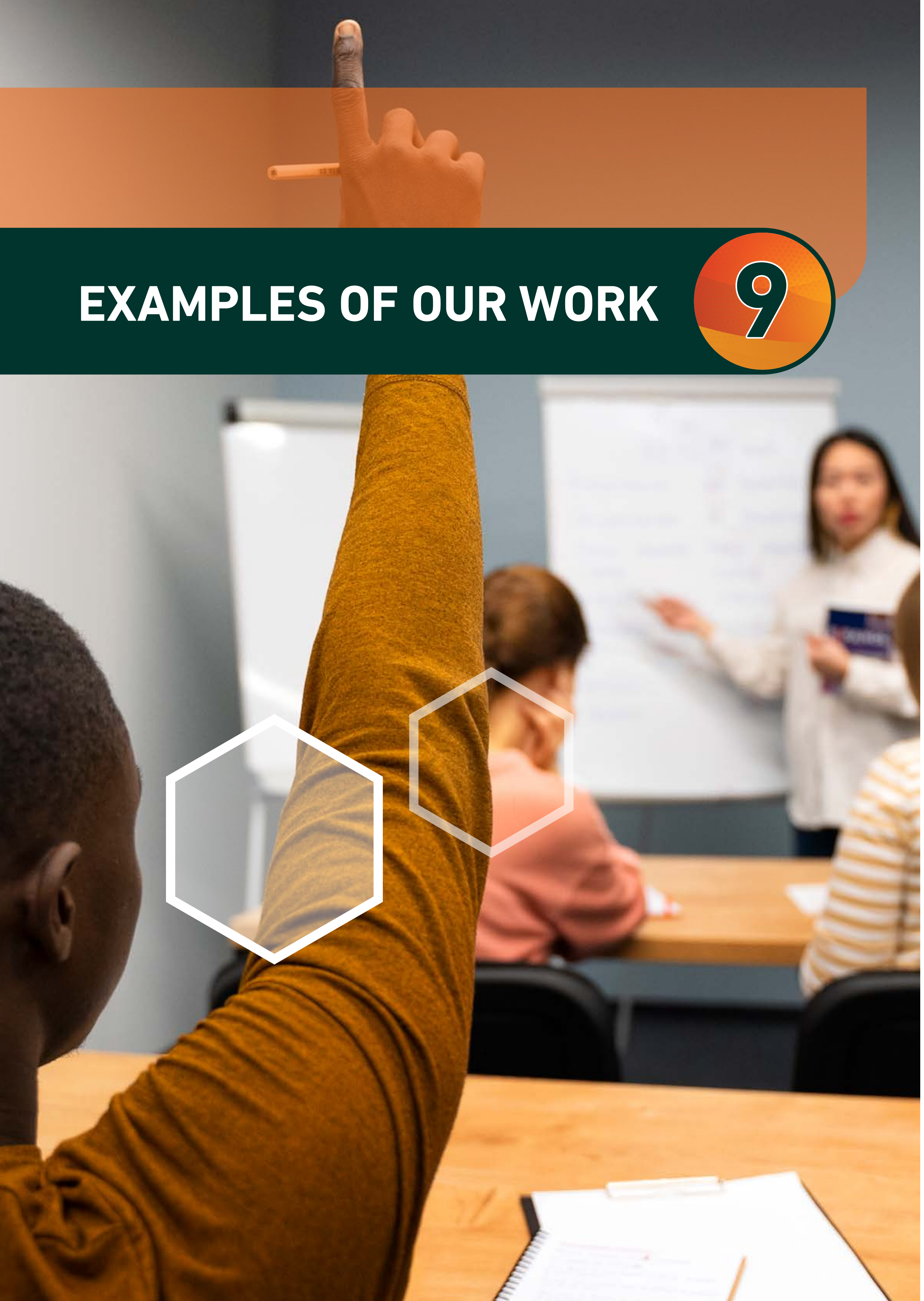
Training sessions reached more than **1 900 organised labour representatives**, with exceptionally high participation and assessment completion rates.

- **Confidence gains:** 57% of delegates showed improved confidence between pre- and post-assessments, reaching **86% overall post-intervention.**
- **Knowledge improvement:** Average test scores rose by **21%**, with **58% post-training accuracy**, demonstrating a deeper understanding of retirement fund governance, fiduciary duties, and compliance principles.
- **Satisfaction: 86%** of participants agreed that workshops met or exceeded expectations, and **85%** felt the material was pitched at the right level — affirming the accessibility and relevance of Atleha-edu's training.

Youth Beneficiaries (Ages 18–35)

Nearly **700 youth participants** completed financial literacy workshops, showing measurable progress in both knowledge and self-assurance.

- **Confidence gains: 92%** felt confident managing financial topics post-training, with **32%** showing measurable improvement between pre- and post-assessments.
- **Knowledge improvement:** Participants achieved **82% post-assessment accuracy,** marking an **11–12% increase** in knowledge retention and practical understanding.
- **Satisfaction:** Over **90%** agreed that the workshops helped them prepare better for their financial futures and manage money effectively.



EXAMPLES OF OUR WORK 9

1. Sanlam Foundation:
Trustee empowerment through workshops

Atleha-edu, through the Alternative Prosperity Foundation, partnered with the **Sanlam Foundation** to enhance financial literacy and strengthen retirement fund governance among worker-elected trustees and shop stewards.

Between **October 2024 and September 2025, 26 workshops** were delivered across **eight provinces**, reaching **789 participants** from unions including SATAWU, CEPPWAWU, FEDUSA, PSA, and UNTU. The cohort was diverse — **39% female**, mainly aged **35–50**, and predominantly shop stewards and trustees.

Participants reported significant learning gains: in **two-pot retirement system** sessions, confidence rose by **57–62%** and knowledge by **28–38%. Section 37C (death benefits)** training improved confidence by **55%** and knowledge by up to **22%**, while Managing personal finances sessions achieved **85% "very useful" ratings.**

The programme established a scalable national model for hybrid trustee training, positioning Atleha-edu and Sanlam Foundation as key contributors to responsible, well-governed retirement fund leadership

Figure 5: Sanlam Foundation-funded workshop in Richard's Bay

2. Alexforbes:
Youth financial literacy transformation and scalable youth training and employment readiness

Atleha-edu's partnership with **Alexforbes** demonstrated large-scale, youth-centred financial empowerment. In **2024/25**, the initiative reached over **4 600 youth** nationwide through PM Skillshouse and Atleha-edu workshops — **well above target.**

Training focused on **budgeting, saving, debt management, and the two-pot system**, equipping young South Africans with the tools for financial independence and employability. The programme combined in-person workshops, virtual sessions, WhatsApp learning, and awareness mailers — **15 710 sent** with a **23% open rate** — showcasing scalable, blended learning that builds lasting financial confidence and behavioural change.

Figure 6: Alexforbes-funded youth workshop in Braamfontein

3. ASISA Foundation:

Awareness and two-pot retirement systems initiatives-empowering workers through Financial Literacy

In early 2025, Atleha-edu, supported by the **ASISA Foundation**, delivered a **nationwide Consumer Financial Education (CFE)** project on the **two-pot retirement system** and **section 37C.**

The campaign reached thousands through digital outreach — **5 000+ mailers per campaign** with **22–29% open rates**, with several editions also translated into **isiZulu and Sesotho** to increase accessibility — and culminated in two high-impact workshops in **Ladysmith** and **Newcastle**, with **75 union representatives** from FEDUSA.

Delegates described sessions as "enlightening" and "highly practical," noting improved understanding of withdrawals, tax, and fiduciary duties. The project's blend of **digital tools, multilingual content, and QR-coded M&E** ensured accessibility and strong participation, reinforcing the multiplier effect of well-designed worker education.

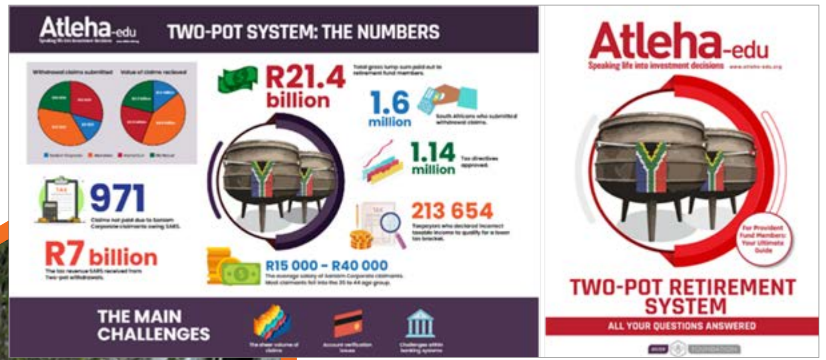


Figure 7: Resources developed and distributed under the ASISA Foundation funded project

Figure 8: ASISA Foundation-funded workshop hosted in Newcastle

4. Digital & WhatsApp Learning Innovation

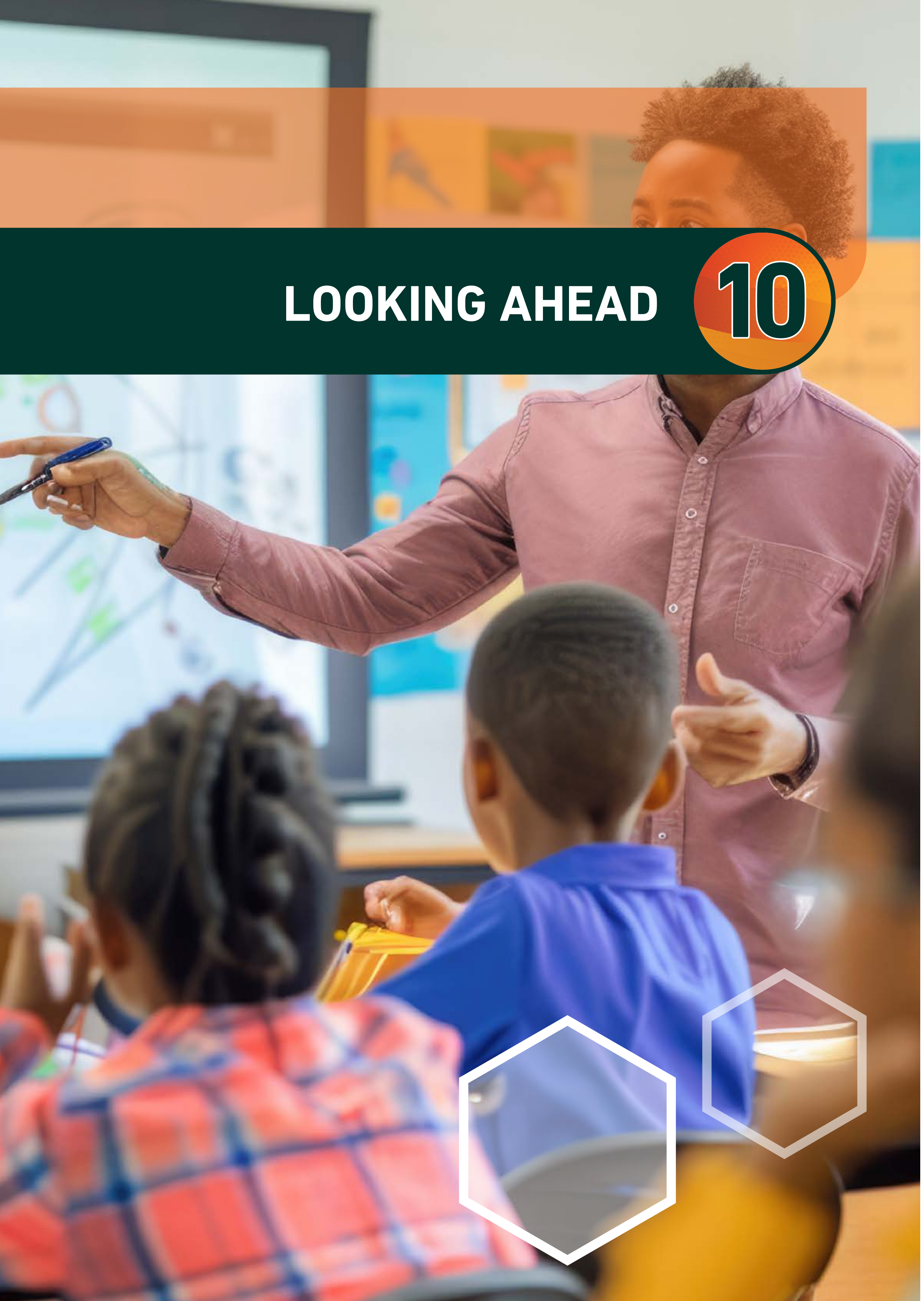
Atleha-edu strengthened digital inclusion through **71 WhatsApp learning campaigns** achieving an **83% read rate,** now a core delivery tool for both awareness and interactive learning.

Complementary channels expanded reach:

- **14 000+ website visitors,** confirming Atleha-edu's position as a trusted self-learning hub.
- Growing engagement via **Facebook** (open and closed groups) and **Instagram** to connect youth and organised labour audiences.

This integrated digital ecosystem has become central to Atleha-edu's strategy, making financial education **accessible, mobile, and measurable** nationwide.

LOOKING AHEAD 10



As Atleha-edu looks to the year ahead, our focus remains clear: to **deepen impact, strengthen quality, and expand reach** across both our organised labour and youth education offerings. Building on the solid foundations established during 2024/25, 2026 will mark a year of strategic refinement, guided by new improvements in curriculum, data, and evidence-based learning.

Our **thematic focus** for 2026 centres on the **simplification and contextualisation of curriculum content** across both our broad-based youth and worker-elected trustee programmes, steered by our external curriculum specialist, **Root Kauz Konsult,** to ensure that every learning module is accessible, practical, and aligned with participants' lived realities. Through this process, we aim to enhance comprehension, increase retention, and strengthen the behavioural outcomes of our learning interventions.

Atleha-edu will also advance its **data quality and monitoring systems** through the roll-out of our new **Zoho-CRM automation project**, which will introduce real-time validation, integrated data tracking, and improved reporting accuracy. Our M&E practices will remain aligned with the **IRIS+ impact framework,** enhancing data accuracy. These enhancements will ensure that our ME&L processes are reliable and efficient, supporting stronger decision-making and transparency.

In 2026, we will continue to enhance our education offering in **financial literacy and retirement fund governance**, with a sustained focus on active ownership and the evolving **two-pot retirement system**. In parallel, Atleha-edu will maintain close alignment with key regulatory developments, including the **Conduct of Financial Institutions (COFI) Bill, FSCA minimum standards for retirement fund trustees**, and updates to the **FSCA Trustee Toolkit**, ensuring that our beneficiaries remain informed, compliant, and future-ready.

To sustain this momentum, Atleha-edu will pursue several **strategic priorities:**

- **Redesigned workshop formats** and multi-touchpoint learning journeys;
- **MEL framework improvements** based on recommendations from **DNA Economics,** ensuring evidence-based impact measurement that blends quantitative data with rich qualitative insights;
- **Broadened stakeholder engagement**, particularly with senior union leaders and rural networks, to foster deeper programme ownership;
- **Expanded partnerships** across both labour federations and youth organisations to reach new audiences; and
- **Strengthened and diversified funder base** to support this expanded reach and ensure the sustainability of our mission.

Through these priorities, 2026 will serve as a year of **strategic consolidation and expansion**, ensuring that Atleha-edu's education model remains fit for purpose in a rapidly evolving landscape.

Thank you to our partners and funders.

We are deeply grateful to our partners and funders for walking this journey with us. Your shared commitment to empowering South Africans through financial education continues to inspire our work and expand our collective impact.

10X
:alexforbes insight · advice · impact
Swiss Re Corporate Solutions
ASISA FOUNDATION
JSE
JUST. RETHINK RETIREMENT
Prescient
Sanlam Foundation
RMB
PPS FOR PROFESSIONALS
strate
SIMEKA member of Sanlam group
colourfield
FAIRTREE
Sanlam Trust

Atleha-edu

Speaking life into investment decisions

www.atleha-edu.org . info@atleha-edu.org . 021 851 0091

Unit 12, Paardevlei Specialist Medical Centre, Paardevlei, Somerset West, 7130

Atleha-edu Atleha_edu Atleha-edu NPC

Our strategic partners: alternative prosperity FOUNDATION · SIXCAPITALS ESG Advisory · ASISA FOUNDATION · ASISA ACADEMY · Batseta 2025 CPD · DNA Economics · diversifi · ROOT CAUZ CONSULT