

Corporate social investment and socio-economic development.

Education as a tool for societal empowerment

We understand the value of **education** and its **power to change lives**. Our principles guide us in acting with humanity and doing what matters, and we commit to doing so by improving the lives of the people in our surrounding communities.

During the pandemic, the delivery of our initiatives shifted to digital without losing the imperative to provide access to quality education for disadvantaged communities. We embraced digitalised learning, investing significantly in enhancing **access to education**. We expanded the reach of these programmes even further and saw steady progress in helping our partners move onto digital platforms, despite their struggling with resources and funding.

However, many schools in our communities are not yet well equipped for digital engagement, and we decided to return to **face-to-face** models to accommodate them.

In particular, we adopted a **blended approach** towards learning, gradually introducing an online portal where, in some instances, learners are migrating from face-to-face learning to online video learning. Data accessibility is still a determining factor in whether this is possible. Where our partners cannot, for instance, zero-rate certain apps, Liberty funds data costs to ensure learners remain connected.

	2022	2021
Investing in our communities	%	%
Education ¹ (Secondary and Tertiary)	42	46
Financial literacy ²	41	38
Employee volunteerism ³ (ECD and Primary)	8	8
Other ⁴	9	8
Total	R47,9 million	R44,9 million

¹ Education curriculum support initiatives on Maths, Science, digital skills initiative (for unemployed youth) and bursaries.

² Financial education programme is aimed at providing people with valuable insight into achieving financial freedom and building wealth for our community members. The programme also helps with gaining the knowledge to make better financial decisions, self-confidence and skills needed to feel competent in achieving financial goals.

³ Employee volunteerism includes volunteerism of an individual or collective effort to give of time or skills towards a social cause, this is done through RolledUpSleeves platform.

⁴ Includes admin costs (supporting operating costs/overhead costs)

Mindset

Our partnership with Mindset delivers essential education to learners via an interactive television show, which airs daily during the school term. Broadcast on DStv, OVHD and StarSat, the initiative aligns with the CAPS curriculum, offering Maths, Science, Geography, English and Life Sciences lessons.

Mindset education is also available through the TenFold Education mobile app, providing revision papers and peer-to-peer learning support.

In 2022, we saw an increase in the uptake of the TenFold app, with 712 118 learners migrating to this platform. Viewership on the broadcast channels also improved, by 52% year on year, with 172 945 hours on extra lessons watched.

Primestars

Primestars is one of our flexi-projects, providing maths, science and financial literacy tutorials through cinemas in partnership with Ster-Kinekor and Nu-Metro. Following the success of the #SaveTheClassOf2020. In 2022, we partnered with Primestars for the #InItWithYou campaign, supporting matriculants through their final exams.

The scalability of the Primestars initiative is growing rapidly, reaching 27 959 learners through digital platforms in 2022.

Due to the pandemic, the programme shifted focus to digital platforms and successfully launched an online portal, including WhatsApp messaging and a website where learners can access past papers and tutorial videos. We also worked on moving the project to a digital delivery scanner system in response to regulatory requirements relating to COVID-19.

Corporate social investment and socio-economic development. (continued)

Kutlwanong Centre

The Kutlwanong Centre provides opportunities for learners from townships and rural areas to access professional careers in the Science, Technology, Maths and Engineering industries.

In 2020, Liberty partnered with Kutlwanong to develop a digital platform for matriculants in response to the pandemic. Building on this, in 2021, we onboarded all grades to the digital platform, increasing the reach of learners.

Through this initiative, 3 480 learners have benefited from the blended approach adopted by the centre.

To date, the project has reached 63 feeder schools, developing 588 Maths and Science teachers. 7 960 learners have also benefited from the programme since inception through a blended face-to-face and online learning approach.

This year, *the Sunday Times* did a feature on Kutlwanong Centre, noting that our unique methods of motivation stimulate higher grades. We are proud of the difference this centre is making.

"Financial freedom can be attained through education. So, at Liberty, we utilise education as a means to achieve that vision and goal."

Arthur Moeletsane
SENIOR SPECIALIST CSI PROJECTS

Consumer education

Consumer financial education and financial literacy are the **building blocks towards financial inclusion**.

What is financial inclusion? The World Bank defines financial inclusion as individuals and businesses having access to useful and affordable financial products and services that meet their needs, and that are delivered responsibly and sustainably. Products include savings, credit and insurance, transactions and payments.

Liberty invests in financial education and financial literacy to increase financial knowledge, inspire behaviour change and make a difference in broad-based empowerment.

A large percentage of the South African population is deemed financially illiterate, with very few being able to retire comfortably. An increasing number of South Africans spend the greater portion of their income on debt.

Against this backdrop, our **consumer education strategy**, Mind My Money, plays an important role in helping South Africans navigate their financial future.

Financial education



Financial literacy



Financial inclusion











Corporate social investment and socio-economic development. (continued)

Empowering communities through Mind My Money

Launched in 2014, our **Mind My Money** programme aims to provide vulnerable individuals with the knowledge and tools necessary to make sound financial decisions and build their financial freedom. The programme is designed and run by experts who understand the importance of financial literacy in the achievement of financial wellbeing. We adapt our programme for three primary audiences:

Mind My Money for communities	Mind My Money for consumers
<ul style="list-style-type: none"> Interactive workshops Online learning platform Credit report Access to financial advisors 	<ul style="list-style-type: none"> Dialogues and money themed weeks Wellness days Participation in money smart weeks Participation in savings month

Interactive workshops include:

"I earn and plan"		"I manage my finance"		"I prepare for the future"		"I contribute to my country"		"I set goals for my money"	
									
Me and my income	Me and my budget	Me and my bank	Understanding debt and my credit profile	Me and my family's future	Me and my future	Me and my taxes	Me in the world economy	Me and my savings	Me and my investments

STANLIB implemented the Mind My Money programme to empower youth in Technical Vocational Education and Training (TVET) colleges and universities, focusing on institutions that lack support for consumer financial education.

By integrating the **STANLIB and Liberty** programmes, we aim to leverage our resources and share financial knowledge with different target audiences, enabling students to make better financial decisions as they prepare for their professional journeys.

Mind My Money highlights 2022

Worksites and communities:	Liberty trained 23 190 participants across all nine provinces	14 524 people reached through wellness days and online training	210 self-taught participants through the Mind My Money website
TVET colleges:	STANLIB trained 5 449 participants across all nine provinces	320 teachers reached through Train-the-Trainer	372 individuals reached through face-to-face special projects

Modules include:

Future planning and risk

Budgeting

Debt and credit

Banking and saving

Corporate social investment and socio-economic development. (continued)

Impact snapshot

Number of candidates with bad debt and credit scores reduced by

15%

49%
of participants were able to pay off their debts

62%
of candidates were coached on how to improve their credit scores

Paying it forward with Train-the-Trainer

Liberty's innovative idea of introducing financial education in schools places us among those at the forefront of sustainable development in South Africa.

Our Teachers Empowerment Programme upskilled

320
teachers in 2022

Inspiring the youth with Digify General Practitioners (GP)

We focus on equipping young people with **digital and financial skills** in an increasingly digital world.

With STANLIB, we launched a programme to reach unemployed youth, particularly in light of the high unemployment rates among this segment. The programme aims to equip them with **digital marketing skills** to enter the workplace or start their entrepreneurial ventures.

Launching Digify GP

The Digify GP and Digify Pro online programmes were launched in 2022 to provide training in digital marketing skills and entrepreneurship to equip unemployed and entrepreneurial youth with necessary skills in an increasingly digital world. Following an initial eight-week training period, two weeks are dedicated to building entrepreneurial and presentation skills, including learning how to pitch ideas. Liberty supports these entrepreneurs and freelancers for a further 10 weeks in their job searches and helps facilitate how they grow their businesses.

The inaugural programme proved successful, training 100 youths in Kuruman and Kimberley. Graduates came from different backgrounds;

some went on to find employment in the digital sector, while graduates who were entrepreneurs used the skills they acquired to better their businesses in varied industries.

Post-programme assistance includes:

-Providing graduates support during their job seeking and career building efforts, including photography for their CVs and portfolios

-Providing graduates access to a hub where they can showcase their talents to potential employees or clients, which also enables clients and employees to find the talent they are looking for

-Helping graduates create rate cards and freelancer profiles

-Improving graduates' social media profiles and content strategies to attract new clients

-Aiding with SEDA and CSD database registrations

In 2023, we aim to continue with the Digify programme in the Northern Cape, recruiting a new cohort of youth participants while strengthening the initiative (initial challenges for participants included laptop access and transportation in the post-training support phase).

The Digify team also met with government officials in the Northern Cape to discuss the work Digify is doing and how the government can support its efforts to widen the impact within the province.



"Youth unemployment is very high in our country. Liberty developed this programme to address the necessary digital skills to enable participants to be employable, or to grow their small entrepreneurial ventures."

Nomaxabiso Matjila
LEAD SPECIALIST: GROUP CSI AT LIBERTY

"There is a digital divide in the Northern Cape; some businesses are not visible in the landscape. Through Digify GP, we can teach businesses how to be visible online."

Refilwe Thobega
TRAINER

"I was not very social media savvy coming into this course, and I've learnt a lot about engaging with my audience."

Chad Lucas
PARTICIPANT

Corporate social investment and socio-economic development. (continued)

Employee volunteerism through RolledUpSleeves

Our employee volunteerism programme aims to encourage the spirit of active citizenship and the act of giving through volunteering, whether by sharing time or money. Employees can register and select a cause they feel passionate about using our RolledUpSleeves online portal.

We continued our initiatives in 2022: making a difference by revamping early childhood development centres and through our Winter Shoe Drive, Sanitary Pad Drive, annual virtual Read-Aloud Readathon, and Festive Shoebox, a gifting campaign benefiting children in disadvantaged communities.

We also encourage employees to share their skills in our skill-based sharing initiative. One initiative we are particularly proud of is a partnership between our CSI and IT teams, where we offer learners computer skills training to introduce coding in disadvantaged schools.

Snapshot of employee participation in 2022

A total of
1080

employees participated in our employee volunteerism programme (2021: 1 004)

Employees donated a total of
R 97 731
towards volunteer initiatives (2021: 101 930)

Over
1200
beneficiaries benefited from monetary donations (2021: >1 100)

Over
24 500
total beneficiaries impacted (2021: 29 347)

Employee volunteerism initiatives during 2022

Reading programme

- The objective of our Read-Aloud programme is to build a culture of reading in South African schools. We held 120 reading sessions with 202 volunteers in 2022, impacting 559 learners.

"These reading sessions always leave me feeling fulfilled."

Rekha Naidoo
VOLUNTEER

Winter Shoe Drive - Every year, the shoe drive restores hope, pride and dignity to our country's neediest learners.

We reached over 100 schools and 14 452 learners in nine provinces. 204 individual employees pledged a total of R78 817.

Since its launch in 2017, the Winter Shoe Drive, in partnership with Bata Shoes, has delivered almost 50 000 pairs of new school shoes to underprivileged children across South Africa.

Through **regional team funding**, we made a positive impact in the following ways:

- **Limpopo:** 10 schools received JoJo tanks, aiding 6 403 learners
- **Bloemfontein:** Three schools received soccer kits, benefiting 66 learners
- **Eastern Cape:** Liberty donated a projector and projector screen, supporting over 324 learners
- **Mpumalanga:** Liberty donated tables, chairs, mattresses and educational toys, benefiting 54 learners

Women's Month, August 2022

- We donated a year's supply of sanitary pads to 530 girls and 654 hygiene packs to boys at a secondary school in Soweto.

The campaign is part of a national campaign that saw 23 988 sanitary pads donated to girls across the country.

International Mandela Day, July 2022

- We held several initiatives over Mandela month.

25 Employees revamped a crèche, and 50 employees created DIY educational toys and donated non-perishable food to an organisation in KwaZulu-Natal.

In honor of STANLIB's 20-year anniversary, for the first time since 2019, we partnered with Rise Against Hunger for a physical event for volunteers to pack 20 000 meals. The meals packed were donated to ECDs during the month of July.

World Food Day -

We partnered with Rise Against Hunger to distribute meals across all nine provinces. Our donation is equivalent to 96 774 meals, feeding approximately 372 children, or 31 organisations, for an entire year.

Coding programme

- Our IT team currently offers T C Esterhuysen Primary School learners computer skills training.

Corporate social investment and socio-economic development. (continued)

Liberty Community Trust (LCT)

LCT is an important pillar of Liberty's SEE strategy, focusing on education and improving learning outcomes of South Africa's youth through innovative education programmes.

Our community trust aligns with Liberty's principles of transformation and inclusivity and pursues three strategic focus areas, which were developed by analysing the context of South Africa's education landscape:

Improve literacy outcomes in the foundation phase

- Reading literacy and comprehension is essential for building a solid foundation for learning. It ensures better long-term performance and improves opportunities for learners to be included in the mainstream economy.

Improve school leadership and governance

- Leadership plays an integral part in shaping a school's culture. Equipping primary school leaders to manage schools effectively improves school culture which, in turn, positively impacts learners' performance.

Contribute to career development

- Enabling career development provides learners with exposure to various careers. Learners are empowered to select subjects aligned with their interests and abilities, improving performance and ultimately creating economic participation through a meaningful career.



Visual, measurable impact



Additionality



Scalability



Pioneering



Innovation



Knowledge in action



Corporate social investment and socio-economic development. (continued)

Funding projects that make a difference

Yizani Sifunde literacy project

LCT partnered with three non-profit organisations (Nalibali, BookDash and WordWorks) that address literacy in South Africa to fund a literacy project called Yizani Sifunde (meaning "Come, let's read" in isiXhosa) in the Eastern Cape.

By focusing on children in early childhood development centres, we want to help ignite a love for reading and storytelling in learners and their parents and communities. Research has shown that children develop critical foundational skills by the age of five. This is the perfect opportunity for high-impact interventions to set a learning foundation to last a lifetime.

The project provides access to vernacular and English literature appropriate for developing minds. Our goal is for each child to own up to 100 books in isiXhosa and English, concentrating on culturally relevant stories. In 2022, 47 early childhood development sites and practitioners were selected and registered, and approximately 1 000 children were enrolled.

Penreach: empowering school leadership and governance

The effective leadership of schools through the school management team directly impacts teacher effectiveness and learner performance. This is why we launched the Penreach Courageous Leadership Development Programme in 2020.

Funded by the LCT and implemented by Penreach (a non-profit organisation), the programme focuses on setting up optimal school environments by upskilling teachers, principals, school governing bodies and other leaders. It operates in Mpumalanga, services three educational districts and reaches 124 primary schools.

Conn3cted – one-stop-shop career guidance

Initially started as a face-to-face psychometric career guidance programme in 2018 targeting the most vulnerable and under-resourced schools, the initiative evolved into a digital offering – the Conn3cted app. Powered by the Career Buddy Trust and in partnership with the LCT, Conn3cted is a multi-functional career development app which aims to find and recommend personalised career opportunities for matric and tertiary students based on their profiles and locations.

The app gives students access to professional career guidance resources, bursary and job opportunities, and suggestions on potential learning institutions. We aim to empower South African youth with the necessary tools to help them realise their full career potential and make informed decisions for their future.

We are working towards zero-rating the app, but Liberty currently funds access for learners. In cases where schools do not have connection, Liberty will provide routers to ensure learners are able to continue their studies.

To date, the programme has reached **>9 100** learners

Conn3cted has helped

>6 000

learners make over

30 000

connections to career opportunities in the form of bursaries, study institutions and careers



Corporate social investment and socio-economic development. (continued)

#DriveHope – working with South Africans for a better tomorrow

Liberty's philosophy

I will remember the **humanity** in what we do

I will help people **leave a legacy** for their families

I will make Liberty not just our name but **what we do**

Embodying Liberty's philosophy, #DriveHope helps individuals in need with small contributions to alleviate some of their everyday pressures. We subscribe to the ethos that small acts of kindness make a big difference, and we are on a journey to help people believe in themselves, their community and their country through kindness and small but meaningful gestures.

In 2022, the **#DriveHope squad** continued to drive meaningful change for people who are not supported by conventional CSI initiatives or charitable organisations. Liberty is rooted in humanity and enabling freedoms, and we aim to lead the way with humble initiatives that improve people's lives.

We launched the #DriveHope initiative just before the onset of the COVID-19 lockdown in 2020, not realising at the time the extent of the positive impact it would have on our communities. Over the past three years, we have contributed over **R3 million**

to people needing help – whether it be a month's rent, groceries or paying school fees for a term. This contribution translates to an indirect impact of **9 726 people**, including family members of recipients.

#DriveHope's outreach has been successful, spreading by word of mouth and on our social media platforms. We partnered with various communities and collaborators, such as the Good Things Guy, to increase awareness. In 2022, we also partnered with East Coast Radio to support the KwaZulu-Natal community after the devastating floods.

We encourage every South African to **#DriveHope** in their own communities, sharing our goal of spreading kindness and a helping hand to someone in need of a glimmer of hope.

Our #DriveHope squad

Our **#DriveHope** initiative started as an idea on paper and has grown into the success it is today due to the enormous dedication of the volunteer staff members of our **#DriveHope squad**.

Our dedicated squad members deserve recognition for their contribution to the #DriveHope initiative. The squad comprises 15 individuals who dedicate their personal time on logistics and ensuring every much-needed contribution reaches its recipient.

