

ANNUAL INTEGRATED REPORT

FY2024 Executive Summary

2 April 2023 to 30 March 2024



The 2024 financial year was a rollercoaster ride, filled with the thrills of the highs and the challenges of the lows. But through it all, we remained focused in our efforts to ensure that no young person is left behind, especially in marginalised communities.

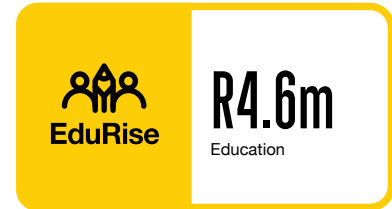
It's thanks to the outstanding support of our partners, volunteers and supporters that we could rise to the challenges and make a meaningful impact on youth empowerment in the reporting period.



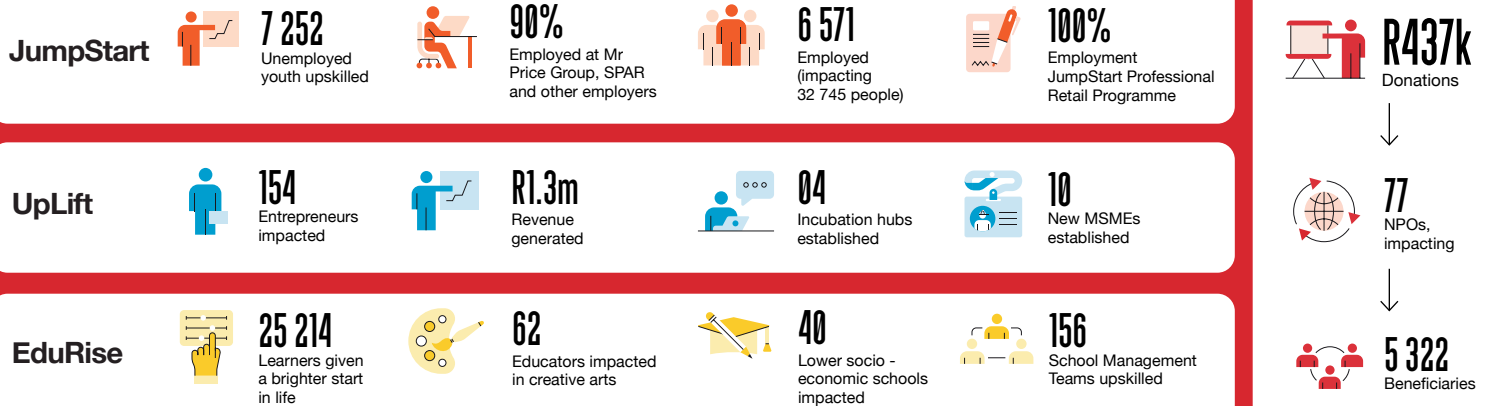
KAREN WELLS

Head of Mr Price Foundation

INVESTMENT IMPACT



PROGRAMME HIGHLIGHTS



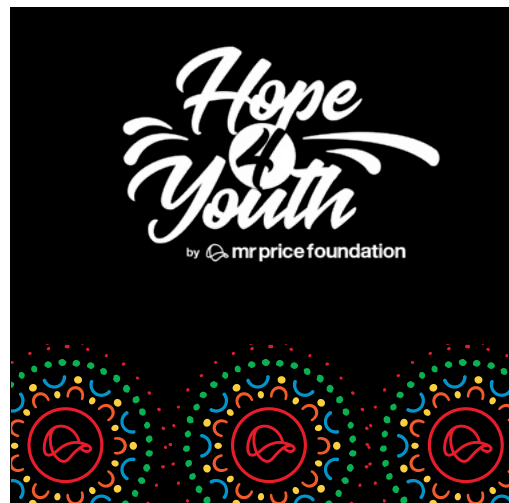
MARKETING & COMMS

New fundraising campaign
Hope4Youth launched

Expanding our reach
55 000+ Facebook followers

Sunday Times GenNext Award
Recognised as a finalist for the 'Coolest Campaign' targeted at youth in 2023

Mr Price Foundation Cup
31 soccer teams & R50 000 prizes



OUTLOOK

The scope of youth unemployment in South Africa requires us to grow our programmes significantly. Our new Executive Director Octavius Phukubye will greatly assist us to scale our impact. We thank all our partners for supporting us to amplify our reach and impact more communities and more youth facing unemployment.