

FY2025

31 March 2024
to 29 March 2025

INTEGRATED

IMPACT REPORT

Executive Summary


**mr price
foundation**

“ The 2025 financial year was defined by clarity of purpose, conviction in our mission, and a deepened commitment to driving transformation for youth. With the support of our partners, we impacted more than 22,000 youth through our Skills Development, Entrepreneurship Development, and Education Development Programmes.

It was a year of reigniting media relations, engaging our national ecosystem, and strengthening community brand building and volunteer activism. We actively pursued external partnerships, securing significant agreements with the National Youth Development Agency and Zapper, recalibrated programme execution, and laid the foundation for future growth via a pivotal strategy reset.

Working alongside our diverse network of changemakers is a tremendous privilege. Each one plays a vital role in influencing youth outcomes by creating pathways to employment, enterprise, and a more hopeful future. ”

**OCTAVIUS PHUKUBYE**

Mr Price Foundation Executive Director

INVESTMENT
IMPACT**R37.9m**

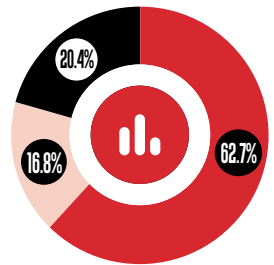
Invested

22,000+

Beneficiaries supported

FUNDING SPLIT

- Skills Development:
R23.8 million (62.7%)
- Entrepreneurship Development:
R6.4 million (16.8%)
- Education Development:
R7.8 million (20.4%)

POWER
PARTNERS**R33.2m**Donated by
Mr Price Group**R11.5m**Donated by other
corporates**02**New strategic
partnerships

PROGRAMME HIGHLIGHTS

**SKILLS
DEVELOPMENT****9,021**Unemployed
youth upskilled**6,316**

(70%) Absorption

**23%**Full-time
absorption**5,407**Employed by
Mr Price Group**ENTREPRENEURSHIP
DEVELOPMENT****39**Youth empowered
in entrepreneurship**41**Jobs created by
entrepreneurs**R3.7m**

Revenue generated

**10**New small
businesses established**EDUCATION
DEVELOPMENT****13,818**Learners & 422
educators impacted**21**Schools in
Hammarsdale,
KwaZulu-Natal**9.5%**Improvement in
literacy and
numeracy**19.5%**Learner improvement
in literacy
and numeracySTAKEHOLDER &
COMMUNITY ENGAGEMENT**43**NPOs supported, impacting
3,476 beneficiaries**8.5m**

Website visitors

**37**

Engagements

**R50,000**Donated to oThongathi
tornado victims**319,000**Mr Price Group customers
supported Hope4Youth**20,000+**Graded readers
donatedYOUR YOUTH
EMPOWERMENT
CHAMPION

OUTLOOK

FY2026 will mark the launch of our bold new vision: to be South Africa's most impactful youth empowerment-focused corporate foundation. Guided by our renewed purpose – to be Your Youth Empowerment Champion – we have set out an ambitious 10-year roadmap to empower 500,000 youth and indirectly impact 1.5 million lives by 2035. This new era will focus on building the infrastructure and ecosystems needed to equip young people with the agency and tools to access opportunity, build livelihoods, and shape their own paths.