



# Integrated **Impact** Report

30 March 2025 to 28 March 2026



# WE ARE YOUR YOUTH EMPOWERMENT CHAMPION

Empowering youth.  
Transforming communities.

Mr Price Foundation has ignited hope for youth since 2005. From classrooms and campuses to workplaces and communities, we build pathways to meaningful economic participation – transforming the potential of youth into economic energy by investing in Skills Development, Entrepreneurship Development, and Education Development.

FOUNDED BY MR PRICE GROUP IN 2005

Mr Price Foundation is an independently registered Section 18A public benefit organisation with B-BBEE Level 1 status and serves as the socio-economic development investment arm of Mr Price Group.

NPO # 053-536

PBO # 930023271

B-BBEE Level 1 status





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PARTNER WITH US



Professional Retail Programme intern Amahle Ngcobo presents her business improvement project, applying her learning and gaining hands-on business experience at Mr Price Group.





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# OUR STRATEGY

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**Our Strategy**

»»

**Our Purpose**

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**Our Vision**

is to empower 500,000 South African youth to meaningful economic participation by 2035. In doing so, we aim to indirectly uplift 1.5 million lives while delivering an average social return on investment of R10 for every rand invested. Achieving this ambition requires collaboration. We partner with business, government, communities and civil society to create opportunities that enable young people to build sustainable livelihoods and brighter futures.

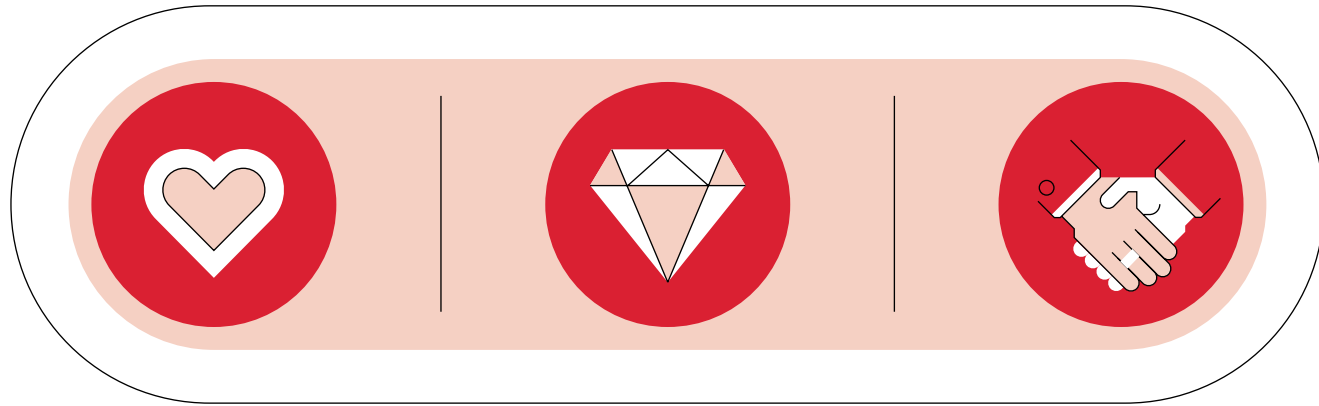
is to be **Your Youth Empowerment Champion.**

Hope's Youth

is to be **South Africa's most impactful youth empowerment-focused corporate foundation**, unlocking scalable and sustainable economic opportunities for young South Africans aged 15 to 34.

## Our Values Of

- 01 | PASSION
- 02 | VALUE
- 03 | PARTNERSHIP



guide us and reflect the values of our founder  
**Mr Price Group.**

## Our Youth Empowerment Strategy

| <br>Our Programmes |  Skills Development                                                                                                                                                            |  Entrepreneurship Development                                                                                                           |  Education Development                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                       |                                                                                                                                                                                |                                                                                                                                         |                                                                                                                                                                                                                                                                                |
| PROGRAMME OVERVIEW                                                                                    | Demand-led technical skills training that equips youth with critical skills and pathways into employment, while reducing onboarding costs and boosting instant productivity for employers                                                                         | Entrepreneurship development that equips young entrepreneurs with the skills, mentorship, and access to funding needed to build sustainable businesses, contributing to inclusive economic growth and job creation         | Education system strengthening that improves school leadership, functionality, teaching quality and learner outcomes across under-resourced schools and early childhood development (ECD) centres, building foundations for future earning opportunities                                                                                                          |
| KEY PROGRAMMES                                                                                        | <ul style="list-style-type: none"><li>Retail Frontline Programme</li><li>Retail Essentials Programme</li><li>Professional Retail Programme</li><li>Pattern Making Programme</li><li>Professional Farming Programme</li><li>Farming Essentials Programme</li></ul> | <ul style="list-style-type: none"><li>Bindzu Youth Fund</li><li>Waste Innovation Challenge</li><li>Funding Readiness Masterclass</li><li>Foundation Coffee Incubator</li></ul>                                             | <ul style="list-style-type: none"><li>EduRise Legacy Programme</li><li>Entrepreneurship Olympiad</li><li>ECD Learning Hubs</li><li>Roots &amp; Shoots Study</li><li>Remedial Champions</li></ul>                                                                                                                                                                  |
| PROGRAMME COMPONENTS                                                                                  | <ul style="list-style-type: none"><li>Market-relevant job readiness</li><li>Life skills and mentorship</li><li>Practical work experience</li><li>Employment placements</li></ul>                                                                                  | <ul style="list-style-type: none"><li>Business diagnostics and development</li><li>Tailored capacity building and training</li><li>Access to growth funding to select businesses</li><li>Mentorship and coaching</li></ul> | <ul style="list-style-type: none"><li>Entrepreneurial mindset foundations</li><li>Educator and School Management Team (SMT) development</li><li>Foundation-phase literacy and numeracy interventions</li><li>Values-based physical education support</li><li>Creative Arts integrating literacy and numeracy</li><li>Milestone-based seed grant capital</li></ul> |
| BENEFICIARIES                                                                                         | South African youth with matric or tertiary qualification                                                                                                                                                                                                         | Aspiring and established South African youth entrepreneurs from previously disadvantaged backgrounds                                                                                                                       | Learners, educators, and SMT members at primary schools and high schools                                                                                                                                                                                                                                                                                          |
| FOCUS AREAS                                                                                           | <ul style="list-style-type: none"><li>Retail</li><li>Manufacturing</li><li>Supply Chain/Logistics</li><li>Agriculture</li></ul>                                                                                                                                   | <ul style="list-style-type: none"><li>Recycling</li><li>Technology</li><li>Agriculture</li><li>Retail</li><li>Agnostic</li></ul>                                                                                           | <ul style="list-style-type: none"><li>Foundation Phase literacy and numeracy</li><li>School management</li><li>Educator development</li><li>Early entrepreneurship</li></ul>                                                                                                                                                                                      |
| STRATEGIC OUTCOMES                                                                                    | Expand employment pathways through improved work-readiness, job placements and employer partnerships                                                                                                                                                              | Grow sustainable, job-creating businesses through increased revenue, market access and employment creation                                                                                                                 | Improve school functionality, educator capabilities, literacy and numeracy competencies, and embed early entrepreneurial mindsets                                                                                                                                                                                                                                 |



GOVERNANCE & MANAGEMENT

MESSAGE FROM OUR CHAIRMAN



Dear Stakeholders,

I am inspired by the passion and resilience of the Mr Price Foundation team, who in the last year commenced the execution of a new strategy while navigating a challenging funding and economic climate. Their commitment to meaningful youth empowerment brings tangible hope to a generation that is both hungry for and deserving of a brighter future.

The team succeeded in striking a balance between prioritising high-impact, quality programmes and operational discipline, and in so doing remains a trusted and reliable partner. The Foundation is advancing steadily toward its strategic vision of creating pathways to economic inclusion for 500,000 youth by 2035.

Meaningful change on a complex issue like youth unemployment in South Africa cannot be sustainably resolved by a single entity. Achieving this ambitious vision will require the collective efforts of the Foundation, our group and external partners. Since inception, the partners of the Foundation have played an integral part in supporting the achievement of its initiatives. I would like to thank each of you for your continued support. I also encourage new partners to connect with the team to explore opportunities that can help support the achievement of the 2035 vision. When combined,

our efforts can make a material impact in placing more unemployed youth into economic participation. These young people have the potential to become the suppliers fulfilling your contracts, the farmers producing the food on your table, and the skilled hands cutting the patterns for the clothes you wear. It is a privilege to support their growth and help them overcome the barriers to participating and thriving in South Africa’s economy.

I am proud of the Foundation’s efforts as they build the momentum to reach their 2035 vision. Together, we will continue championing meaningful youth empowerment.

“The team succeeded in striking a balance between prioritising high-impact, quality programmes and operational discipline, and in so doing remains a trusted and reliable partner.”

Mr Price Foundation Board of Directors

We are governed by an independent Board of Directors, offering our partners and donors a professionally managed vehicle for social investment.

**MARK BLAIR**  
Board Chairman & Mr Price Group CEO

**MONDLI MCHUNU**  
Board Director & Mr Price Group Employee Relations, Risk and Compliance Director

**NATASJA AMBROSIO**  
Board Director & Mr Price Group Sustainability Director

**OCTAVIUS PHUKUBYE**  
Mr Price Foundation Executive Director

MEET THE TEAM



- FRONT ROW
1. Events and Engagement Coordinator, Nondumiso Khuzwayo  
2. Education Development Intern, Siphelele Ngidi  
3. Skills Development Programme Coordinator, Zuke Ziyanda  
4. Education Development Programme Manager, Pain Mashingaidze  
5. Executive Director, Octavius Phukubye  
6. Head of Programmes and Innovation, Karen Wells  
7. Entrepreneurship Development Manager, Duduzile Mathabela  
8. Skills Development Programme Manager, Yurissa Sawers
- BACK ROW
1. Senior Data Analyst, Zizo Mambumba  
2. Skills Development Partner Relations Specialist, Raven Maharaj  
3. Junior Data Analyst, Samkelo Maluleke  
4. Senior Data Analyst, Siyabonga Gwala  
5. Financial Manager, David Churchman  
6. Junior Data Analyst, Kaelin Pillay  
7. Entrepreneurship Intern, Yankela Mpini  
8. Skills Development Partner Relations Specialist, Siphelele Ngesi.

The Management Team

**OCTAVIUS PHUKUBYE**  
Executive Director

**KAREN WELLS**  
Head of Programmes and Innovation

**YURISSA SAWERS**  
Skills Development Programme Manager

**DUDUZILE MATHABELA**  
Entrepreneurship Development Programme Manager

**PAIN MASHINGAIDZE**  
Education Development Programme Manager

**PORTIA ZONDI**  
Head of Communications and Partnerships

**DAVID CHURCHMAN**  
Financial Manager



OUR DEVELOPMENT GOALS

YOUTH EMPOWERMENT IN THE SOUTH AFRICAN CONTEXT



South Africa’s youth represent one of the country’s greatest assets. Their talent, ambition and entrepreneurial spirit have the potential to drive economic growth and shape a more inclusive future.

Yet young people today are navigating a difficult transition into the working world. Millions are excluded from economic opportunities, frustrated by high youth unemployment, educational inequality, rising living costs, and household poverty.

Despite attaining a higher level of education than previous generations, their employment prospects have not improved, and the education system falls short in equipping them with even basic skills for employment such as literacy and numeracy. Around one million young people leave school each year, yet within 12 months, nearly two-thirds are carrying the weight of unemployment<sup>1</sup>,

discouragement, and financial pressures. To turn this crisis into **#Hope4Youth**, Mr Price Foundation works alongside Mr Price Group, government, industry, and community partners to deliver youth empowerment programmes that respond to real labour market needs and enable greater economic inclusion.

Our Youth Empowerment Strategy is delivered through three complementary portfolios that contribute to the United Nations Sustainable Development Goals (SDGs) and South Africa’s National Development Plan (NDP) by advancing quality education, decent work, reduced inequality and poverty alleviation.

01

The Skills Development portfolio equips young people with work-relevant skills, practical experience and pathways that support successful transitions into employment.

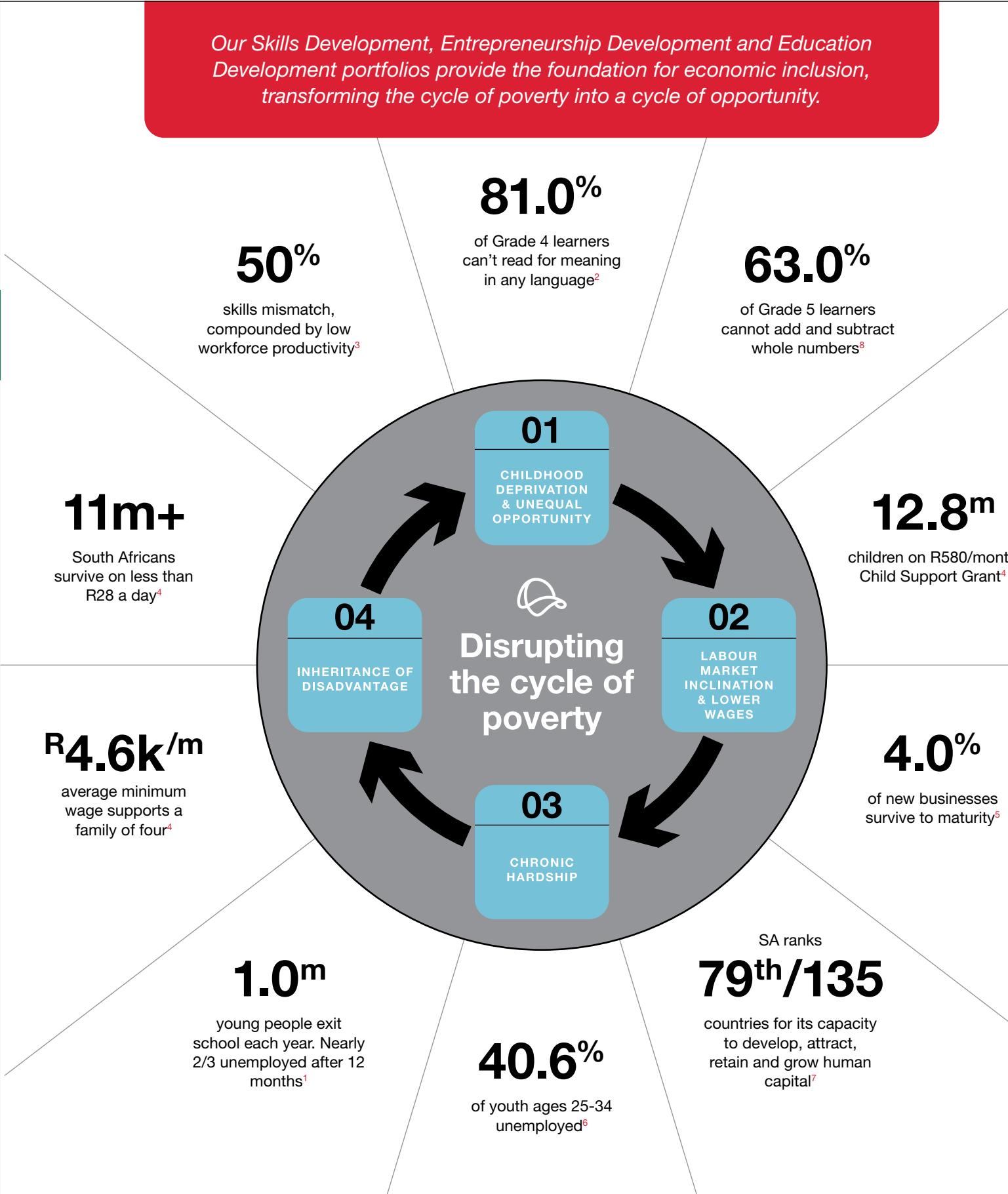
02

The Entrepreneurship Development portfolio enables young people to start and grow sustainable enterprises through entrepreneurship training, business support and market-linked opportunities that promote self-employment, job creation and inclusive economic growth.

03

The Education Development portfolio strengthens the foundations for future success by supporting improved educator practice, learner outcomes and evidence-based approaches that enhance the quality of education and early entrepreneurial thinking.

Together, these focus areas create practical pathways to employment, entrepreneurship and economic inclusion, underpinning our ambition to economically empower 500,000 young South Africans by 2035.



SOURCES

01 Harambee Youth Employment Accelerator and Harvard CID Speaker Series, Inclusive Employment for South African Youth: Lessons from Harambee, 2021

02 International Association for the Evaluation of Educational Achievement (IEA), Progress in International Reading Literacy Study (PIRLS), 2021

03 Department of Higher Education and Training, Labour Market Intelligence Programme, The Identification of Skills Gaps in South Africa, 2023

04 Pietermaritzburg Economic Justice and Dignity Group, Household Affordability Index, April 2026 & February 2026

05 Global Entrepreneurship Monitor, Global Report 2025/2026: From Uncertainty to Opportunity

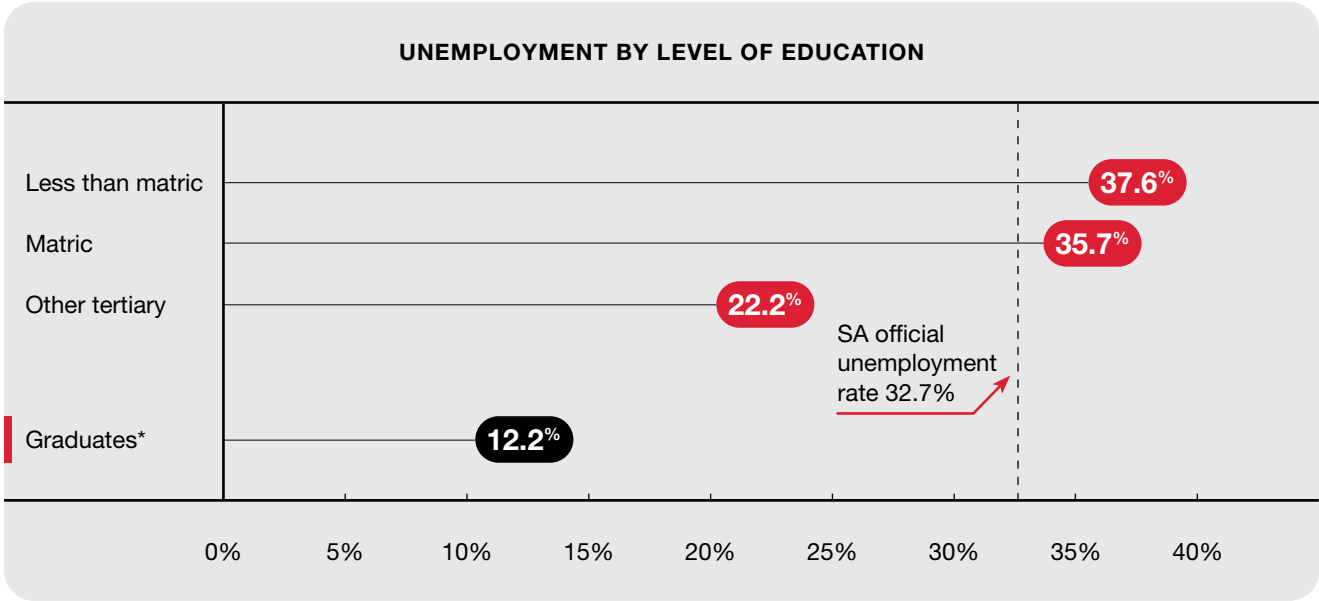
06 Stats SA Quarterly Labour Force Survey and SA's Youth and the Labour Market, Q1 2026

07 Global Talent Competitiveness Index, 2025 Report

08 Trends in International Mathematics and Science Study (TIMSS), Department of Basic Education, 2019



# TRACKING YOUTH IN THE ECONOMY



Higher education lowers, but does not eliminate, unemployment risk

The unemployment rate of graduates increased from 10.3% in Q4:2025 to 12.2% in Q1:2026. Those with matric and less than matric remain vulnerable with unemployment rates of 35.7% and 37.6% respectively.

Source: Stats SA Quarterly Labour Force Survey Q1:2026

We connect qualified young people to meaningful economic opportunities that enable them to work, earn and thrive.



SIPHAMANDLA ZWANE  
Pattern Making  
Programme graduate



Professional Retail Programme intern Lebogang Nteo presents his final showcase in a real-world business environment, demonstrating his ability to identify opportunities and drive operational efficiencies.

“The Constitution calls on us to work towards a society in which every South African has a fair chance to make a better life for themselves; in which every child receives a decent education and an opportunity to work & thrive.

President Cyril Ramaphosa,  
State of the Nation Address 2026

South Africa has a youthful population

Almost ~50% of the working age population is aged 15–34

High levels of economic exclusion

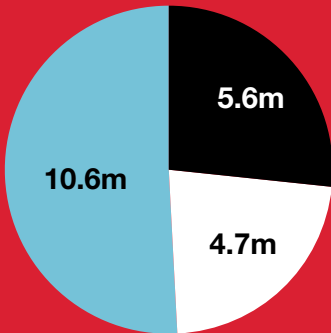
40.6% of ages 25–34 are unemployed

Unemployment has an inverse correlation with age

From 60.9% among 15–24 year olds to 12.6% among 55–64 year olds

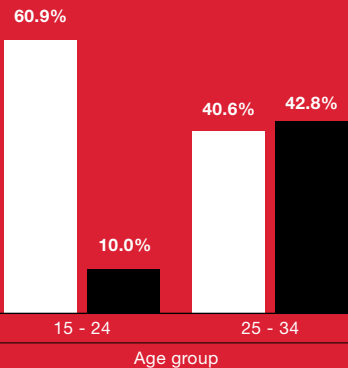
THE YOUTH LABOUR LANDSCAPE

Total youth population: 21m



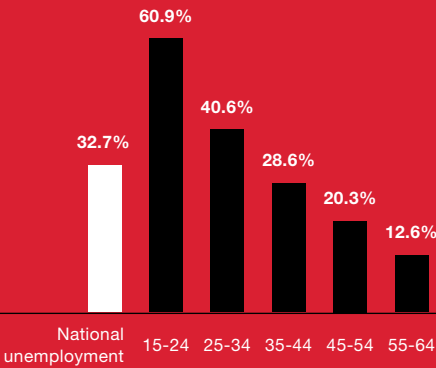
NEET\* Unemployed Absorbed

YOUTH ECONOMIC EXCLUSION



Unemployed Absorbed

NATIONAL UNEMPLOYMENT RATES BY AGE



National unemployment Ages

\*Not in employment, education, or training

Source: Stats SA Quarterly Labour Force Survey Q1:2026



# THE YEAR IN REVIEW



CHAPTER **02**

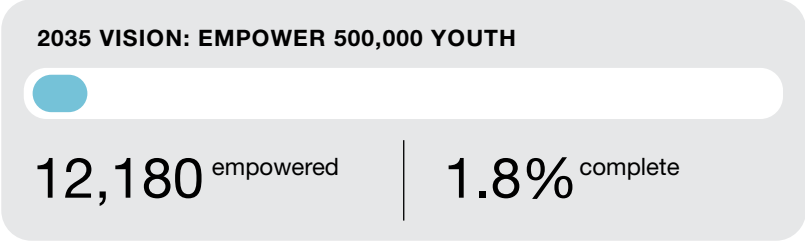
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| 19 | FY2026 Investment Impact           | > |



THE YEAR IN REVIEW

BUILDING THE FOUNDATIONS FOR SCALE



OCTAVIUS PHUKUBYE  
Executive Director

FY2026 was a defining year for Mr Price Foundation. It marked the first year of our audacious 10-year youth empowerment strategy and the point at which our vision transitioned from strategic intent to purposeful execution.

While the strategy gave us a clear destination – empowering 500,000 young South Africans to become economically active and productive by 2035 – the real work began with building an organisation capable of delivering on that ambition.

Throughout the year, we focused our energy on laying strong foundations. We prioritised quality over volume and depth over breadth, pausing some programmes and refining others to ensure every investment remained closely aligned with the needs of young people, employers and communities.

We welcomed new colleagues, strengthened our internal capabilities, and received encouraging support from partners and stakeholders who share our belief in the potential of this long-term strategy.

Seeing our vision resonate so positively across the broader youth empowerment ecosystem reinforced our confidence that our roadmap has the ability to create lasting value for young people.

Key Successes

A defining strength of the year was our commitment to learning and continuous improvement. Across our Skills Development, Entrepreneurship Development and Education Development portfolios, we refined our programmes in response to evidence and experience, ensuring every investment remained focused on the needs

of young people and our mandate to champion youth empowerment.

Within the Skills Development portfolio, we built closer relationships with Mr Price Group’s trading divisions and established new partnerships with Harambee Youth Employment Accelerator and SOS Children’s Villages. We also introduced the Pattern Making Programme, responding directly to industry demand for specialised manufacturing skills and improving the employability of our interns.

Despite a challenging economic climate, the portfolio reached 10,167 unemployed young people, with 7,274 (71.5%) securing employment opportunities.

We experienced an overwhelming response to programmes launched by the Entrepreneurship Development portfolio, with R4.7m invested across these initiatives, highlighting both the entrepreneurial potential of young South Africans and the urgent need for greater access to opportunity.

More than 1,200 youth-owned SMEs applied for the Bindzu Youth Fund, through which R1.5 million in seed capital was deployed, while the digital Funding Readiness Masterclass supported more than 1,000 businesses to explore pathways to growth and funding. We also established three Foundation Coffee Incubator sites at Mr Price stores, creating a space for aspiring entrepreneurs to build technical barista expertise while developing the commercial acumen to manage and grow a coffee enterprise. Through investments like these, we are transforming families and communities, one entrepreneur at a time.

In the Education Development portfolio, we bridged the gap between high school and future earning opportunities through the Entrepreneurship Olympiad. Launched across 11 high schools in Hammarsdale, the initiative provided aspiring entrepreneurs with a platform to develop and present business ideas while nurturing confidence, agency and community engagement. These achievements reinforced our belief that meaningful impact comes from delivering quality programmes with discipline and focus.

We must now extend this same discipline to securing and sustaining resources to roll out our strategy. Like many non-profits, we operated in a constrained funding environment shaped by external market forces and rising expectations for support. Against this backdrop, **#Hope4Youth** is becoming an increasingly important source of diversified funding. In FY2026, **#Hope4Youth** attracted a generous R3.8 million in donations from Mr Price Group’s credit and in-store customers.



Equipped with in-demand supervisory skills, these Retail Essentials Programme graduates are ready to take the next step in their retail careers.



Despite a challenging economic climate, the portfolio reached 10,167 unemployed young people, with 7,274 (71.5%) securing employment opportunities.

Looking ahead

The groundwork undertaken in FY2026 has established a strong platform for the remaining nine years of our strategy, giving us confidence that we have the people, partnerships and systems in place to implement our vision responsibly.

The lessons of the past year will guide the next phase of our strategy, as we shift focus to delivering greater impact through disciplined execution, stronger partnerships and continued investment in the interventions that achieve the greatest value for young people.

For funders, this represents an opportunity to invest in a strategy that is grounded in evidence, shaped by experience and designed for lasting impact.



A MESSAGE OF THANKS

We extend our sincere appreciation to all our donors, service providers and partners for their trust and support, including Valterra Platinum, Absa, the SPAR Group, CHEP, and especially Mr Price Group, its associates and the valued customers who support **#Hope4Youth**.

It is thanks to this incredible community that we are able to create transformational change. Together, we are building youth empowerment programmes that can become national assets – trusted by business, government and civil society, and capable of creating opportunity at scale.

Despite the challenges our youth face, I remain optimistic about their future. I see their determination and passion every day, and I am continually inspired to be their Youth Empowerment Champion.

If we continue to unlock the potential of our young people, I have no doubt they will steer South Africa to a more prosperous future.

KEY STRATEGIC PARTNERS



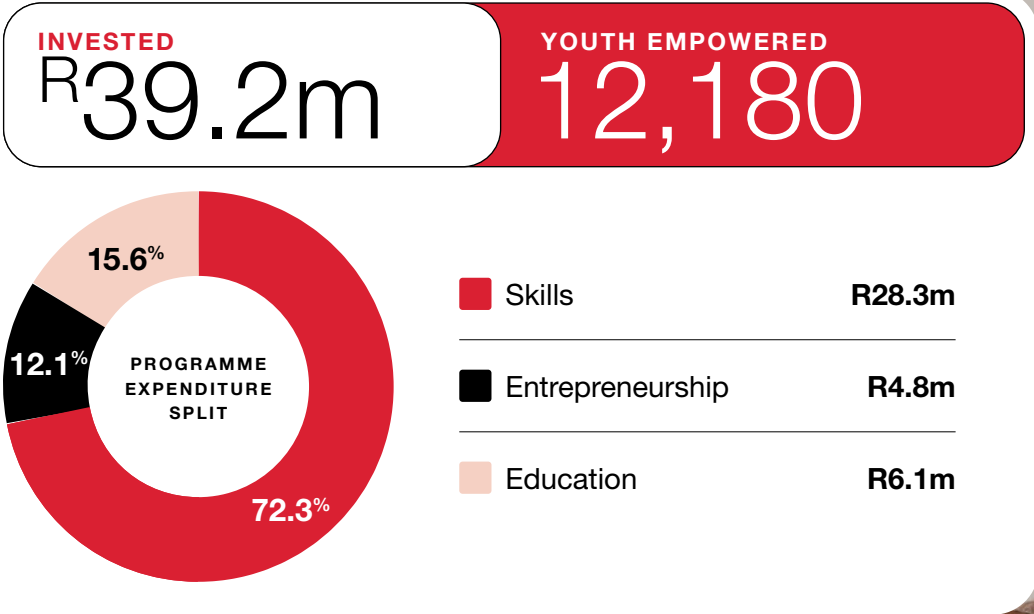


THE YEAR IN REVIEW

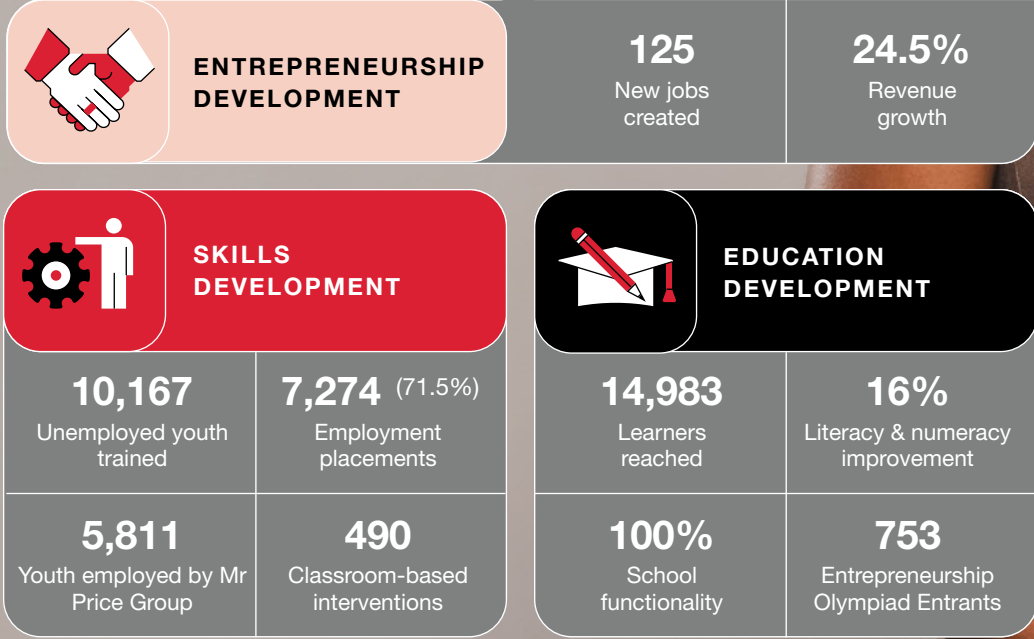
# FY2026 INVESTMENT IMPACT

Investment impact across Skills Development, Entrepreneurship Development, and Education Development programmes

## Overview



## Programme Impact

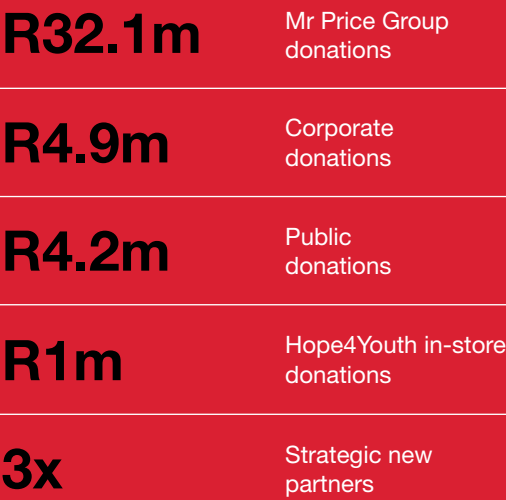


Hope4Youth



## Funding & Community Support

### POWER PARTNERS



Funding categories reflect internal revenue classification

### STAKEHOLDER & COMMUNITY ENGAGEMENT





# SPECIAL FOCUS AREAS



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# SKILLS DEVELOPMENT



Almost 40% of South Africans in their mid-20s and 30s face the anxiety, instability, and financial pressure of unemployment.<sup>1</sup>

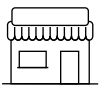
This crisis is driven by deep structural failings, including an estimated 50% mismatch between the skills required by industry and those available in the labour market,<sup>2</sup> low workforce productivity, and an economy that is unable to generate sufficient formal jobs. These challenges form a formidable barrier to economic inclusion. Our Skills Development portfolio exists to bridge this gap. Working closely with employers, mentors, industry partners, and work experience hosts across the retail, manufacturing, and agricultural value chains, we co-create scalable, demand-led programmes that respond to evolving

market needs. These programmes combine life skills with technical training and immersive workplace experience, ensuring candidates possess the competencies valued by modern employers. This approach creates cost-effective, work-ready talent pipelines for employers while opening clear pathways to sustainable employment for young people, replacing the discouragement of repeated setbacks with genuine opportunity.

1. Stats SA QLFS Q1:2026  
2. Labour Market Intelligence 2023

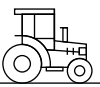
## Skills Development Programmes in FY2026

JumpStart, the Foundation's legacy Skills Development platform, has evolved into a portfolio of demand-led programmes across retail, manufacturing and agriculture. The Skills Development portfolio delivers best-in-class cost-efficiency and strong employment outcomes at scale through the Retail Frontline Programme, while complementary programmes operating within benchmark ranges provide targeted, higher-intensity training that supports sustained employment and deeper livelihood creation, reflecting a balanced approach to both access and economic participation.



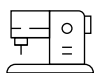
### RETAIL PROGRAMMES

- 01 **Retail Frontline Programme**  
Our largest programme focused on retail readiness and employment pathways
- 02 **Retail Essentials Programme**  
Providing practical workplace exposure to improve readiness and placement outcomes
- 03 **Professional Retail Programme**  
Supporting skills aligned to retail merchandise, operations and supply chain roles for graduates



### AGRICULTURAL PROGRAMMES

- 01 **Professional Farming Programme**  
Targeting niche skills for agricultural graduates to support industry-specific needs
- 02 **Farming Essentials Programme**  
Providing core agricultural training for matriculants looking to enter the agricultural sector



### MANUFACTURING PROGRAMMES

- 01 **Pattern Making Programme**  
A new addition to our portfolio, designed to bridge critical technical skills gaps in manufacturing



## FY2026 IMPACT AT A GLANCE



10,167  
Unemployed youth trained



7,274  
Successfully placed in employment



71.5%  
Absorption rate



490  
Classroom-based interventions

### NUMBER OF YOUTH EMPLOYED

5,811

Mr Price Group divisions

616

External partners

847

Employed elsewhere



SKILLS DEVELOPMENT

Reflection & Outlook

CONVERTING OPPORTUNITIES INTO MEANINGFUL EMPLOYMENT



YURISSA SAWERS  
Skills Development Programme Manager

FY2026 can best be described as adaptive and outcome-focused, striking a balance between bold ambition and operational flexibility, and demonstrating the inherent resilience and agility of our model.

While our primary strategic intent was to accelerate scale, the year unfolded within a highly constrained South African economic environment, characterised by rising costs, reduced consumer demand, and a contraction in external funding. Economic pressures impacted the hiring capacity of many of our retail and manufacturing corporate partners, making it more challenging to onboard new partners and limiting the number of candidates who could be absorbed into formal employment pathways. New partner acquisition also progressed at a slower pace.

Consequently, we pivoted our demand-led model to align with market opportunities, prioritising cost efficiencies and positive employment outcomes over training volumes. This disciplined approach allowed us to maintain strong delivery and impact despite the economic headwinds.

Key Achievements

FY2026 was a year of strategic transformation. We invested in the internal infrastructure required to support long-term scalability while transitioning to a demand-led model focused on employment outcomes and retention. As part of this evolution, the portfolio expanded from a predominantly retail focus to a multi-sector model, strengthening its presence in manufacturing.

Maintaining our focus on quality and industry relevance, we yielded strong results, with the portfolio delivering 490 classroom training interventions and reaching 10,167 unemployed youth. Importantly, we achieved a 71.5% absorption rate, resulting in 7,274 young people securing employment opportunities. This underscores a critical strength of our approach: even in a constrained environment, we are able to convert opportunity into meaningful employment outcomes at scale. Significant investment was made in the systems and infrastructure required to support future portfolio growth.

This included the development of Power BI dashboards to strengthen data-driven decision-making, enhancements to the RBS Learning candidate tracking platform, and the development of a clear Employer Value Proposition for our flagship Retail Frontline Programme.

RETAIL FRONTLINE PROGRAMME

The Retail Frontline Programme remained the largest contributor to the Skills Development portfolio, supporting the majority of the 10,167 unemployed youth reached through Skills Development programmes in FY2026. Mr Price Group divisions absorbed 80% of Retail Frontline Programme candidates, employer partners a further 8%, and external employers the remaining 12%. The programme achieved 897 more hires than in FY2025, reflecting the shift towards sustainable, longer-term employment. To improve participants’ readiness for employment, we introduced a specialised World of Work module. We also broadened our strategic partnership ecosystem to include the Harambee Youth Employment Accelerator and SOS Children’s Villages. Through Harambee, beneficiaries are connected to a wider network of employers across multiple industries. Our partnership with SOS Children’s Villages expands access to work-readiness training, skills development programmes and employment pathways for vulnerable young people as they prepare to enter the world of work.

RETAIL ESSENTIALS PROGRAMME

In the Retail Essentials Programme, 64 beneficiaries graduated, with 50 securing contracts, achieving a 78% placement rate. Beyond the strong placement outcome, the Retail Essentials Programme continued to equip participants with the practical skills and workplace competencies required for success in the retail environment.

The six-month programme covered key areas such as customer service, retail operations, stock management, sales performance and supervisory skills, enabling beneficiaries to contribute effectively from day one while building a foundation for future career progression.

PROFESSIONAL RETAIL PROGRAMME

Fourteen beneficiaries completed the Professional Retail Programme in November. Four have secured employment to date (29% placement rate), while active job-seeking support continues for the remaining candidates.

FARMING PROGRAMMES

The transition of the HandPicked agricultural initiatives from the Entrepreneurship Development portfolio to Skills Development enabled us to deliver agriculture through a structured skills framework. Employment outcomes for the 28 farming interns who completed training are still being tracked.

PATTERN MAKING PROGRAMME

The Pattern Making Programme was designed to bridge critical technical skills gaps identified by our manufacturing partners and is a valuable addition to the portfolio. Of the 12 participants in the first cohort, 11 completed the programme and graduated, while four had secured employment by the reporting date.

While external dependencies across the portfolio caused some delays to system implementation, we completed important foundational work that positions us well for future scaling.

SUPPORTING OUR EMPLOYER PARTNERS

The challenging economy had a significant impact on our partners. In the retail environment, our partners faced decreased consumer spending and lower sales volumes, pressure on margins and operational efficiency, reduced hiring demand and tighter budgets. In manufacturing, our partners

experienced fluctuating market demand, rising input costs, and workforce reductions. These factors directly affected the number of entry-level retail opportunities for young people and led to manufacturers prioritising candidates who were immediately productive and work ready.

Our programmes helped large businesses address these challenges by:

Providing pre-trained and vetted candidates, reducing the cost of recruiting and onboarding

Supporting faster on-the-job productivity and improved retention

Strengthening sector resilience through targeted skills development

Offering flexible talent pipelines aligned to evolving needs

Looking Ahead

As we enter Year 2 of our 10-year vision, our priorities are clear. We will continue to diversify employment opportunities for youth through expanded partnerships in manufacturing and agriculture, alongside a focus on building employment pathway models to support the transition of our FY2026 alumni into the workforce. Furthermore, the completion of key systems and infrastructure will enable us to further strengthen data-driven decision-making.

We look forward to enriching the Retail Essentials Programme through two strategic new partnerships: the DG Murray Trust’s FETCH digital platform, which will provide psychosocial support to beneficiaries, and financial literacy training delivered in partnership with the

Momentum Foundation. Despite the year’s challenges, our partnerships have deepened, unlocking greater alignment on delivering long-term employment outcomes. We are particularly grateful for the continued support of our strategic partners, with special thanks to Mr Price Group, Valterra and Absa, as well as our employer and host partners, including Mr Price Group divisions and the SPAR Group, for providing invaluable workplace learning experiences.

While economic pressures may have limited our ability to scale at the pace we initially anticipated, they have reinforced the importance of focusing on quality, industry relevance, and tangible employment outcomes.

OUR STRATEGIC PARTNERS







*Mr Price Foundation gave me the opportunity to prove myself. Starting as a casual employee at Mr Price, I never imagined I would one day lead a large store. With hard work, support, and the right opportunities, I have been able to grow into a leadership role that I am truly proud of. My journey is proof that where you start does not define where you can go.*



**STHABISO KHUMALO, MR PRICE GALLERIA STORE MANAGER**  
**Inaugural 2007 Mr Price Foundation JumpStart Programme**



## Building Pathways to Leadership



**MUSAWAKHE NGUBELANGA**  
**Store Manager**

The relevance of demand-led skills development is reflected in the career progression of Musawakhe Ngubelanga, a 2017 Professional Retail Programme graduate. Despite holding a BTech in Retail Business Management, Musa was unemployed when he joined the programme in Durban. Today, he leads Mr Price in West Street as Store Manager.

"The Foundation came into my life at a time when I was uncertain of my future. There was political and economic instability, and employment opportunities were rare, even for graduates. I quickly learned that employers value experience above all else," said Musa.

The PRP bridged the gap between academic learning and the workplace. Musa gained valuable hands-on experience in customer service, merchandising, and day-to-day store operations. The structured learning, combined with practical exposure, helped build a strong foundation in retail while also developing essential workplace behaviours such as teamwork, accountability, and communication.



*The PRP gave me the practical experience I lacked and helped me balance my passion for sales with the demands of a professional environment.*

Musa's entrepreneurial talent emerged early in life. As a teenager, he sold snacks and sweets at school – employing 10 of his peers – while also running a township corner shop after school. "I used that income to help support my family and fund my university fees," he recalled. Musa's rise from unemployed graduate to Store Manager demonstrates how quality skills development, practical workplace experience, and industry partnerships can open the door to career growth.





PATTERN MAKING PROGRAMME

Host Partners

SPOTLIGHT



**STHEMBISO MADULINI**  
Pattern Making Programme Graduate

## Bridging the Manufacturing Skills Gap

Host partners are central to the success of our Skills Development portfolio, providing immersive workplace experience while co-creating training that responds directly to industry needs.

This collaborative approach underpins the new Pattern Making Programme, where manufacturing partners open their factory floors to give participants hands-on experience and technical skills.

While many graduates enter the sector with general fashion qualifications, manufacturers increasingly need professionals with specialised pattern-making skills who understand the realities of factory-based production. “The future of manufacturing isn’t built in theory – it’s built on the floor, in the studio, and through real, hands-on experience,” said Jockey SA Compliance Manager Shamindra Diplal.

Jockey SA welcomed two interns into its design studio. Over six months, they alternated between classroom learning and factory environments, gaining exposure to the full garment manufacturing process – from pattern development and garment fit to sampling, specialised industry software, and sustainable production. They also participated in personal development sessions designed to build confidence, strengthen problem-solving skills, and develop an appreciation for teamwork and quality.

“This kind of real-world learning builds more than technical capability. For our business, it brings fresh perspectives, curiosity, and energy into the studio. For industry, it helps grow capable, work-ready talent who understand the realities of apparel manufacturing from day one,” Shamindra said.

We thank our host partners for their continued partnership in developing specialised manufacturing talent.



The first cohort of Pattern Making Programme interns graduated in March 2026.

## From Uncertainty to Confidence

When Siphamandla Zwane joined the Pattern Making Programme in October 2025, he was entering a highly specialised field that demanded technical precision, problem-solving, and attention to detail. Like many of the programme’s interns, he questioned whether he had what it would take to succeed. Months later, he stood before his moderators, presenting beautifully constructed garments and confident in his technical competence in interpreting design sketches, producing accurate patterns, and using specialised software.

“The Pattern Making Programme helped me gain confidence in my abilities as a pattern maker through the knowledge and new skills I learned. Growth comes when you are willing to take a chance on yourself and keep learning,

said Siphamandla, who was hosted by Blanc Clothing in Durban.



**SIPHAMANDLA ZWANE**  
Pattern Making Programme

By developing the confidence and skills of young professionals, the programme is opening pathways to meaningful careers in manufacturing.

### OUR MANUFACTURING PARTNERS







# DELIVERING VALUE FOR YOUTH & EMPLOYERS

The Retail Frontline Programme is our largest and oldest youth empowerment programme. Its value proposition lies in its ability to align youth skills development with real industry demand.

The Retail Frontline Programme equips young people with the practical, personal, and workplace readiness skills required to transition into retail employment, while supporting employers with a structured pipeline of suitable, interview-ready candidates. This demand-led model has delivered strong indicators of value, including 88% programme completion, 90%+ candidate suitability,

a 2:1 interview-to-hire ratio, 19% lower termination rates, and estimated employer efficiencies of 30 hours and R3,132 saved per hire. With more than 1,500 young people trained monthly, the Retail Frontline Programme demonstrates how targeted skills development can improve youth employment outcomes while strengthening the talent pipeline for South Africa's retail sector.

## Retail Frontline Programme at a Glance

| YOUTH VALUE                                      | EMPLOYER VALUE                                                         | SECTOR VALUE                 |
|--------------------------------------------------|------------------------------------------------------------------------|------------------------------|
| 88% Programme completion                         | 48hrs To provide interview-ready candidates                            | 1,500+ Youth trained monthly |
| 90%+ Candidate suitability and retail competency | 2:1 Interview-to-hire ratio, compared with a traditional 4:1 benchmark | 19% Lower termination rate   |
|                                                  | 30hrs Saved per hire                                                   |                              |
|                                                  | R3,132 Estimated savings per hire                                      |                              |



### POWER PARTNERSHIPS

## Building a Strong, Sustainable Talent Pipeline Together



Our Skills Development programmes deliver lasting impact – not only as a source of work-ready talent for our employer partners, but as a platform for career growth, opportunity, and transformation for our candidates.



“The Retail Frontline Programme has become an invaluable part of our talent strategy at Mr Price Apparel. By providing us with candidates who are work-ready, motivated, and aligned to our values, the programme has significantly improved the efficiency and quality of our hiring process. The programme’s candidates consistently bring a high level of energy, enthusiasm, and adaptability into our stores. Their theoretical knowledge combined with practical in-store training allows them to integrate quickly into the business and start adding value from day one. This has not only reduced our time-to-hire but has also eased the onboarding process for our managers. What truly sets the programme apart is the calibre of individuals it produces. These candidates demonstrate strong work ethic, resilience, and a genuine desire to grow within the organisation. As a result, we have been able to build a stronger and more sustainable talent pipeline.”

CHRIS VORSTER  
Mr Price Operations Manager



“Mr Price Foundation has made our lives easier in the stores. Before, we used to go to ward chancellors, traditional tribal authorities, and local churches to inform them about new store openings in their area and request that CVs be dropped off with them. We were collecting CVs in stores for high summer casuals, and many of these people did not have the necessary skills.

When Mr Price Foundation came on board, they took care of all the behind-the-scenes work, meeting with local leaders, identifying the most suitable candidates, and offering them retail training. By the time candidates arrive at our stores, they are ready to work and already understand our expectations as the employer. Service in stores has improved, and managers no longer need to re-train candidates when they get employed but only guide them through company policies.”

KHULANI ZUNGU  
Power Fashion Area Manager



“Mr Price Foundation has simplified recruitment for the Studio88 group. Our timelines are sometimes very tight, but the candidates delivered from the Foundation are readily available and make store placements easier.

Just knowing that we are placing candidates that are already trained within retail and know how to execute tasks within stores puts me at ease.”

SIYASANGA NDULELISA,  
Studio 88 Recruiter



“I am incredibly grateful for the impact that Mr Price Foundation has had on our working environment. Through their dedication to training and developing unemployed youth, we have been able to fill crucial vacancies with trained talent. Many of these candidates have flourished and some through succession and further development have been promoted to Store Managers. There is opportunity to make an impact, and Mr Price Foundation is doing so by empowering the unemployed youth of South Africa.”

KAREN FUETH  
Sheet Street Operations Manager



# ENTREPRENEURSHIP DEVELOPMENT



South Africa’s youth unemployment crisis demands new pathways to economic participation.

With over 40% of young people out of work<sup>1</sup>, many are choosing to take their futures into their own hands and become the job creators that the country needs.

Yet entrepreneurship remains constrained by structural and systemic barriers. Only 4% of new businesses in South Africa reach maturity<sup>2</sup>, reflecting the immense difficulty of building sustainable ventures in a demanding business environment.

Young entrepreneurs often face limited access to funding, weak business capability, a lack of mentorship, low market exposure, and limited practical experience.

<sup>1</sup> Stats SA QLFS Q1:2026  
<sup>2</sup> Global Entrepreneurship Monitor 2025/2026

Our Entrepreneurship Development portfolio addresses these critical barriers through structured interventions that include:

- Business development support
- Funding-readiness training
- Mentorship and coaching
- Seed capital offerings
- Practical incubation and immersion experiences
- Market exposure and networking opportunities
- Technical and operational support

## Entrepreneurship Development Programmes in FY2026

The Entrepreneurship Development portfolio delivers an end-to-end support ecosystem that combines broad-based pipeline development with targeted incubation and acceleration. This approach enables mass reach while concentrating support on high-potential businesses, maximising impact and offering funders an efficient, scalable model for advancing youth economic participation.



### BINDZU YOUTH FUND

A national youth entrepreneurship programme supporting youth-owned businesses through seed funding, mentorship, technical support and business development



### WASTE INNOVATION CHALLENGE

A national circular economy entrepreneurship programme supporting young innovators in universities developing waste-to-value and green economy solutions



### FOUNDATION COFFEE INCUBATOR

A regional entrepreneurship programme providing young entrepreneurs with sectoral business and technical mentorship, café operational experience and seed capital inside Mr Price Home stores in Durban, Nelspruit and Cape Town



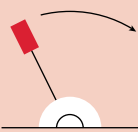
### FUNDING READINESS MASTERCLASS

A digital-first pre-investment training programme equipping businesses with the tools, venture financing knowledge and strategic understanding required to become funding ready in front of small business financing institutions.

## FY2026 IMPACT AT A GLANCE



1,241  
Youth entrepreneurs supported



04  
Entrepreneurship programmes launched



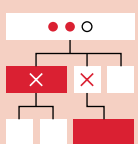
R1.5m  
Seed funding disbursed to 27 businesses



125  
New jobs created (excluding business owners)



24.5%  
Revenue growth by businesses supported



133  
Interventions (including training modules, diagnostics, mentorship sessions, and bootcamps)



Bindzu Youth Fund Free State entrepreneur Neo Mongana benefited from business funding, mentorship and investment-readiness support for Colloseum, a digital platform that enables learning, skills development and career pathways.



ENTREPRENEURSHIP DEVELOPMENT

Reflection & Outlook

FUELLING  
THE HUNGER  
OF YOUNG  
ENTREPRENEURS

FY2026 was both a foundational and a catalytic period for the Entrepreneurship Development portfolio. It marked a strategic transition from programme-based interventions toward a long-term systems-building approach focused on unlocking sustainable entrepreneurship pathways for South Africans.

We established robust systems, piloted scalable models, and deepened partnerships, while validating what young entrepreneurs truly need to build long-term resilience in venture building.

A defining feature of the year was the scale, ambition and integration of the portfolio. Multiple national programmes were launched simultaneously while introducing a more structured entrepreneurial pipeline approach.

It was inspiring to witness the entrepreneurs’ hunger and receptiveness to opportunities that combine mentorship, funding pathways and practical exposure. The diversity of business ideas and innovation emerging across all nine provinces from young people reinforced the immense value of investing in entrepreneurship as a primary economic driver.

Balancing our ambitions for a national reach with limited resources, while ensuring that investments were focused on high-impact, scalable interventions, was a challenging but rewarding task.

Operating within a difficult South African environment reinforced an important lesson: entrepreneurship development must be market-informed and extend beyond initial training and funding to include sustained post-programme support.

Our blended delivery model, which combined high-impact digital learning channels with intensive in-person acceleration and mentorship, enabled us to extend our reach while maintaining programme quality. This approach not only broadened access to entrepreneurship opportunities nationally but also contributed to meaningful outcomes, including job creation, business growth and improved investment readiness among participating entrepreneurs.

Key Activities

FY2026 marked the expansion of the Entrepreneurship Development portfolio from hyper-localised and isolated interventions towards an integrated pipeline model that



DUDUZILE MATHABELA  
Entrepreneurship  
Development Programme  
Manager

combines early-stage awareness, capacity development, funding readiness, incubation and post-investment support. By embedding mentorship and coaching as core pillars of our programmes and adopting a blended delivery model that combined digital learning with in-person support, we provided participants with continuous guidance while significantly expanding our reach.

In the period, the portfolio supported 1,241 youth entrepreneurs and funded 27 businesses across the country. These businesses achieved an average revenue growth of 24.5% and created at least 125 new jobs. This is how we measure success: not only by participation numbers, but by long-term entrepreneurial outcomes and economic impact.

Across the Entrepreneurship Development portfolio, capacity building and organisational development interventions including training modules, bootcamps, business diagnostics, pitch events, mentorship, coaching and accelerator support were delivered across nine provinces.

BINDZU YOUTH FUND

The Bindzu Youth Fund, which addresses the gap between business potential and access to capital and meaningful support, deployed R1.5 million in asset grants across the top 27 businesses nationally, supported by post-investment mentorship and coaching.

Exceptional innovation emerged, particularly among entrepreneurs creating locally relevant solutions in agriculture, waste innovation, digital services, the creative industries, and wellness. Many improved their operational systems, refined their market positioning, strengthened their financial management practices and expanded their customer footprints.

Beyond business performance, the most profound outcome was the participants’ growth in entrepreneurial confidence, resilience and leadership. A shining example was Kamogelo Selepe, the youngest entrepreneur among the Bindzu Youth Fund Top 27 finalists, who embodies the boundless potential of the next generation.

Within the Bindzu Youth Fund, participants completed 12 programme-specific training modules, forming part of the broader Entrepreneurship Development portfolio’s capacity-building activities.

WASTE INNOVATION CHALLENGE

The Waste Innovation Challenge launched at a university in February 2026, attracting more than 1,300 expressions of interest. Of these, 499 students were shortlisted to receive intensive development including design thinking, product development, waste-to-value business models and circular economy principles. These students will be invited to submit commercially viable innovations, where the top 20 will be selected to participate in a bootcamp to refine their innovation and strengthen the viability of their technologies.

The top five will receive seed funding and mentorship to build sustainable enterprises.

While these activities laid the foundation for programme delivery, we also strengthened our ecosystem partnerships to support programme delivery.

FOUNDATION COFFEE INCUBATOR

The Foundation Coffee Incubator completed the application, shortlisting, site preparation and equipment procurement phases for three café hubs in Durban, Nelspruit and Cape Town. The selected entrepreneurs will begin their 12-month in-residency programme in August 2026. Machinery was procured for the three entrepreneurship café hubs within Mr Price Home stores in Durban, Nelspruit and Cape Town, laying the groundwork for future immersive learning experiences.

FUNDING READINESS MASTERCLASS

Registration for the inaugural Funding Readiness Masterclass reached its maximum capacity. A specialist entrepreneurship support organisation was onboarded to support delivery of the Masterclass series, which seeks to bridge the gap between entrepreneurs and funders by providing vital information and tools.

Looking Ahead

To achieve our 2035 scaling milestones, programmes will continue to evolve into a more agile, ecosystem-driven and data-informed model designed to maximise impact. Our long-term ambition is to transform survivalist side hustles into sustainable economic engines, creating jobs and shifting economic participation for young South Africans.

OUR ROADMAP FOR THE FUTURE INCLUDES:

Building structured journeys for entrepreneurs from awareness to sustainability

Expanding digital learning and blended delivery models to improve efficiency and reach

Targeting high-growth and green economy sectors

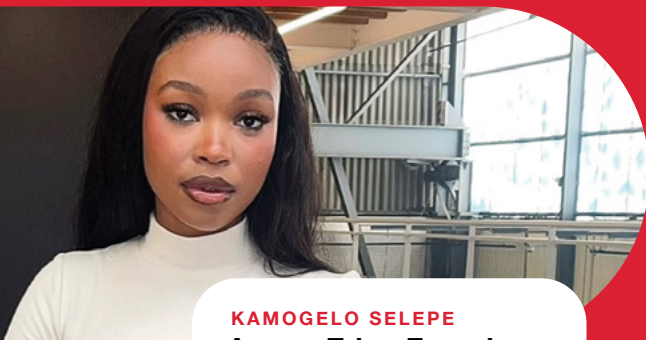
Strengthening internal monitoring and evaluation systems for better decision-making

Expanding reach to more youth-owned enterprises and underserved communities

The achievements of the Entrepreneurship Development portfolio would not have been possible without the shared vision and commitment of our funders, implementation agencies, mentors, ecosystem stakeholders, and collaborators. By continuing to leverage these collaborative relationships, we will strengthen our programme delivery and continue building a more inclusive, entrepreneurial future for the nation.

OUR STRATEGIC PARTNERS





KAMOGELO SELEPE  
ArcaneEdge Founder

## Building Her Edge With Bindzu

The Bindzu Youth Fund enables promising young entrepreneurs to overcome the barriers to business growth. For 22-year-old Kamogelo Selepe, it provided the catalyst to transform her AI-powered startup into a scalable business with national and global potential.

Founded while Kamogelo was completing her BCom in Information Systems, ArcaneEdge helps brands thrive in a rapidly-evolving digital landscape through innovative AI-powered marketing solutions. Although the tech company was already gaining traction, Kamogelo lacked the operational structure, automated systems and capital needed to scale her business.

In 2025, she applied to the Bindzu Youth Fund to take ArcaneEdge to the next stage of growth.

“The Bindzu Youth Fund was not just a funding competition. It was a genuine investment in me as a founder. Every element is designed to make the business stronger and the entrepreneur behind it more capable,” Kamogelo said.

Bindzu invested R90,000 in ArcaneEdge, enabling Kamogelo to acquire professional studio equipment for content creation, protect her intellectual property and advance the development of her Digital Doppelgänger platform. This flagship AI-powered platform simulates consumer behaviour, allowing businesses to test and optimise their campaigns before launch.

Alongside the funding, Kamogelo received business training and mentorship, equipping her with the

frameworks and problem-solving skills to scale her business and challenging her to shift from manual processes to automation. The impact was transformational. Since completing the programme, ArcaneEdge has created five permanent jobs and serves 15 clients across the fashion, hospitality, and media sectors, growing from monthly revenue of around R30,000 to securing client contracts worth more than R600,000.

“We have built a fully operational AI platform that is trademarked, patent-pending and in live pilot testing. We also operate a fully equipped professional studio producing same-day content, while an AI-powered operating system automates everything from invoicing to content scheduling.”

Kamogelo extends her appreciation to the Bindzu Youth Fund, its backers and facilitators.

“Thank you for saying yes to a 22-year-old with a vision! I entered as a young woman trying to find my balance and came out with a fully automated business and the confidence to walk into any room and compete with people who have been building businesses for decades. The programme did not just give me resources; it gave me standing.”



MAKATU TSHIVHULA  
The Light Candles Founder

## Lighting The Path To Small Business Growth

Makatu Tshivhula reached a milestone in FY2026: his business surpassed R1 million in turnover, demonstrating how targeted investment and business support can unlock the potential of young entrepreneurs.

The 26-year-old psychology graduate founded The Light Candles in Soweto in 2021, manufacturing long-lasting, premium candles for spiritual, religious and lifestyle markets. By 2024, the business employed two people and had reached a critical stage where scaling was essential for profitability but constrained by cash flow.

A turning point arrived when Makatu was selected for the inaugural Bindzu Youth Fund. Backed by R30,000 in funding and a structured business development journey, he was able to pursue larger retail contracts.

“I had an opportunity to supply my candles to BP stores across the province, but the deferred payment terms required me to buy raw materials upfront. The Bindzu funding allowed me to procure in bulk, eliminating pressure on my cash flow and improving my cost efficiencies,” he explained.

Beyond the capital, the programme sharpened his business skills. “Every session was in-depth, intentional and explored practical business functions,” he said, highlighting modules on AI and human resources compliance as transformative.

The results speak for themselves. Since participating in the Bindzu Youth Fund, the business has recorded a 27% increase in revenue, created three new jobs, and acquired 360 new customers with an average spend of R1,295, boosting annual turnover to over R1 million in 2026.

Today, The Light Candles is not only illuminating homes and places of worship but also demonstrating that youth-led enterprises have the potential to thrive when provided with the right support.

“I am deeply grateful to the Bindzu Youth Fund and Mr Price Foundation’s donors. Thank you for the opportunity, the learning and the funding. The impact has truly helped grow my business.”

“I want to build Africa’s number one candle brand. I want to create meaningful employment and see my products on shelves across the continent.”



The Light Candles  
Let there be light



EDUCATION  
DEVELOPMENT

Investing in young people starts long before they enter the labour market. It begins in the classroom. Strong literacy, numeracy and early learning outcomes serve as essential foundations for opportunities later in life.

Yet South Africa’s public school system is under severe strain, marked by overcrowded classrooms, vacant teacher posts and resource shortages. Consequently, 81% of Grade 4 learners cannot read for meaning<sup>1</sup>, and 63% of Grade 5 learners struggle with basic arithmetic<sup>2</sup>. These foundational gaps have a direct impact on employment prospects later in life. The unemployment rate stands at 38% among those with less than a matric and 36% among those with a matric, compared to 12% among graduates. Our Education Development portfolio is designed to intervene where education breaks down earliest and where

change has the greatest long-term impact. Our focus is on addressing systemic learning gaps in ECD centres and public schools by improving early learning outcomes, supporting early entrepreneurial thinking, building educator and school management capability, and creating youth-led roles and enterprises within the education system. By championing youth empowerment at school level, we equip young South Africans to access opportunities that support dignity, equality and a better future.

<sup>1</sup> Progress in International Reading Literacy Study (PIRLS) 2021  
<sup>2</sup> Trends in International Mathematics and Science Study (TIMSS) 2019

Education Development  
Programmes in FY2026

The Education Development portfolio delivers an evidence-led, systems-strengthening approach that improves learning outcomes while creating meaningful pathways for employment and entrepreneurship. Through scalable partnerships with schools, government, communities, and the private sector, the portfolio offers funders a sustainable model that delivers measurable educational impact and long-term social and economic value.

**ENTREPRENEURSHIP  
OLYMPIAD**  
An immersive programme piloted at high schools in Hammarsdale, cultivating entrepreneurial thinking through practical, real-world problem solving

**EDURISE LEGACY  
PROGRAMME**  
Championing school leadership and grade-level competencies in Hammarsdale through educator and SMT development

**ROOTS & SHOOTS  
STUDY**  
A four-year research study mapping the impact of early learning gaps in literacy, language acquisition, number sense, and problem-solving on long-term learner progression

**ECD LEARNING  
HUBS**  
A dual-development model to improve foundational literacy, numeracy, and school readiness, and strengthen the operational capacity of youth-led ECD centres

**REMEDIAL  
CHAMPIONS**  
After-school literacy and numeracy centres that help close learning gaps in high-need contexts



**FY2026  
IMPACT AT  
A GLANCE**

**14,983**  
Learners received contextually relevant support

**753**  
Learners participated in Entrepreneurship Olympiad

**32** Schools supported  
(21 primary schools + 11 high schools)

**405**  
Educators supported to meet learning needs

**86**  
SMT members engaged

**16%**  
Average improvement in literacy & numeracy

**95%** Teacher adoption rate of differentiated instruction practices

**100%**  
Schools meeting key operational benchmarks



EDUCATION DEVELOPMENT

Reflection & Outlook

CHAMPIONING  
YOUTH  
EMPOWERMENT  
IN EDUCATION



PAIN MASHINGAIDZE  
Education Development  
Programme Manager

FY2026 marked a pivotal year of innovation and strategic foundation-building to align the Education Development portfolio with the Foundation’s youth empowerment strategy. This transition demanded deeper reflection on the realities facing learners, educators, schools and communities across South Africa. It challenged us to think differently about scale, sustainability, systems change, and the role of education in shaping the country’s future.

At the centre of this reflection was a critical question: how do we respond meaningfully to South Africa’s persistent literacy and numeracy challenges while preparing young people for a rapidly evolving social and economic landscape?

Key Achievements

The Education Development portfolio delivered the EduRise Legacy Programme, Entrepreneurship Olympiad and concluded the Roots & Shoots Study, while designing next-phase interventions including ECD Learning Hubs and Remedial Champions for future implementation. We reached 14,983 learners across 32 schools, including 753 learners who participated in the Entrepreneurship Olympiad.

ENTREPRENEURSHIP OLYMPIAD

Piloted at 11 high schools in Hammarsdale, the Entrepreneurship Olympiad engaged 753 learners in an immersive learning experience. The focus was not immediate business creation, but developing the entrepreneurial mindset and skills needed for employment, further study or entrepreneurship after school.

Learners at Quintile 1–3 public schools identified challenges within their communities, conducted basic research, and developed solutions using elements of the Business Model Canvas.

Many learners initially lacked confidence in presenting ideas publicly. Structured challenges, including speed-pitching, workshops and bootcamps, helped build their confidence in a supportive environment. Learners built

practical business skills – market research, customer insight and financial reasoning – alongside transferable competencies such as communication, collaboration and adaptability. Importantly, they began to see themselves as innovators and contributors to their local economies.

EDURISE LEGACY PROGRAMME

FY2026 marked the conclusion of the latest cycle of educational interventions through our EduRise Legacy Programme, which has been active in Hammarsdale since 2017. Over the past two years, an investment of R2.2 million transformed 21 under-resourced schools at a cost of R105,094 per school. School functionality improved from 28% of schools meeting key operational benchmarks to 100%, while highly functional schools increased from 28% to 58%.

At classroom level, 95% of 183 participating teachers adopted differentiated instruction, enabling them to better respond to diverse learner needs.

These improvements translated into measurable academic gains, with learners achieving an average 16% improvement across literacy and numeracy assessments. Grade 3 baseline results also showed a 24% improvement in literacy between the 2024 and 2025 cohorts, suggesting earlier literacy interventions are having a positive impact.

Learners are exceeding minimum benchmarks in English First Additional Language, while mathematics continues to improve. This reinforces the importance of targeted, contextually relevant support.

ECD LEARNING HUBS

Recognising the importance of strengthening the early learning ecosystem, FY2026 saw the design of the ECD Learning Hubs as a strategic next-phase intervention, with piloting planned for FY2027. The model aims to improve school readiness, foundational literacy and numeracy, while strengthening the operational sustainability of youth-led ECD centres and after-school programmes. Many youth-led centres demonstrate a strong commitment to

early learning but require support in programme design, business management and operational systems. This initiative reflects our commitment to developing integrated education-to-employment pathways while ensuring foundational learning gaps are addressed early.

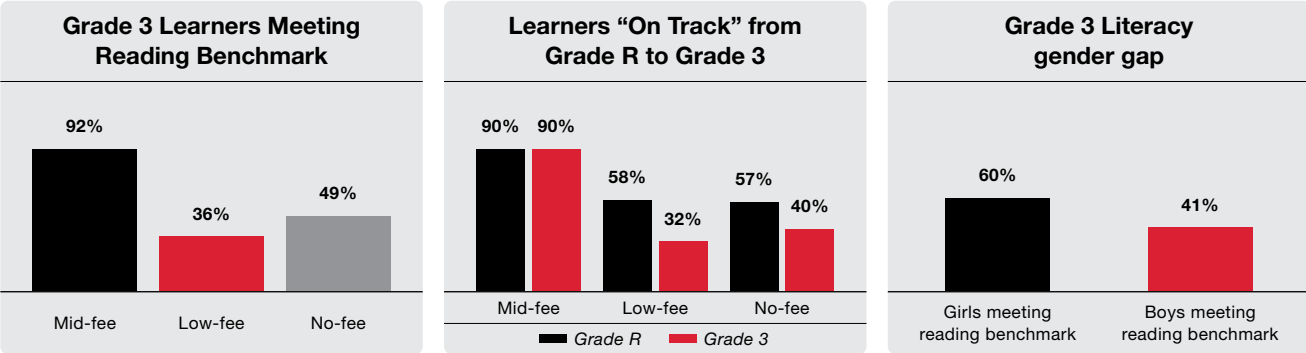
ROOTS & SHOOTS STUDY

FY2026 marked the conclusion of our four-year Roots & Shoots Study, which tracked approximately 580 children from Grade R to Grade 3. The study confirmed

that learning gaps emerge early, widen over time, and are strongly influenced by school context. The findings highlight the need to view ECD and primary schooling as an interconnected system rather than separate interventions. Early gains can only be sustained through continued access to high-quality teaching during the primary school years.

These insights are informing more targeted interventions across the portfolio, including a stronger focus on ECD as a key lever for improving learner outcomes.

ROOTS & SHOOTS STUDY: TRACKING LEARNING PROGRESSION



Looking Ahead

As we move into the next phase of our strategy, our focus is on expanding both the reach and depth of our interventions, including scaling the ECD Learning Hubs and expanding the Entrepreneurship Olympiad. To support delivery and scalability, we are strengthening data-driven programme design and leveraging modern technology.

Within the EduRise Legacy Programme, our focus is shifting towards developing the young people who will shape the future of education in South Africa. Building on the FY2026 EduRise Legacy Programme, the next phase will introduce a youth-focused educator leadership model designed to strengthen school leadership and prepare high-potential young educators to support long-term school improvement.

In parallel, Remedial Champions is being developed as a youth-led intervention to support literacy and numeracy recovery for Foundation Phase learners through after-school learning support. In equipping young education entrepreneurs to deliver evidence-based remedial learning, the programme aims to improve learning outcomes while creating meaningful economic opportunities. We are also developing a Foundational Educator Development (FED)

programme to strengthen the capability of early-career Foundation Phase educators in under-resourced schools. Informed by the Roots & Shoots Study, the programme will combine practical pedagogy, classroom coaching and data-informed teaching to bridge the gap between initial teacher education and classroom practice.

These strategic evolutions reflect our understanding that lasting improvements in education are achieved by strengthening the system from within, creating a self-sustaining environment where excellence can thrive.

We value the ongoing support of our implementation and knowledge partners and remain committed to collaborating with educators, communities, the Department of Basic Education and development partners to deepen the quality and reach of our work.

As we look towards 2035, we see enormous potential to transform lives by leveraging education as a catalyst for youth empowerment, stronger learning outcomes and sustainable community impact.

OUR STRATEGIC PARTNERS







GABIGABI HIGH SCHOOL  
Entrepreneurship  
Olympiad

## A Winning Culture Starts At The Head

Meaningful change is built through ecosystems of support – and the success of the Entrepreneurship Olympiad in Hammarsdale demonstrates what’s possible when school leadership, educators, and learners unite around a shared vision.

Under the leadership of Principal Mr Nkabini, Gabigabi High School stands out for its approach to embracing entrepreneurship as a platform for learners to develop practical skills and broaden their horizons. The school’s active support of learners paid dividends, with Gabigabi students achieving 1st and 2nd places at the Entrepreneurship Olympiad Demo Day.

Over several months, learners participated in hands-on challenges, including the R50 Challenge, where they were tasked with developing mock business ideas on a tiny budget. Only the top 10 learner-led businesses advanced to the highly anticipated Demo Day on 28 March 2026, where they presented solutions to real community needs to a panel of judges. A key driver of Gabigabi’s success was Economic and Management Sciences educator Mpumelelo Kweyama.

*“The programme encouraged learners to view themselves not only as future job seekers, but as innovators and problem-solvers capable of creating opportunities for themselves and their communities. Seeing learners proudly showcase their entrepreneurial abilities and dream beyond the limitations of their surroundings was so fulfilling. To this day, I remain amazed by their intelligence and creativity,”*  
Mpumelelo said.

We thank all the passionate educators, facilitators, judges, mentors, community partners, and donors for investing in South Africa’s future business leaders.



## Turning Evidence into Action

“For many years, the dominant narrative has been that if children start school developmentally on track, positive outcomes will naturally follow. However, the findings of the Roots & Shoots Study suggest a more nuanced reality. While quality ECD remains critically important, it is not sufficient on its own,” said Heleen Hofmeyr, Principal Investigator of the Roots & Shoots Study.

Funded by the Foundation and conducted by researchers from Stellenbosch University’s Research on Socio-Economic Policy (RESEP) and the Southern African Labour and Development Research Unit (SALDRU), the four-year study concluded in FY2026. This is the first longitudinal study in South Africa to follow children’s development from the start of formal schooling to the end of the Foundation Phase, providing vital data on how educational inequality develops.

“Without longitudinal evidence of this kind, we would not know how different stages of a child’s educational journey interact. The overarching insight is that early gains quickly fade without sustained access to high-quality teaching throughout the Foundation Phase,” Heleen said.

The findings will be shared widely across the education sector, including at RESEP’s annual conference, which brings together senior policymakers from the national and provincial education departments, researchers, and education sector leaders. Within the Foundation, these insights are actively shaping the design of future interventions, ensuring our programmes are focused on foundational learning.

We hope the evidence will contribute to a richer and more informed conversation about how best to support children’s development and learning throughout the early years of schooling.



HELEEN HOFMEYR  
Roots & Shoots Study Principal  
Investigator

*“Working with Mr Price Foundation has been particularly rewarding because of their genuine commitment to evidence-informed decision-making. Throughout this project, the Foundation engaged thoughtfully with the research and consistently sought to apply the findings to improve outcomes for children. Their investment has enabled timely research that is already shaping important conversations about the future of education in South Africa.”*





# PERFORMANCE DASHBOARD

CHAPTER 04

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30 MARCH 2025 TO 28 MARCH 2026

# FINANCIAL STATEMENTS

The following summarised financial information has been extracted from the unaudited financial statements of Mr Price Foundation NPC.

## Statement Of Financial Position

AS AT 28 MARCH 2026

| Figures in Rands                    | 2026<br>R                   | 2025<br>R                   |
|-------------------------------------|-----------------------------|-----------------------------|
| <strong>Assets</strong>             |                             |                             |
| <strong>Non-current assets</strong> | 2 225 717                   | 1 775 206                   |
| Property, plant and equipment       | 575 215                     | 361 535                     |
| Intangible assets                   | 1 650 502                   | 1 413 671                   |
| <strong>Current assets</strong>     | 40 307 617                  | 39 371 489                  |
| Other receivables                   | 4 188 715                   | 9 840 527                   |
| Prepayments                         | 31 070                      | 1 060 922                   |
| Cash and cash equivalents           | 36 087 831                  | 28 470 040                  |
| <strong>Total Assets</strong>       | <strong>42 533 334</strong> | <strong>41 146 696</strong> |

## Equity and liabilities

|                                               |                             |                             |
|-----------------------------------------------|-----------------------------|-----------------------------|
| <strong>Equity</strong>                       |                             |                             |
| Accumulated funds                             | 32 561 366                  | 36 873 838                  |
| <strong>Current liabilities</strong>          | 9 971 968                   | 4 272 858                   |
| Trade payables and other                      | 9 582 133                   | 3 921 883                   |
| Leave pay and incentive                       | 389 835                     | 350 975                     |
| <strong>Total equity and liabilities</strong> | <strong>42 533 334</strong> | <strong>41 146 696</strong> |

Differences between the financial statements and graphs shown in this report are due to the classification of expenditure between operational responsibility and accounting standards.

## Statement Of Comprehensive Income And Accumulated Funds

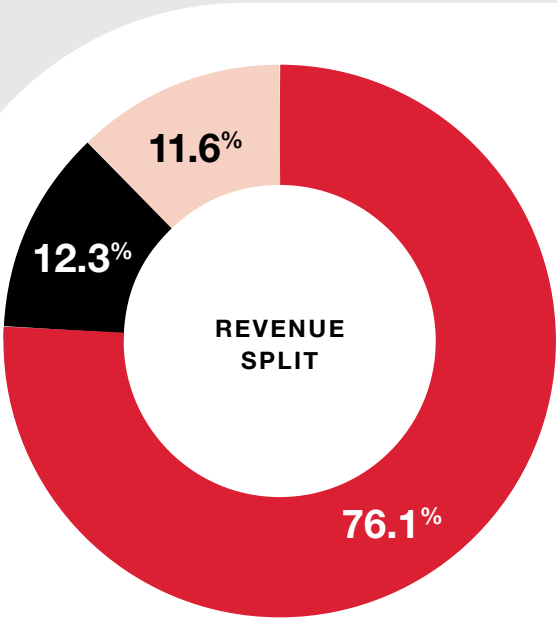
FOR THE YEAR ENDED 28 MARCH 2026

| Figures in Rands                                           | 2026<br>R   | 2025<br>R  |
|------------------------------------------------------------|-------------|------------|
| <strong>Revenue</strong>                                   | 42 202 430  | 49 877 743 |
| <strong>Expenditure</strong>                               | 49 062 922  | 45 515 037 |
| Project expenditure                                        | 37 458 381  | 35 417 804 |
| Administrative expenditure                                 | 11 604 541  | 10 097 233 |
| <strong>(Loss) / profit before net finance income</strong> | (6 860 493) | 4 362 705  |
| Finance income                                             | 2 548 021   | 2 562 088  |
| Finance costs                                              | -           | (2 282)    |

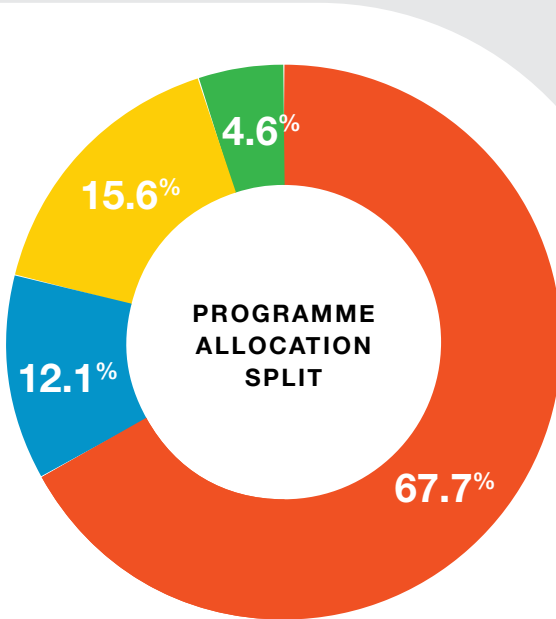
|                                                               |                             |                             |
|---------------------------------------------------------------|-----------------------------|-----------------------------|
| <strong>(Loss) / Surplus for the period</strong>              | (4 312 472)                 | 6 922 511                   |
| Accumulated surplus at the beginning of the period            | 36 873 838                  | 29 951 327                  |
| <strong>Accumulated surplus at the end of the period</strong> | <strong>32 561 366</strong> | <strong>36 873 838</strong> |



Pattern Making Programme graduate, Senzo Mpontshane



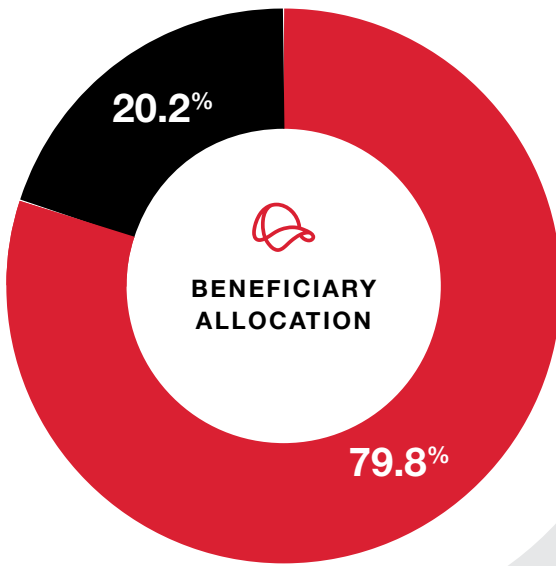
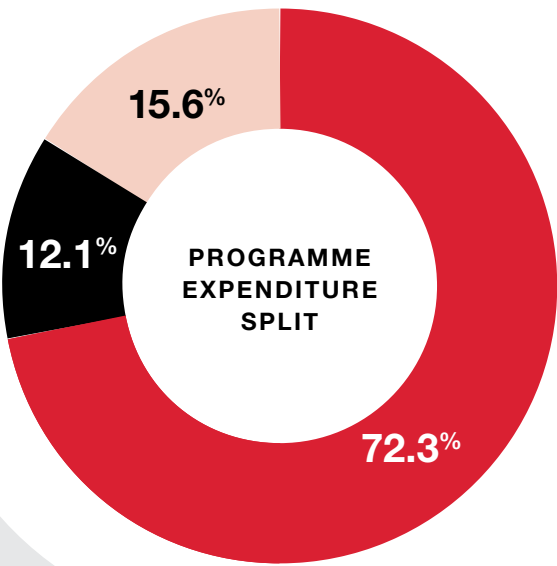
|                    |        |                                                   |
|--------------------|--------|---------------------------------------------------|
| Mr Price Group     | R32.1m | <strong>Total</strong><br><strong>R42.2m</strong> |
| Corporate partners | R4.9m  |                                                   |
| Fundraising        | R5.2m  |                                                   |



|                                  |        |                                                   |
|----------------------------------|--------|---------------------------------------------------|
| Skills Development (JumpStart)   | R26.5m | <strong>Total</strong><br><strong>R39.2m</strong> |
| Entrepreneurship                 | R4.8m  |                                                   |
| Education                        | R6.1m  |                                                   |
| Skills Development (Agriculture) | R1.8m  |                                                   |

|                    |        |                                                   |
|--------------------|--------|---------------------------------------------------|
| Skills Development | R28.3m | <strong>Total</strong><br><strong>R39.2m</strong> |
| Entrepreneurship   | R4.8m  |                                                   |
| Education          | R6.1m  |                                                   |

|                                                           |        |                                                   |
|-----------------------------------------------------------|--------|---------------------------------------------------|
| Programme/Project                                         | R39.2m | <strong>Total</strong><br><strong>R49.1m</strong> |
| Administrative                                            | R9.9m  |                                                   |
| <small>*Includes Fundraising &amp; Communications</small> |        |                                                   |



For programme allocation purposes, Skills Development is shown separately as JumpStart and Agriculture. In the programme expenditure split, these are consolidated under Skills Development.

Your Youth Empowerment Champion.

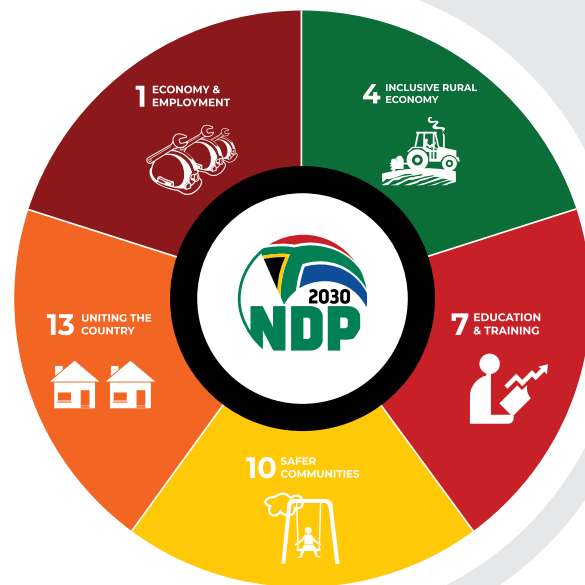




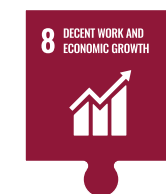
# OUR DEVELOPMENT GOALS

Mr Price Foundation aligns closely with the aspirations of South Africa's NDP 2030 and the United Nations SDGs.

By improving access to relevant skills, entrepreneurial opportunities and enhanced learning support, we enable young people to participate more meaningfully in the economy and their communities. In FY2026, we continued to focus resources on evidence-informed interventions with strong potential for sustainable impact. For funders, this represents an opportunity to invest in practical, scalable models that reduce inequality, expand livelihoods and strengthen inclusive empowerment.



## SDG Goals



## NDP Goals



## How Mr Price Foundation Supports Common Goals

We prioritise high-value interventions that support children and young people from historically disadvantaged communities. By strengthening education, building entrepreneurial capabilities and expanding pathways to economic inclusion, we contribute to reducing poverty and inequality while achieving meaningful, sustainable outcomes.

We create pathways to decent work and sustainable economic growth by equipping young people with skills aligned with real workplace opportunities and supporting entrepreneurs to scale job-creating businesses. In FY2026, 10,167 unemployed youth were trained through our Skills Development programmes, with 7,274 securing employment through Mr Price Group and other businesses. These placements positively impacted an estimated 36,370 family members. In our Entrepreneurship Development programmes, 1,241 entrepreneurs were supported, resulting in 125 new jobs and an average revenue increase of 24.5%.

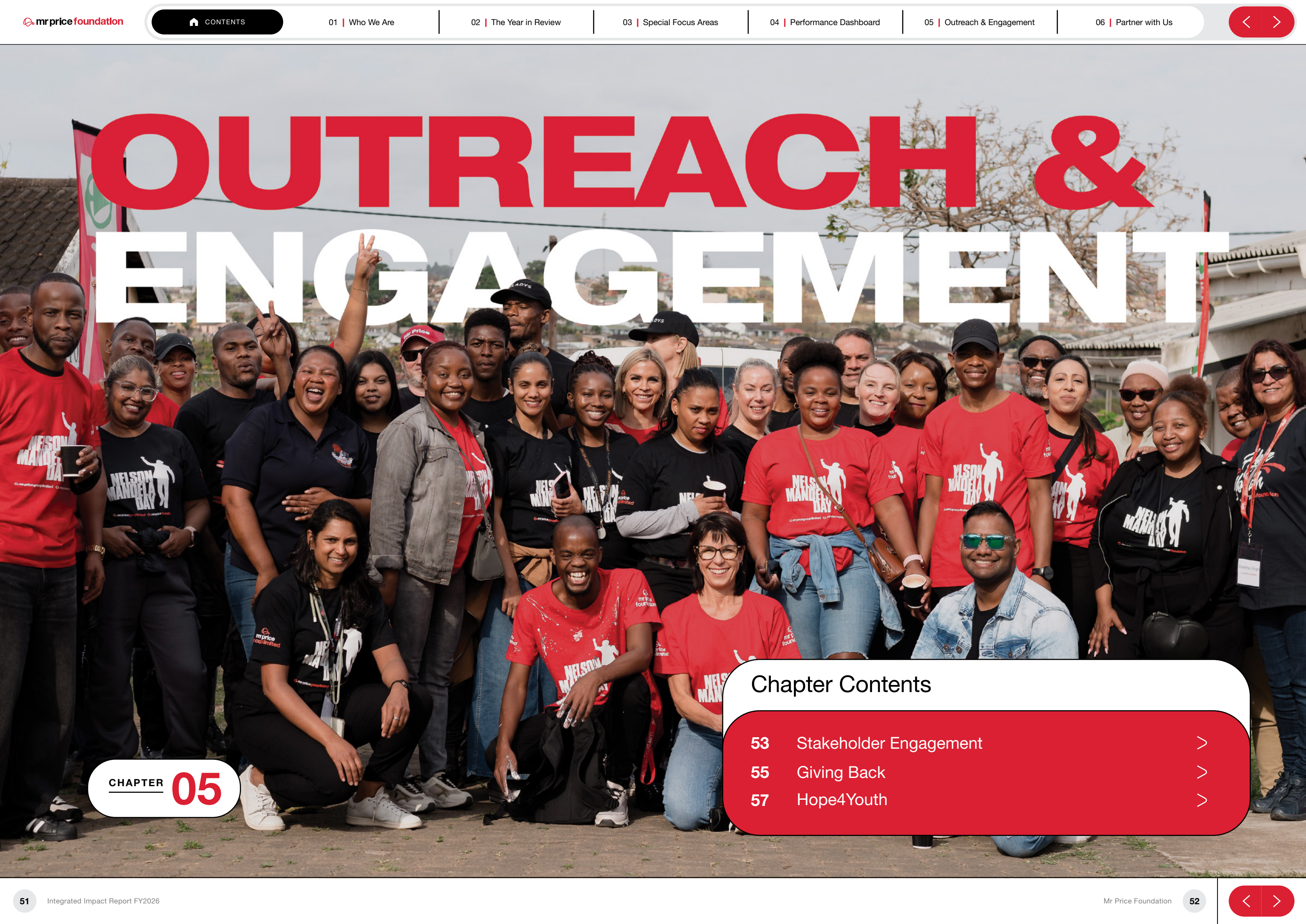
Evidence, piloting and continuous feedback guide our agricultural Skills Development programmes. 28 interns completed agricultural training, enabling employment and earnings above minimum wage levels while supporting sustainable careers in agriculture, stronger rural livelihoods, improved food security and healthier communities.

We strengthen the national education ecosystem by improving school leadership, teaching quality and learner outcomes, while building pathways into future economic inclusion. We delivered 490 Skills Development interventions, 133 Entrepreneurship Development interventions, engaged 14,983 learners at 32 schools, supported 753 learners through the Entrepreneurship Olympiad, upskilled 405 educators and strengthened 86 SMT members.

We are committed to creating equal access to opportunity, with a deliberate emphasis on gender equality. By expanding access to education, skills development and entrepreneurship, we create pathways for more women to participate meaningfully in the economy. In FY2026, women represented 81% of Skills Development participants, 50% of Bindzu Youth Fund participants, 86% of educators and 49% of learners.



# OUTREACH & ENGAGEMENT



CHAPTER 05

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| 55               | Giving Back            | > |
| 57               | Hope4Youth             | > |





**THE MR PRICE FOUNDATION CUP**  
Held at Northwood Crusaders Sports Club in August 2025, this soccer contest brought together 28 men's teams and six women's teams, with Maytex United and Athenan crowned champions.

# STAKEHOLDER ENGAGEMENT

The Foundation engaged diverse audiences around the challenges facing South Africa's youth in FY2026, and the opportunities that emerge when they are properly equipped to participate in the economy.

Through radio, television, print and digital platforms, we amplified stories of resilience, achievement and possibility, generating more than R6.6 million in advertising value equivalency. Our communications increasingly focused on sharing evidence, insights and impact, positioning youth empowerment as both an economic and a social imperative. Beyond traditional media, we stood tall on a range of stakeholder engagement platforms, such as the Icebolethu SMME Expo and the Coca-Cola Supplier Expo, connecting with organisations and individuals who share our commitment to youth empowerment.

We supported 72 NGOs during the year through R112,000 in product donations from Mr Price Group stores, impacting 6,114 beneficiaries. These donations reflect our commitment to investing in communities and supporting organisations that share our vision of empowering youth.

Experiential and sport-based activation platforms further extended our reach. At the aQuellé Midmar Mile, four swimmers completed the demanding 8-Mile Charity Challenge, raising R40,000 and awareness for the

Foundation. Similarly, the third Mr Price Foundation Cup brought together Mr Price Group associates, partners and spectators in a celebration of sport, wellbeing and purpose, reinforcing the role of shared experiences in building visibility and support for youth empowerment. As we take strides towards our goal of empowering 500,000 youth by 2035, communications will remain a powerful tool to inspire action, strengthen partnerships and champion youth empowerment.



Karen Otto & Renay Otto

**AQUELLÉ MIDMAR MILE**  
Sponsored by Mr Price Sport and competing in Maxed gear, Karen Otto, Renay Otto, John Drummond and Martin Nienaber raised R40,000 at the aQuellé Midmar Mile Charity Challenge, demonstrating the power of sport as a fundraising and awareness platform.





# GIVING BACK

Mandela Day 2025 marked the Foundation’s largest collective act of service yet, with more partners, more donations and more volunteers showing up to support communities in need than ever before.

More than 450 associates, Foundation team members and ambassadors stepped “Out of Office, Into Action”, contributing over 1,000 volunteer hours through painting, gardening, meal preparation, cleaning and covering books. Together, they transported over one ton of donated goods, including non-perishable food, toiletries, clothing, shoes, stationery and books. Transporting the volunteers and donations required five buses and 26 trips, with City Logistics, the SPAR Group, and other partners ensuring safe and efficient logistics. In

addition, 39 associates committed to monthly payroll giving, contributing R22,872 a year towards community initiatives. Mandela Day is an enduring reminder that every person has the power to make a difference. It is an opportunity to live out two of our key pillars: enabling Mr Price Group associates to volunteer their time and talents, while strengthening those who support young people through community engagements and sponsorships. Through these commitments, we continue to honour Madiba’s legacy every day.

## WE SUPPORTED THREE YOUTH-FOCUSED NPOS AND A PRIMARY SCHOOL IN KWAZULU-NATAL





At I Care, volunteers supported meal preparation and created nurturing spaces for children and youth living on the streets.





At The Valley Trust, volunteers contributed to environmental and wellness activities, including vegetable garden maintenance and educational resource preparation.





At Gozololo Child Protection Centre, teams assisted with facility upgrades, garden revitalisation and improvements to outdoor play areas.





At Entendeleni Primary School, walls were transformed with fresh paint to create a more welcoming and stimulating environment for learners.



# DOING MORE4YOUTH WITH HOPE4YOUTH

## Lasting change cannot be achieved in isolation.

Creating meaningful change for youth requires participation on a grand scale. Our Hope4Youth campaign gives millions of Mr Price Group customers a simple and accessible way to support youth empowerment programmes, both in-store and online.

Launched in June 2024, the campaign enables customers to donate seamlessly at checkout across physical stores and digital platforms, including credit purchases.

Hope4Youth customer donations totalled R3.8 million in FY2026, comprising R2.8 million through credit customer contributions and R1 million through in-store contributions. These donations were made through 288,000 individual contributions across 1,638 stores nationwide, spanning Mr Price, Mr Price Home, Mr Price Sport, Mr Price Cellular, Sheet Street and Miladys.

Looking ahead, we will continue to strengthen how Hope4Youth is experienced across all customer touchpoints – through enhanced associate engagement, clearer storytelling and stronger visibility of the impact each donation enables.

Through these refinements, Hope4Youth will continue to grow as an important enabler of our programmes, bringing us closer to a future where every young person is afforded the opportunity to thrive.



## HOPE4YOUTH PARTICIPATING STORES

mrprice mrpricesport mrpricehome mrpricemoney sheetstreet MILADYS



# PARTNER WITH US



CHAPTER 06

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| 61 | A Trusted Vehicle For Your Investment | > |
| 63 | How to Give                           | > |



PARTNER WITH US

YOU ARE

THE POWER BEHIND

Hope4Youth

We believe that lasting change occurs when all stakeholders unite around a shared purpose. Our ambition is to empower 500,000 South African youth by 2035 – and we invite you to be part of that journey. Whether with government, private sector, civil society, global entities or fellow NPOs, we actively seek collaborators who share our vision and can help deliver on it.

Funding Partners

Invest in demand-led programmes and expand access to skills development, entrepreneurship and education where opportunities are needed most.

Employer & Host Partners

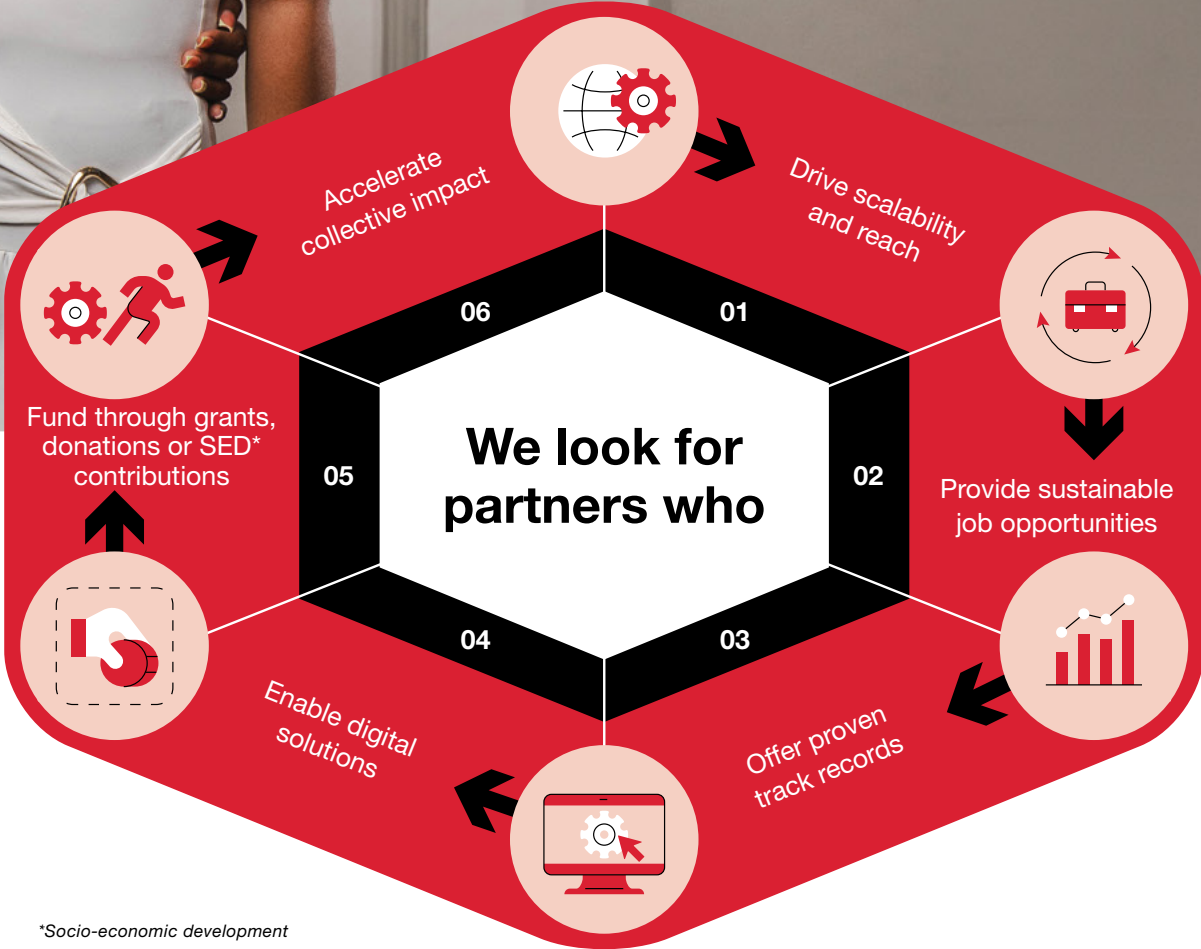
Help shape tomorrow’s workforce through workplace exposure, internships, learnerships, employment opportunities and industry insights that keep our programmes aligned to labour market demand.

Volunteer Partners

Share your professional expertise, mentorship and experience to help young people build confidence, strengthen employability and develop entrepreneurial capability.

Public Participation Partners

Join thousands of South Africans supporting youth empowerment through donations, including contributions made through #Hope4Youth in Mr Price Group stores.





PARTNER WITH US

A TRUSTED  
VEHICLE  
FOR YOUR  
INVESTMENT

Mr Price Foundation integrates disciplined delivery, strong governance, data-driven decision-making and deep employer engagement to ensure that every investment creates sustainable employment and earning opportunities.

Success is measured not by activity, but by meaningful improvements in employability, economic participation and long-term opportunity creation.

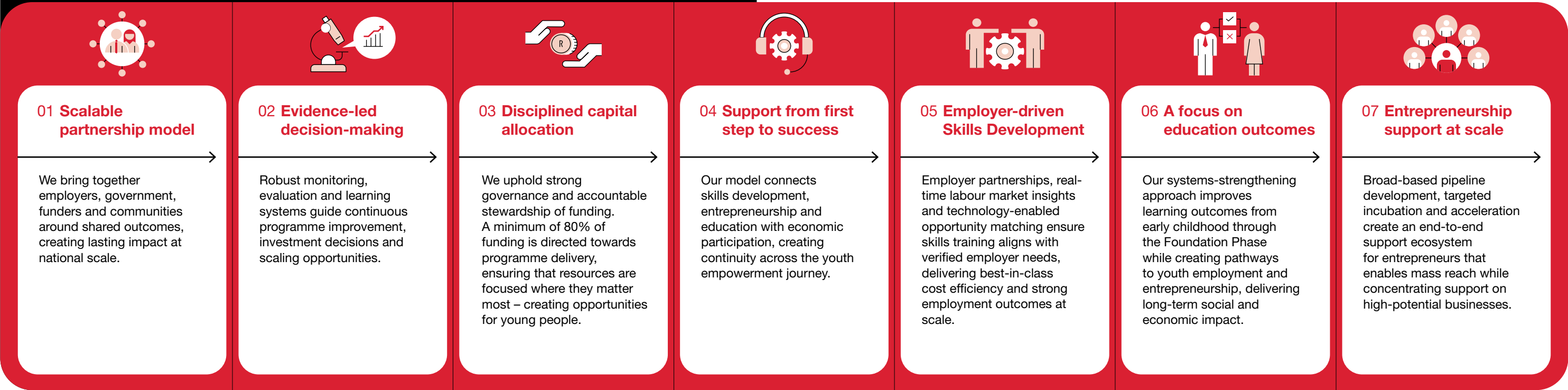


Whether your organisation is investing Skills Development Initiative funding, B-BBEE contributions, corporate social investment or strategic expertise, your partnership will help unlock the economic potential of South Africa's youth.



The Retail Essentials Programme, a six-month store supervisory readiness programme, creates pathways into store leadership roles.

Partners choose Mr Price Foundation because we combine





# BE A YOUTH EMPOWERMENT CHAMPION



## HOW TO GIVE

Together, we can build a more equitable future for South African Youth.



### Donate with Zapper:

- 1 Download the Zapper app
- 2 Scan the Zapper QR code and enter an amount.



### Donate through our website:

Scan the QR code to donate through our website.

mr price foundation



### Donate via EFT:

|                |                |
|----------------|----------------|
| Business name: | MRP Foundation |
| Bank:          | ABSA           |
| Branch:        | Kingsmead      |
| Account No:    | 407 552 6746   |
| Code:          | 632 005        |
| Swift code:    | ABSAZAJJ       |

Your reference: Donate [your name or company name]

FOUNDED BY MR PRICE GROUP IN 2005  
Independently registered NPO & PBO

NPO # 053-536 | PBO # 930023271 | B-BBEE Level 1 status



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