



ASISU  
FOUNDATION



# ENABLING ECONOMIC PARTICIPATION

## OUR MISSION

### THE ASISA FOUNDATION EXISTS TO ...

... initiate and implement meaningful consumer financial education initiatives targeting South Africa's most vulnerable groups on behalf of the savings and investment industry,

### IN ORDER TO ...

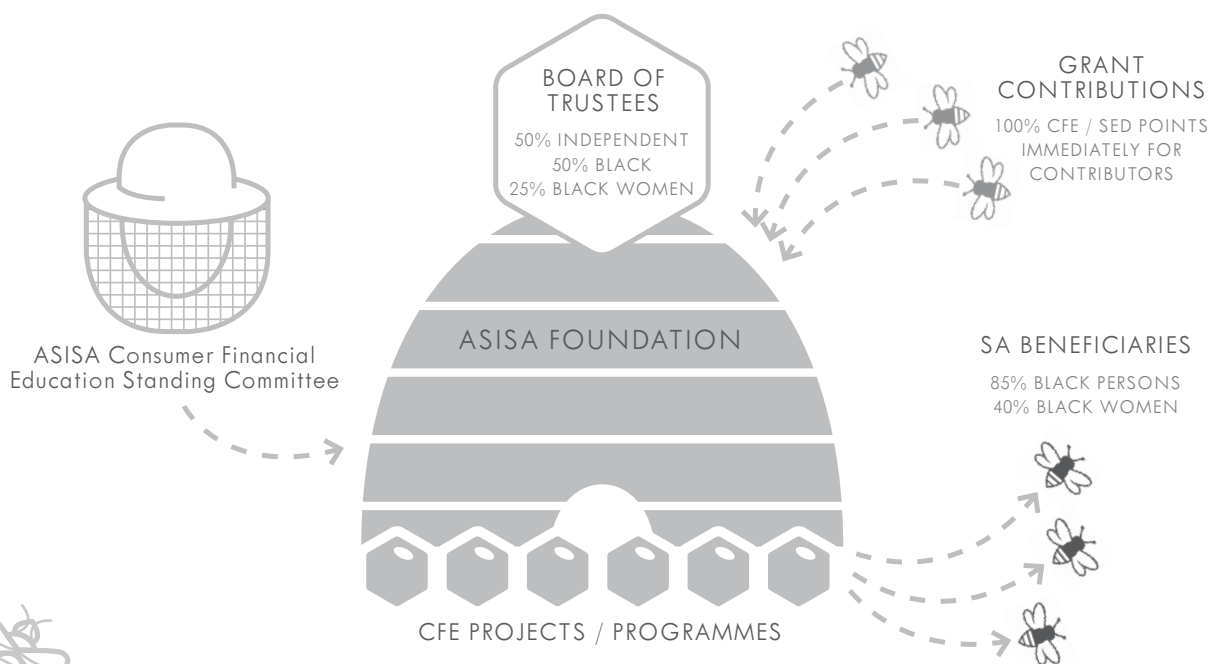
... influence a change in behaviour through the transfer of knowledge and skills development, thereby helping the poor and vulnerable to manage their financial affairs more appropriately,

### WHICH WILL THEN...

... reduce their vulnerability by empowering them to make appropriate financial decisions throughout their life stages, thereby enabling greater economic participation.

## OUR STRUCTURE

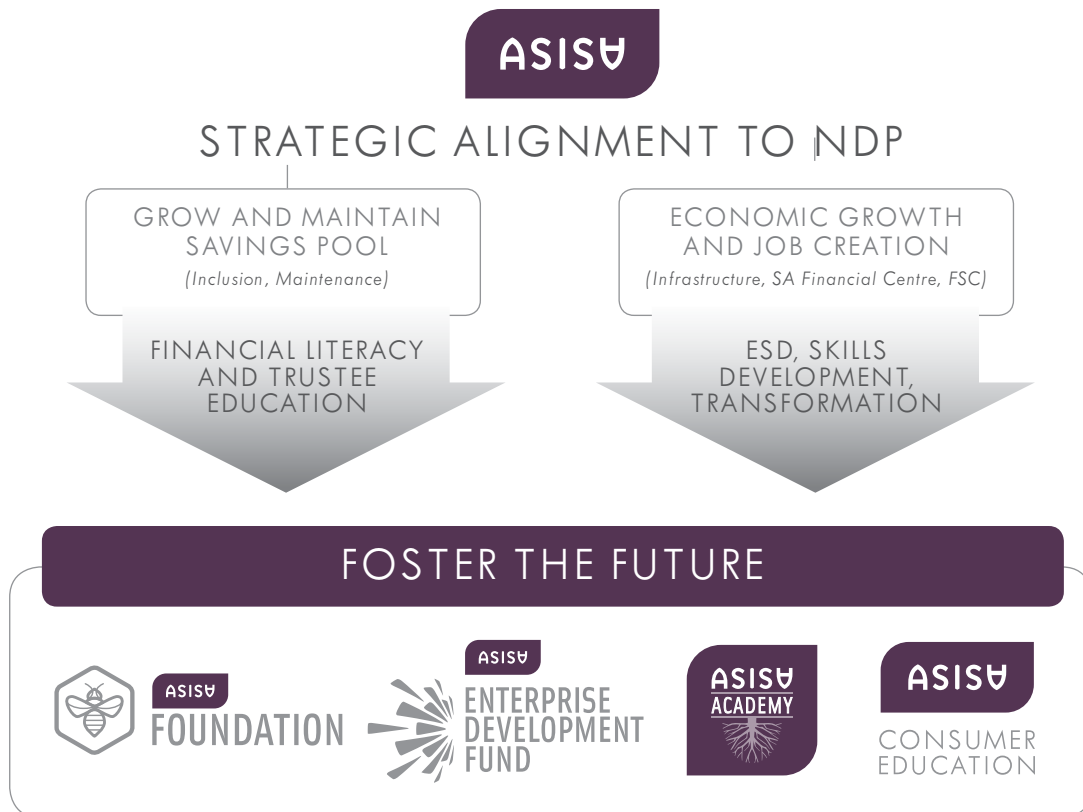
The Foundation is registered as a trust and set up as a non-profit organisation (NPO). The terms of the trust deed ensure that the Foundation is fully compliant with the Financial Sector Code (FSC). Grant contributors to the Foundation may recognise FSC Consumer Education or Socio-Economic Development points based on their level of contribution.





## OUR COMMON GOAL

ASISA and its members recognise that the savings and investment industry can thrive sustainably only if the economy of the country is healthy and growing and if South Africa's citizens are employed and earning and then empowered to save and invest. Key to ensuring this is addressing unemployment by supporting young people to become work-ready and by enterprise and supplier development. Equally important is enabling economic participation by South Africa's most vulnerable citizens through consumer financial literacy. ASISA therefore established three independent entities under the Foster the Future banner to help address these challenges - the ASISA Academy, the ASISA Foundation and the ASISA Enterprise Development (ED) Fund.



THE ASISA FOUNDATION IS A MAJORITY BENEFICIARY OF THE **ASISA ED FUND**

The ASISA ED Fund facilitates economic growth and job creation by:

- Providing business development support to SMEs;
- Allocating financial support to investee SMEs;
- Deploying financial business support to industry linked SMEs;
- Launching and managing flagship industry ESD programs;
- Providing an optimal ESD solution to industry members.



THE **ASISA ACADEMY** IS A VALUABLE TRAINING PARTNER TO THE ASISA FOUNDATION

The ASISA Academy furthers financial literacy through providing valuable courses and workshops for retirement fund trustees, dealing with topics such as Governance; Ethics; Investment Fundamentals and Active Ownership.



THE **ASISA CONSUMER FINANCIAL EDUCATION STANDING COMMITTEE** IS A SPECIALIST ADVISOR TO THE ASISA FOUNDATION

The ASISA Consumer Financial Education SC sets best practice standards for consumer financial education which is a key component to drive financial inclusion and social transformation and enable the Foundation to achieve its objectives as they assist with:

- Implementing the Foundation's strategies and priorities by formulating suitable projects;
- Appointing appropriate service providers;
- Providing specific project oversight input and guidance through their involvement in the working groups of each project.

## > OUR ACHIEVEMENTS



Successful implementation of the pilot phase of Saver Waya Waya (an ASISA Foundation Consumer Financial Education project) in Hammanskraal



*Through entertaining, relevant & practical interaction, Hammanskraal participants learnt to: Plan and budget with their money; understand basic financial concepts; build savings and a financial surplus to achieve goals; manage their debt better; look after their accumulated financial resources; know what products can meet what needs and know where to go for help.*



Scoping of Saver Waya Waya Phase 2



Inception of Project Qaphela with the National Union of Mineworkers (NUM) and Sanlam



Facilitation of Retirement Fund Trustee Education workshops



Establishing collaboration with key stakeholders such as Batseta and the Financial Services Board (FSB)



Sharing insights and influencing mindsets at national and international forums eg National Financial Education Committee, Financial Sector Charter Council, International Forum for Investor Education (IFIE) and Organisation for Economic Cooperation and Development (OECD)



ASISA  
FOUNDATION

ASISA Bridge House Boundary Terraces  
1 Mariendahl Lane Newlands 7700  
T: +27 (0)21.673.1620 [www.asisa.org](http://www.asisa.org)

