



educate | equip | empower

2023 Impact Report

3 Areas of Focus

The Fincoach Foundation exists to offer Financial Literacy, Small Business and Work Readiness Training and Mentoring.

We aim to promote social change and lasting impact by **educating, equipping & empowering** individuals through our positive, interactive and innovative workshops.



Financial Literacy

Basic Finance Workshops

Create a Personal Financial Plan, learn about Debt, Budgeting & how to Save for your Future.



Entrepreneurship

Entry to Entrepreneurship Workshops

Develop a Visual Business plan by outlining your Business Idea, Customers, Competition, Marketing, Finances and Planning.



Work Readiness

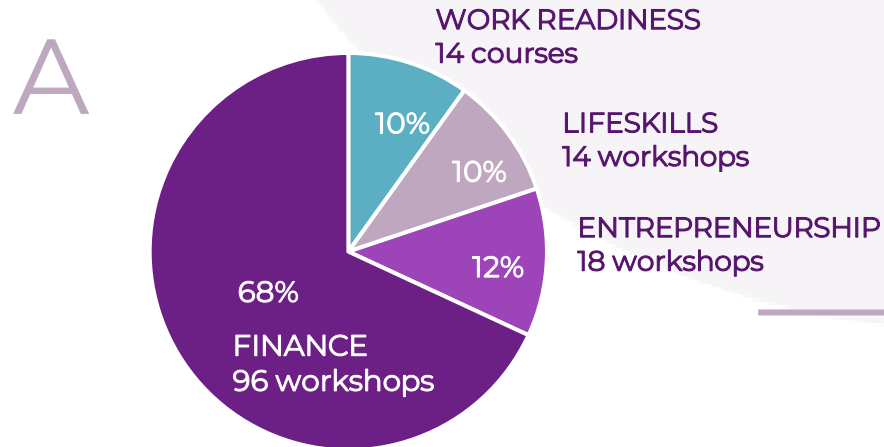
JOB JOURNEY
11 day course

Your journey to becoming work ready.

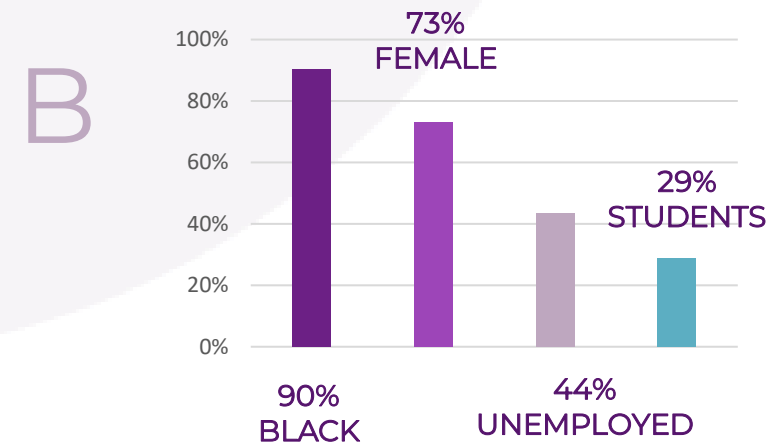
6 years of Impact

142 Workshops, 2336 people

The Fincoach Foundation was birthed from **The Financial Coach cc** in 2017, to address the education gap in the Financial Literacy Landscape of South Africa.



Breakdown of Workshops



Trainee Demographics

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Financial Literacy

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Why you need a
Financial Plan



Debt is Expensive



Managing your
Debt



Budgeting Basics



Saving for your
Future



Our Video Series

96

Workshops

1770

People who feel
empowered to
make better
Financial decisions
in their Future



In South Africa very few people get taught about how to Manage their Money at school level, so they either learn through the mistakes they make, or their role models. In SA our role models are not always good as we have a huge debt crisis - \$147bn Household Debt in June23.

Our **Basic Finance Workshops** use content created from the knowledge, experience and expertise of the Certified Financial Planners® at The Financial Coach.

Feedback from a Workshop we facilitated in October:

“You were great Pam. Today helped me look at things in a way I've been avoiding. Laying out my debts literally helped me find out I have a letter of demand against me. I paid it off in the training. Thank you.”

Entrepreneurship

South Africa has a **33% unemployment rate**, with 61% of the Youth between 15-24yrs unemployed. We also have low economic growth and few job opportunities. Our **Entrepreneurship level is only 17%** and was rated 45/50 countries in the 2023 GEM report.



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202

Potential Small Business Owners

Attended our Entry to Entrepreneurship Workshops



286

Mentoring Sessions

Helping Small Business Owners to develop and grow their businesses



Board Member
Students & Entrepreneurs

Impacting both Students from UCT & SU, as well as Entrepreneurs from the townships in the Western Cape

Work Readiness

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20 Partners

14 Courses

>200 Participants

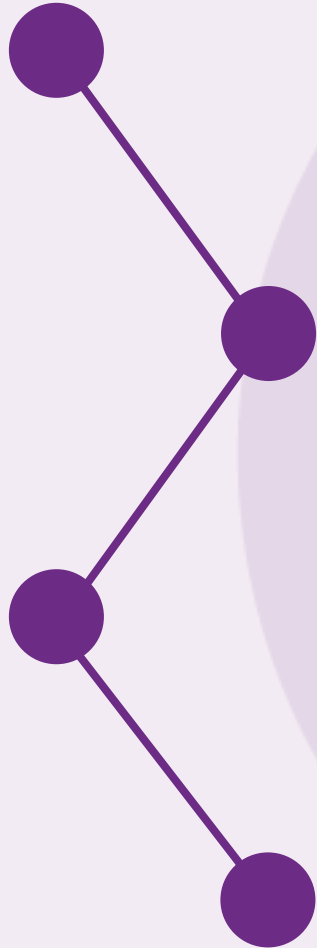


- In 2022/23 we partnered with **Common Good** to rewrite their Work Readiness Program, and launched the **Job Journey** – an 11 day Course available for unemployed South Africans to help them **become work ready**.
- The Job Journey has partnered with **JobStarter** (DGMT) to offer a digital element, meaning participants can access & update their CV from anywhere, and access online courses and articles relevant to their Job Search.
- Aspects of both the Finance Basics & Entry to Entrepreneurship workshops have been included in the Job Journey.
- This has been developed as a Replicable model, which is available to any organization across SA to facilitate.

CHANGE THAT TRANSFORMS
common good
IMPACT THAT LASTS

 **JobStarter**

2024 Growth



1

Finance



Develop a Higher Tier Video series covering topics like Growing your Wealth, Planning for Emergencies, Leaving a Legacy, Retirement & TAX.

3

Job Journey



Ensure that all partners are performing at optimum capacity.
Increase the number of Partners to 30, across South Africa.
Develop a program that's specific to High Schools.

2

Entrepreneurship



Develop a Mentoring Plan that can be used by Organisations after Facilitating the Workshops. Expand the Business Finance aspect of the Entrepreneurship Training and Mentoring.

4

Replication



Ensure material is Replicable. Train additional Facilitators so that knowledge can be shared across South Africa. Collaborate with Job Journey Partners to use Finance & Entrepreneur workshops. Introduce these concepts at School level.

Get involved



THE FINCOACH
FOUNDATION

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Your contribution would help us achieve the Growth plans we have for 2024. Through Collaborations & Partnerships we believe we can IMPACT more lives in South Africa.

Join our Current PARTNERS

Beautiful Gate, Citizen Leader Lab, Common Good, Community Bible Society, False Bay College, Fix Forward, Funda Khunye, Girl code, Home from Home, Ikaya le Themba, Integrity Foundation, Izenzo, Jonny Blundell, New Day, New Hope, Open Secrets, Phaphama Sedi, Sauce, Stellenbosch University, The Zanokhanyo Network, UCT Investment Society, Waldorf High School, Walker Landscaping, Westlake United Church Trust, Youf Club.

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⋮ Thank you

www.fincoachfoundation.co.za



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