



THE FINCOACH
FOUNDATION

educate | equip | empower

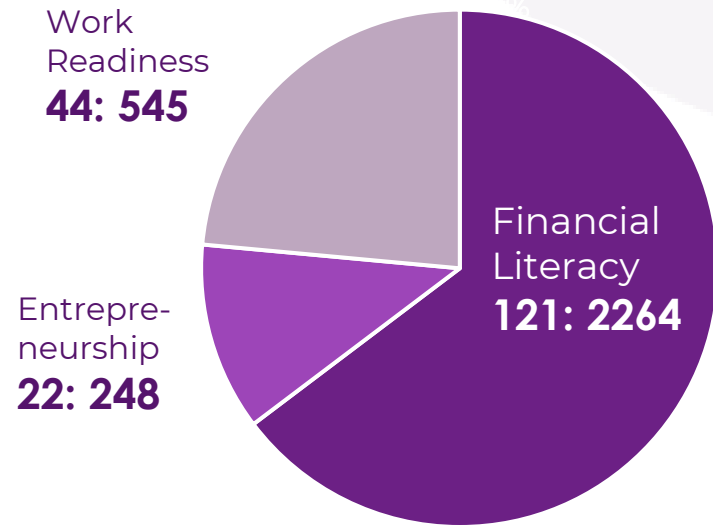
2024 Impact Report

7 years of Impact

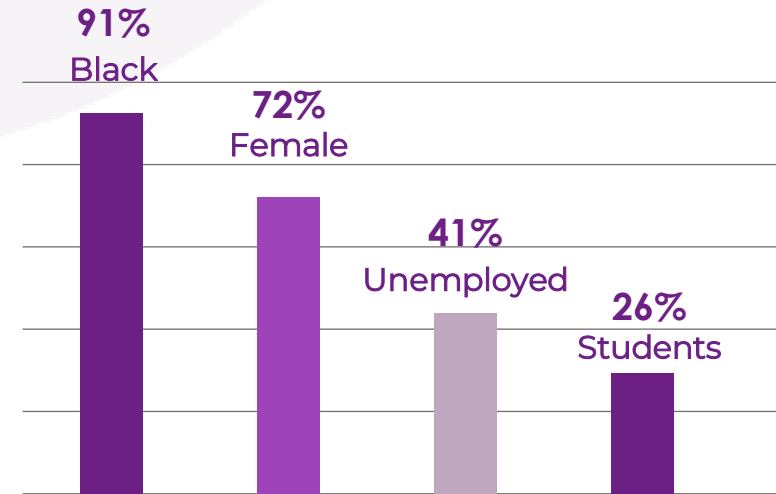
187 Workshops, 3057 people

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.

A 3 Areas of Focus: Breakdown of Workshops (Workshops: People)



B Trainee Demographics



educate | equip | empower

Theory of Change

VISION

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

PROBLEM

FINANCIAL LITERACY

Lack of knowledge about Personal Finance – not taught at school or elsewhere. Learn from role models or mistakes.

ENTREPRENEURSHIP

No formal teaching. Majority of South Africans are necessity entrepreneurs – not able to earn elsewhere.

UNEMPLOYMENT

High unemployment levels in South Africa. Lack of understanding of the workplace, technology, and how to succeed.

INTERVENTION

Relevant course content, using knowledge and experience of Certified Financial Planners and other qualified professionals.

Interactive Workshops teaching theory and concepts, using memorable examples. Videos ensure content is simple, understandable, and visual.

Active participation occurs through discussion, and the completion of handouts ensures that the content is applied to the participants own life.

ACTIVITIES

Finance
Basics
Workshop

Entry to
Entrepreneurship
Workshop

Job Journey
Replicable
11-day
Work Readiness
Course

OUTCOMES

FINANCIAL LITERACY

Knowledge and understanding empowers participants to make better Financial decisions in their future. This should equate to decreased Debt levels, and an increase in Saving.

ENTREPRENEURSHIP

Skills and Tools practiced, ensure entrepreneurs become more effective and help them develop sustainable Small Businesses. This should equate to Economic growth.

UNEMPLOYMENT

The Job Journey helps unemployed people become Work Ready, by writing an Online CV and Cover letter, and practicing Interview Skills. It also aims to create positive behavioural change, helping the unemployed become employable.

Feedback



“It was a very informative and empowering session. I am looking forward to apply all I have learnt to better my financial aspect.”

“I have learned a lot. It really sparked something inside of me to grow my business and truly make it a success.”

“Thanks, Pam for the workshop. It has a great impact change in my financial status. I will apply the knowledge I acquire as soon as this month end. There will be great difference in how I spend money”

“Thank you for your patience in explaining everything clear and simple. The communication and the language make it easy to understand the course.”



2025 Growth



THE FINCOACH
FOUNDATION

Registered NPC 2021/449303/08

PBO Ref no. 930076021

Section 18A Tax Certificates available

Your contribution would help us achieve the Growth plans we have for 2025. Through Collaborations & Partnerships we believe we can IMPACT more lives in South Africa.

1

Financial Literacy

Create an Online Learning Platform, together with The Financial Coach, in order to increase our IMPACT across South Africa.

2

Entrepreneurship

Convert our Workshop into a 12- week course, developing Effective Entrepreneurs to grow Sustainable Small Businesses.

This will be offered as a follow-on to the Job Journey.

3

Job Journey

Introduce a Job Journey for High Schools, to be used in conjunction with the Life Orientation program.

Ensure optimum performance with all our Partners across South Africa.

educate | equip | empower



- Want to
- know more?

Visit our Website:
www.fincoachfoundation.co.za

