

# HOW CORONATION CREATES VALUE FOR SOUTH AFRICAN COMMUNITIES

*Coronation is dedicated to collaboratively solving the education crisis in South Africa.*

## SOUTH AFRICA IN NUMBERS

According to the South African Child Gauge 2018 and STATS SA:

### GRADE 1s WHO ENTER HIGHER EDUCATION

15%

### YOUTHS\* NOT INVOLVED IN ANY FORM OF EMPLOYMENT

34%

\* Aged between 15 and 24 years

### UNEMPLOYED

37.3%

### CHILDREN LIVING IN INCOME POVERTY

65%

### HOUSEHOLDS WITHIN INADEQUATE ACCESS TO FOOD

21.3%

We believe that improving the quality of education lies at the heart of breaking the cycle of poverty and in creating sustainable, long-term socio-economic prosperity.

We work with select partners to address issues such as early childhood development; foundation-phase numeracy and literacy; educator and caregiver capacity-building; adult financial education; and entrepreneurial skills development.

Since we first opened our doors 25 years ago, we have added long-term value to a number of projects, both in terms of offering funding and support, as well as Coronation employees donating their time and expertise to initiatives that support enhanced training, mentorships, bursaries and children with hearing disability.

All our projects are strongly aligned with our belief that, as a responsible corporate citizen, we have a key role to play in empowering learners to achieve a quality education, standing them in good stead to succeed in life and become economically productive members of society.

In developing or supporting any CSI initiative, we're guided by four principles:

### 1. We are in it for the long term

We remain committed to programmes for the long run, and we focus on sustainable results. We apply one of the most important lessons we have learnt from successfully managing money for 25 years – investing with a long-term view.

We believe that consistency is key to success, and our commitment to social interventions is a minimum of three years. In so doing, we aim to form enduring relationships with our CSI partners and the communities we support.

### 2. We take a holistic approach

At the core of all our efforts is providing children with quality education, but we do not believe

children can be supported in isolation. We equip their parents, teachers and principals with training and tools to ensure better learning.

Our personal monetary management, entrepreneurship and small business initiatives are aimed at strengthening households and communities.

### 3. We are directly involved in all our projects

We get involved. We visit the schools, talk to the communities and shape projects in response to their needs. Employees across our business are also represented in our CSI committee and staff are invited to participate in all our initiatives.

### 4. We monitor the outcomes of our programmes

Coronation's Social, Ethics and Transformation (SET) committee meets twice a year and reviews progress reports from our various programmes, from which we implement the required changes. Each programme has stated and quantified objectives and desired outcomes, which are reported on twice a year.



IN 2018, THE COUNTING WITH CORONATION PROGRAMME BENEFITED

12 289

LEARNERS

+22% from 2017

335

TEACHERS

+23% from 2017

25

SCHOOLS

+25% from 2017

IN 2018, THE CORONATION READING ADVENTURE ROOMS BENEFITED:

3 700

LEARNERS

35

TEACHERS

26

SCHOOLS

SINCE 2010, THE CORONATION SCHOOL GARDENS PROJECT HAS BENEFITED:

7 496

CHILDREN

404

SCHOOLS

## Adding value to learners

We get involved at the very beginning of a child's journey towards graduating from a tertiary institution. The Early Learning Research Unit ensures that pregnant women and primary caregivers are equipped with all the tools they need to support early childhood development. ECD centres and playgroups support caregivers and communities in providing optimal learning environments.

Once the children advance to primary school through Counting with Coronation (managed by the Primary Science Programme) and Coronation Reading Adventure Rooms (managed by Living through Learning), it is essential that their teachers are trained to lay excellent foundations in numeracy and literacy.

Through these we provide intensive maths and literacy teaching skills development to teachers, including monitoring and evaluating the progress of learners. The reading programme also ensures that classrooms are transformed into fun and stimulating environments.

Looking beyond the classroom, we aim to address poverty, hunger and stimulate economic awareness via the Coronation School Gardens Programme. Children are trained in home-based agriculture, including soil preparation, cultivation and water management, as well as how to market produce. The food grown in these gardens not only supports school feeding schemes but is sold within their communities.

## CASE STUDY

### Shakeelah's story



"I live in Lavender Hill with my mom, grandma and brother, which is a very dangerous place. There are always shootings and fighting going on in our area. Many people are poor and don't have money to provide for themselves and for their families."

"I participate in the School Gardens Programme, which taught me about plants. I have learned many things, like how to make compost with dirt and organic peels, how to spread out the seeds, and I learned how to save water in different kinds of ways. I also learned how to plant, harvest, and in which months we should plant certain vegetables and fruits. This programme has helped me to be a better person and save water. At home I even have a little garden of my own. My grandma and I sometimes take my vegetables and make food to provide for people on the streets."

– *Shakeelah Sampson, Grade 7 learner at Levana Primary School, in Lavender Hill, Cape Town.*

SINCE 2013

183

SCHOOLS

150 000

LEARNERS

have benefited from the  
Principal's Academy

IN 2018

18 070

ADULTS

+15% from 2017

574

TRAINING SESSIONS

+2% from 2017

9

PROVINCES

benefited from adult  
consumer education  
initiatives

IN 2018

5 172

SMALL-SCALE FARMERS

+1% from 2017

226

CO-OPS

+ 5% from 2017

received training  
and support

## Adding value to teachers

Aside from upskilling teachers to deliver maths and literacy training, the Future Leaders Programme aims to address the shortage of qualified teachers in South Africa by providing students studying towards a bachelor of education through Unisa with bursaries, practical classroom training, mentoring and specialised tuition. Incubated within the LEAP Maths and Science Schools and run as a pilot between 2007 and 2017, the programme has since been expanded to other low fee independent and government schools. Participants are also supported in transitioning from interns to full-time employed teachers in LEAP and other schools.

In addition, we support seven school principals who attend UCT's Graduate School of Business Principal Academy. This programme runs an intensive 15-day programme on self-mastery and advanced thinking skills, and partners current incumbents with retired school principals for mentorship and coaching sessions.

## Adding value to parents

In partnership with Avocado Vision, we run a consumer education programme comprising a bespoke series of training modules. It is specifically designed to empower economically active people in impoverished communities aged 16 and above to make more informed decisions about their finances and lifestyles.

We also run workshops that empower parents with the skills to positively influence the life and education choices of their children. Weekly workshops offer parents several benefits:

- ▶ Parents are equipped with skills to provide general schooling guidance
- ▶ The workshops connect them with other parents in their communities
- ▶ They are taught how to budget, invest and save
- ▶ Parents are encouraged to teach children about social skills, respect and discipline
- ▶ The workshops communicate the importance of parent-school collaboration
- ▶ Workshop facilitators answer any questions parents may have about their child's schooling

## Adding value to entrepreneurs

The Growing Entrepreneurs Programme (in collaboration with the South African Institute for Entrepreneurship) provides training for emerging farmers across South Africa and has positively impacted rural and peri-urban communities through economic development, job creation and poverty alleviation, especially among small-scale agricultural farmers.

Over 90% of participating cooperatives have secured access to contract and community markets for which they now supply produce on a regular basis.

## CASE STUDY

### Sydwell's story

*Sydwell Nyakane is the owner of Matabula CPA, a farm situated in White River, Mpumalanga.*



He completed Coronation's Growing Entrepreneurs Programme, which empowered him to expand his farming business to include chicken, vegetable and crop production.

"It is a very good course which teaches one to manage one's finances better, how to deal with disaster situations, how to solve one's problems and how to be self-reliant," explains Sydwell. He also believes that the programme has helped him to understand the various markets and selling possibilities.

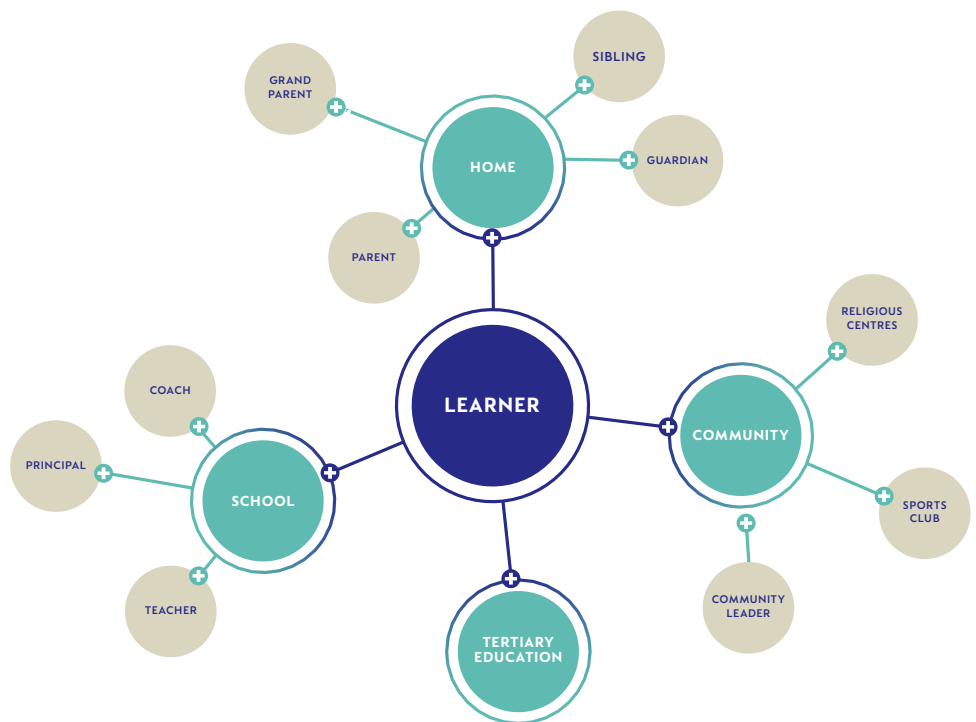
## Maximising our impact

In 2018, Coronation decided to maximise the impact of its community and education-based CSI initiatives with the launch of the Capsule Programme. The aim is to create an integrated, measurable and long-term CSI delivery within the eco-system of a primary school.

It offers our learner, educator and parent training programmes within one school. The result is that children, educators, parents and community members are all aligned and stand to benefit. This will set learners up for success, and will also strengthen communities.

The pilot was rolled out at three schools in the Western Cape during 2018, with an additional three schools coming online in 2019. Through this landmark programme, we are transforming the lives of over 3 200 learners.

### *Maximising our impact via the capsule ecosystem*



## The road ahead

Mirroring our investment philosophy, any CSI commitment we make is taken with a clear, long-term objective in mind, and with the awareness that we are embarking on a prolonged collaboration with our partners and the beneficiaries of our initiatives. These relationships are built on trust and an acknowledgment of the complexities of South Africa's challenges. We are a company of optimists who believe we can collectively steer South Africa towards a better future.

Here's to another 25 years of changing lives.