

HOW CORONATION CREATES VALUE FOR SOUTH AFRICAN COMMUNITIES

Coronation is dedicated to collaboratively solving the education crisis in South Africa, with a focus on primary school learners and educators.

SOUTH AFRICA IN NUMBERS

GRADE 4s WHO CANNOT READ FOR MEANING

80%

YOUTHS* NOT INVOLVED IN ANY FORM OF EMPLOYMENT

34%

* Aged between 15 and 24 years

SA UNEMPLOYMENT

29%

CHILDREN LIVING IN INCOME POVERTY

65%

CHILDREN LIVING BELOW THE FOOD POVERTY LINE

7 million

Sources:
South African Child Gauge 2018/2019
and STATS SA

Solving the education crisis in South Africa is a key priority for Coronation. We demonstrate our commitment through our active involvement in our corporate social investment (CSI) initiatives. This goes beyond financial support – we are active on the ground and inside classrooms where the change really happens. Our commitment to improving the lives of all South Africans is testament to the way that we drive and effect change in disadvantaged communities.

The relationships that we have with our CSI partners are at the heart of our success in rolling out our initiatives effectively. We create networks of support for our partners, enabling environments that allow them to lean on the power of their peers as their programmes unfold.

One of the networks that we support is the Western Cape Coalition for Quality Education, who galvanise non-governmental organisations, government and businesses into injecting their efforts in the right areas for maximum impact and positive outcomes. Tapping into the networks of the NGOs that we employ to ensure that we reach as many learners as possible through our interventions, is one of the ways that we engage actively in the communities that we serve.

As a proud South African business, we are committed to developing our youth into becoming authors of opportunity in their futures and not only beneficiaries of our initiatives. We believe that by focusing on literacy and numeracy at primary school level, we can aid in achieving this.

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 learned from successfully managing money for 26 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 outcomes. Over and above this, we develop bespoke educational interventions to address the diverse issues that arise in different schools and within communities.

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

Our people are engaged with our programmes and we are actively involved in schools and communities. Senior employees have adopted schools in the Western Cape and provide ongoing mentorship to principals and teachers on a regular basis. Employees across our business are also represented on our CSI Committee and employees are encouraged to participate in all our initiatives.

4. We monitor the outcomes of our programmes

Each programme has stated and quantified objectives and desired outcomes, which are reported on twice a year at Coronation's Social, Ethics and Transformation (SET) Committee. Based on the report back, we implement the required changes and programme enhancements.

IN 2019 OUR NUMERACY AND LITERACY PROGRAMMES BENEFITED

13 539

learners

363

teachers

50

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. Early childhood development centres and playgroups support caregivers and communities in providing optimal learning environments.

As 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 programmes 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

Nokwakha's story



"I am Nokwakha Mphawa and I have been working at the Nomzamo Educare Centre in Gugulethu since 2010. There are 37 children in my classroom, with the youngest being eight months old. I have always loved children, and it is growing all the time. My training has taught me how to plan better and how to teach children in stimulating ways through storytelling and art.

"I now know the importance of play and allowing children space to be creative through painting and drawing. I have learned that children can listen, and they can understand. The training provided to me was an eye opener and it has helped me to be observant and more alert to children's needs. The training has helped me a great deal, I feel more creative and I am grateful that I learned so much about planning my lessons. To be with other teachers from other schools helps a lot. We share ideas and we learn from each other to grow what you know already. We would love to see the Early Learning Research Unit continue with the training, and I would like to see my colleagues here receive the same training. It is my dream that many other children both here in Gugulethu and in Khayelitsha where I stay, could have access to this opportunity."

– Nokwakha Mphawa from Educare Centre in Gugulethu

IN 2019 THE PRINCIPALS
ACADEMY BENEFITED

22

schools

18 391

learners

2019 ADULT CONSUMER
EDUCATION INITIATIVES

17 032

adults benefited

561

workshops

9

provinces

Adding value to teachers

The Future Leaders Programme addresses the shortage of qualified teachers in South Africa. This is achieved 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 have supported over 20 school principals who attend UCT's Graduate School of Business Principals Academy. This highly acclaimed programme is an intensive programme on self-mastery and advanced thinking skills, and partners current incumbents with retired school principals for mentorship and coaching sessions. We engage with all of our principals personally during the programme, and we celebrate their success once their qualifications are awarded.

Adding value to parents

As part of our holistic approach to solving the education crisis in South Africa, we run a series of education programmes comprising a bespoke series of training modules. It is specifically designed to empower parents with skills to assist their children with grasping concepts in literacy and numeracy. The workshops empower parents to positively influence the life and education choices of their children. These 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.
- ▶ 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.

Bursary support programme

One of our legacy initiatives is our Bursary Programme that rewards underprivileged students with exceptional academic results with full bursaries for degrees in Business Science, Accounting, Finance, Business Economics and Economics at select South African universities. These dedicated learners are supported by tutors and matched with Coronation mentors, who guide them with practical support during their one-year employment contract that initiates once they complete their degree.

IN 2019 THE CORONATION
SCHOOL GARDENS PROJECT
BENEFITED

251

learners

8

schools

SINCE 2017 THE GROWING
ENTREPRENEURS
PROGRAMME TRAINED
AND SUPPORTED

5 295

small-scale farmers

236

co-ops

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 contracts with community markets, to which they now supply produce on a regular basis.

Maximising our impact

The Capsule Programme launched in 2018 has delivered positive outcomes with improvements in learner results and parental participation. We continue to drive collaboration with our CSI partners to ensure that our learners reap the rewards of this multi-pronged approach to developing these future leaders. Through our Capsule Programme, we continue to deliver integrated, measurable and long-term interventions with the learner at the centre.

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 acknowledgement of the complexities of South Africa's challenges. We are a company of optimists and believe we can collectively steer South Africa towards a better future.

CASE STUDY

Nokwanda's story



"I started working in the food garden in Khayelitsha in 2006, when there were already 18 other female farmers here. They were given the land by the municipality in 1997 and were provided with basic training to start the garden. Most of us are from rural areas in the eastern Cape and we knew how to grow wheat and corn, but we were taught how to plant new crops in the city, such as kale, purple cabbage, spring onions and leeks.

We sell our vegetables to markets, hotels and restaurants around Cape Town, as well as to primary schools, supermarkets and directly to the community. The programme has helped me a lot because I work part time and the money from the gardens adds to my income. It helps us with money to send our children to school and provides me with something to carry home for supper every day. Business is good and we are very busy.

Eating the vegetables from the garden helps to keep me healthy and working in the garden environment keeps me physically strong, which is important at my age.

Working in the garden has also helped me to feel the pains of the people in the community and understand more about how we live, because there are people who are ill and don't have easy access to food, so we also donate vegetables to the needy in children's homes and HIV/AIDS support programmes.

This programme is so important, because we also train other people who have started food gardens in Khayelitsha, and we have learnt a lot about the problems in the soil and the crops. It's hard work in the garden, but we have the passion."

– Nokwanda Nkqayi, 63, woman farmer at the Siyazama Community Food Garden, in Khayelitsha, which has received support from Coronation through SAIE since 2006