



Consumer Financial Education



Empowering communities, workplaces, and schools with financial knowledge to build a resilient, financially literate South Africa.

The Sanlam Foundation is committed to building a financially resilient South Africa by delivering inclusive, impactful Consumer Financial Education (CFE) programmes. Aligned with the UN Sustainable Development Goals 4 (Quality Education), 8 (Decent Work and Economic Growth), and 11 (Sustainable Cities and Communities), these initiatives empower individuals—learners, unemployed graduates, workers, and community members—with essential financial knowledge and practical skills. Through strategic partnerships and a multi-channel approach, the Foundation reaches underserved communities, supports skills development, and fosters long-term economic participation and financial well-being.



Sanlam

Foundation

Programmes



Money Fo'Sho!: offers Financial Literacy programmes through various methods, including in-person sessions and Virtual Instructor-Led Training across digital platforms. Our programmes cater to communities and workplaces.



Worksite Financial Education Wagewise: is a financial literacy programme aimed at improving the financial well-being of the workforce in South Africa.



Financial Literacy Speech Competition: A speech competition for Grade 11 Learners to encourage financial literacy through conducting research and a 5-minute speech on a selected topic.



Trustee FE: Empowering fiduciaries through a programme of trustee education and active ownership, we aim to contribute to better investment practices in South Africa, ultimately leading to a more sustainable future. Currently we are working with fiduciaries in retirement funds that represent trustees.



Digital FE: A free online platform dedicated to providing financial education to young people in South Africa.



Outputs

Programmes aligned with FSC Codes & GN500



66 394
total beneficiaries
reached (2023: 38 934)



44 987
community & worksite
beneficiaries (2024)



Delivered through
1 474
workshops



6 692
youth users reached via
digital CFE (2024)



4 079
Grade 11 learners in national
speech competition
(205 schools)



584
trustees/shop stewards
trained in 15 workshops



340
beneficiaries engaged via
awareness workshops



High school learners
trained



Bursaries awarded to top
learners



Communities (LSM
1–5), SMEs, and
workers engaged

Outcomes



Better understanding of tax, budgeting, saving, debt, insurance, and scams



Improved saving culture among beneficiaries



Boost in high school financial literacy



Beneficiaries show greater confidence in managing finances



Employed graduates help stimulate the economy



Sanlam advances financial knowledge in communities



Impact



Schools

empowered with self-sustaining financial programmes



Learners

become financially literate adults



Communities

contribute meaningfully to South Africa's economy



Worksite

Increase financial confidence for blue collar workers and Labour Union Trustees