

Atleha-edu

Speaking life into investment decisions

IMPACT SUMMARY 2025



2025 Interactive Workshops

90 workshops delivered,
up from 50 in 2024

>6 000

beneficiaries engaged
across interactive
and awareness
programmes

2 612

beneficiaries directly
trained
by Atleha-edu

98%

black South African
beneficiaries

51%
female

Topics covered included:



Section 37C
(Death Benefits)



Retirement Fund
Governance Fundamentals



Two-pot System



Managing Personal
Finances

Our Beneficiaries

Organised Labour:

Worker representatives of retirement funds (trustees, shop stewards, and principal officers) who need financial education to manage employee benefits effectively.

Youth:

Young people (18-35) from under-resourced communities across South Africa, who need financial education as they prepare for employment. Youth workshops delivered by Atleha and in partnership with PM Skillshouse.

Our Database

Organised Labour

1 838

beneficiaries

Youth

1 710

beneficiaries

Retirement Fund Industry

3 081

Stakeholders

Awareness Resources

77 new awareness resources created

118 794

total emails sent across our stakeholder database

A holistic educational experience that aligns both interactive and supportive awareness content, including:



Web stories



Infographics



Publications



Video/Audio



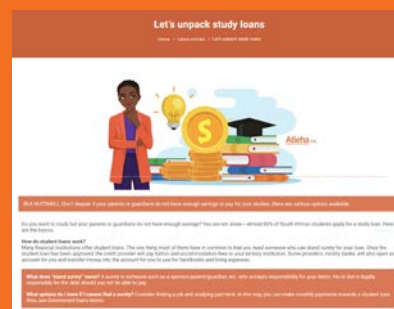
Extended Reach

10 400+ website visitors

We provide free financial educational content on www.atleha-edu.org



Top performing themes included social grant systems, two-pot, study loans and budgeting



Atleha-edu NCP* is:

- Fully compliant with FSC Code (FS500)
- Fully compliant with GN500 CFE requirements
- Aligned and operationally ready for FSCA Conduct Standard 1 of 2025 (effective March 2026)
- Independently verified via annual ICPR by Dorrington Matthee Consulting
- Independently monitored M&E via DNA Economics
- CFE compliance monitoring by Diversifi

* Based on documentary evidence, independent assurance, and external service provider monitoring

[Click here for a list of our Funding Partners](#)

New Offering

WhatsApp campaigns enabling direct communication with beneficiaries. Successfully delivered **18 933** messages to beneficiaries with an >80% reading rate.



Contact us for more info about Atleha-edu NPC or CFE funding opportunities

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*Impact data as per 2025 external impact review by DNA Economics



www.atleha-edu.org