



DE BEERS  
GROUP OF COMPANIES

## Money Sense equips De Beers employees and Zimele entrepreneurs to ‘stand on their own feet’

Zimele, which means ‘standing on one’s own feet’ in Zulu, is the name of De Beer’s internationally recognised socio-economic development programme that empowers entrepreneurs across the country through offering financial support and mentorship to small and medium-sized enterprises (SMMEs).

Launched in 1998 to aid enterprise development, employment creation and poverty alleviation, the Zimele initiative has made a significant impact on mining communities within South Africa and is frequently referred to as best practise around the world. Critical to its success has been the focus on creating sustainability in business by complementing funding with the transfer of skills, personal development training, general business acumen, mentorship and technical support.

Top: Zimele clients (SMMEs who enrolled during 2018 for training support and mentorship) and Stakeholders (SEDA, TrioPlus and De Beers management) share their excitement about the initiative

*Igniting purpose, passion and potential for growth*

## Equipping business owners with Money Sense

As part of this capacity building process, a need was identified to equip a group of business owners from De Beer's Zimele Kleinzee Hub with the skills to handle their personal finances more effectively.



The three levels of change required for improved financial health

Free To Grow's **Money Sense** programme was the ideal vehicle for this initiative.

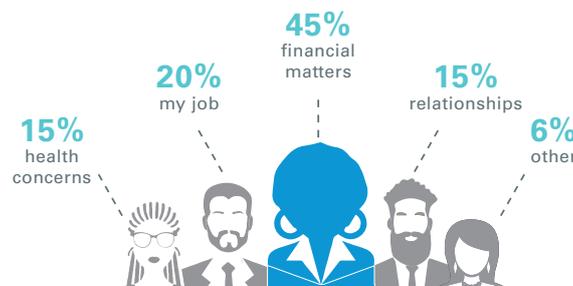
While most personal financial skills programmes focus only on financial knowledge and skills, one also needs to reach and influence the BELOW the surface attitudes, feelings and perceptions about money and possessions. These are at the root of spending and inform behaviour e.g., spending money one doesn't have, making it impossible to stick to a budget. Money Sense starts with the below the surface attitudes and then focuses on knowledge and skills. People leave the programme with a change in mindset AND with practical skills they can apply to change their financial situations. This results in lasting behaviour change.

“What I love about the Money Sense programme is that it is not only for certain levels in an organisation. Everybody can benefit from learning basic financial skills, budgeting, evaluating when to spend and when to save, etc.

Personally, I broke a few of my 'bad habits' after attending Money Sense and am proud of my current savings that are a direct outcome of attending the programme.”

Annemie Engelbrecht, Enterprise Development Manager, De Beers Group

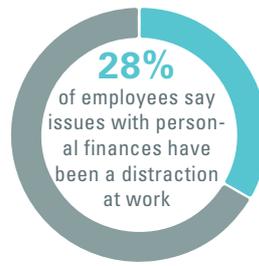
## The stark reality



Money, or the lack thereof, is one of the biggest stressors for people worldwide.

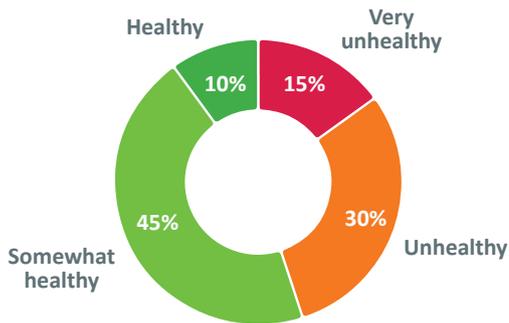
SOURCE: <http://www.workplaceoptions.com/wp-content/uploads/2016/04/WPOResults-financial-stress-feb-2016.pdf>

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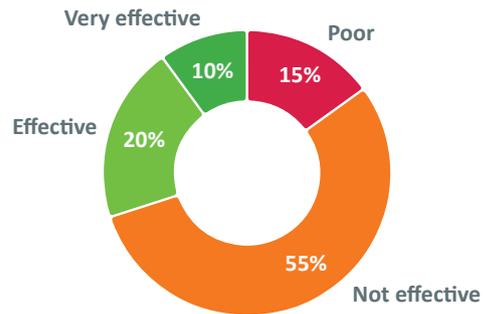


Financial stress distracts us from our roles, whether as employees or business owners.

Current financial position overall



Effectiveness of personal budget



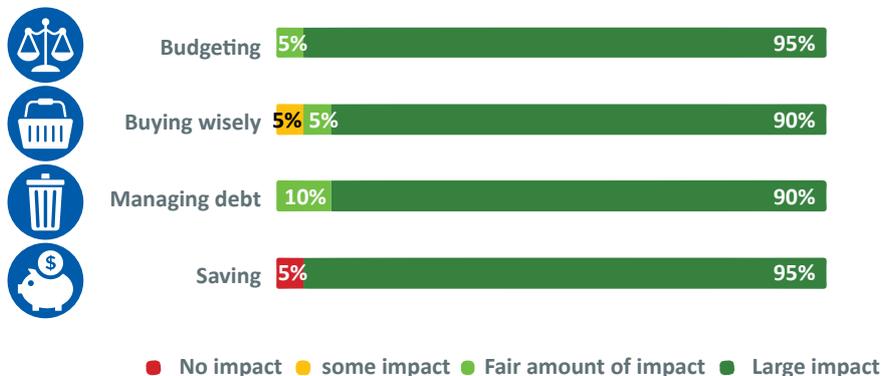
The Zimele Hub Business owners are no exception. This is how they rated just two of the facets of their personal finances prior to attending Money Sense.

## The impact of Money Sense

According to Stephanie Roodt, representative of TrioPlus, the mentorship company appointed by De Beers Zimele:

“All the candidates who attended Free To Grow’s Money Sense programme clearly gained skills to set specific goals with regards to savings, spending wisely, budgeting and managing their finances on a day to day basis.”

Stephanie Roodt



The participant’s evaluation of the impact of four of the key outcomes of Money Sense

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## Celebrating the growth of the Zimele clients

Following a longstanding relationship with De Beers, Free To Grow CEO, Alinda Nortje, was invited to be the keynote speaker at an event to celebrate the growth of their SMME clients who enrolled during 2018 for training, support and mentorship. Around 60 entrepreneurs from different towns in the Nama Khoi Municipal Area attended.



Alinda Nortje, Founder & Executive Chairperson of Free To Grow (left) with William MacDonald, General Manager of De Beers Namaqualand Mines Kleinsee and Annami Engelbrecht, Enterprise Development Manager, De Beers Namaqualand Mines Kleinsee.

“What an enriching and humbling experience this has been. I loved every minute with this group of entrepreneurs, who work so hard to MAKE things happen, instead of merely WAITING for it to happen. I salute each one of you and trust that what I shared has inspired and further motivated you to keep on growing.”

Alinda Nortje

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The proud Money Sense participants received their certificates from Alinda Nortje, founder & Executive Chairperson of Free To Grow.

## The journey continues

Free To Grow is delighted to continue partnering with De Beers in their journey to make a positive and lasting impact in the communities where they operate, a relationship that began in 1998 with the presentation of FTG Lifeskills at De Beers Finsch Mine.

“The impact concerning personal development, interpersonal relationships, communication, diversity, conflict handling, goal setting and just every module in the programme, was visible in the way people interacted and continued to grow after completing the programme.

“Our experience was that the impact of the programme remained the same irrespective of job function or educational level-operators, artisans and employees who had no formal qualifications all benefitted equally,”

Annemie Engelbrecht who was trained and accredited to present the programme in-house

A few years later, **FTG Lifeskills** was implemented at De Beers Namaqualand Mines where it was used to empower employees who enrolled for the ABET (Adult Basic Education and Training) programmes so that they would be better equipped to fully utilise this learning opportunity.

When De Beers Mines in Kimberley implemented the programme in 2003, their ABET pass rate dramatically increasing from 44% in 2002 to 95%.

Since then, Free To Grow has worked extensively with numerous divisions and operations to present a range of personal development workshops to assist De Beer’s employees in unlocking their potential and experiencing higher levels of personal success.