

CORPORATE SOCIAL INVESTMENT

THE MMI FOUNDATION

The MMI Foundation is an independent Section 21 company that integrates the corporate social investment (CSI) initiatives of MMI Holdings and its two client-facing brands Metropolitan and Momentum. The Foundation was set up to distribute CSI funds to non-profit organisations and institutions working towards the development and empowerment of the broader community. The Foundation is independently run and operated. The Foundation's mission is to create a society where strong leadership and collaboration help bring about sustained behavioural changes in the fields of health, specifically focusing on the areas of HIV and AIDS, and education.

The Foundation was established in 2009 and initially launched as the Metropolitan Foundation. In December 2010, MMI Holdings was born out of the merger of Momentum and Metropolitan, both of whom have played an important role in socio-economic development and have long standing CSI programmes aligned with national priorities and the Millennium Development Goals. The Foundation has become the CSI arm of MMI Holdings; it is a vehicle through which MMI Holdings fulfils its commitment to socio-economic development, by partnering with government, non-profit organisations and the community at large in the fields of health, disability, education and sports development with the aim of alleviating poverty within communities in South Africa.

The target for socio-economic development is 0.6% of net profit after tax (NPAT). A total of R 27 242 326 was claimed on qualifying initiatives. The weighted contributions equate to 1.03% of the NPAT. Some projects funded by the Foundation in 2014 include the following:

- Live the Future - a project aimed at mobilising communities to develop partnerships to tackle the HIV and AIDS pandemic.
- Eastern Cape Project - a project initiated by the provincial government to develop a holistic model for HIV and AIDS prevention in deep rural South Africa.
- The SA MRC Partnership - a partnership sought and developed by the foundation with the SA Medical Research Council's HIV Prevention Unit. The project involves research on treatment, using a holistic approach to HIV and AIDS prevention and focuses on peri-urban and urban populations. The research site is based in KwaZulu Natal.
- The University of Johannesburg (UJ) Metropolitan Academy (formerly known as Metropolitan RAUCALL) – this is a high school established in 1992 by Metropolitan and the UJ. The project was inherited by the Foundation in November 2011, and it celebrated its 20th anniversary and name change in July 2012.
- Actuaries on the Move (AOTM) - was launched in 2002 in Soweto as a joint venture between the Actuarial Society of South Africa (ASSA) and Metropolitan Life. It is aimed at equipping talented learners from communities with poor educational resources, with the skills and knowledge required to succeed at tertiary education level.

METROPOLITAN

At Metropolitan we are committed to contributing to development and improved quality of life within disadvantaged communities. In our partnerships we aim to empower communities to confidently shape their futures.

We have been successfully providing financial services and products to the entry level market in South Africa for more than 114 years and in that time we have developed a deep understanding of our customers and their concerns. We have listened to the hearts of our people and therefore our distinct CSI focus areas are guided by their needs.

Our CSI objectives are guided by the principles of collaborative partnership, engagement, long-term sustainability and relevance. In line with these objectives our three key focus areas are health, education and sports development. Through our investment in these areas we aim to address national priorities in shaping the country's future.

HEALTH

Metropolitan focuses on the education and management of lifestyle diseases such as diabetes, hypertension, HIV and TB. These are key healthcare burdens that affect Metropolitan's target market. By creating awareness and driving the accessibility of quality healthcare to rural communities, sustainable and lasting impact is achieved.

EDUCATION

Metropolitan's education strategy looks at interventions to address the improvement of a early childhood development (ECD) learning environment to influence the effective delivery of quality education. We also support initiatives that offer financial education to rural and township communities to ensure that South Africans are able to make educated and informed financial decisions.

SPORTS DEVELOPMENT

We support initiatives that aid in the empowerment and development of youth through sporting activities. We support sporting activities that positively influence development and provide alternative solutions to addressing societal ills such as e.g. drug abuse, gangsterism and crime, all of which can potentially damage growth and development of communities. Metropolitan has been an integral part of development soccer for over 20 years. Through our sponsorship of the Metropolitan U-19 Premier Cup, we provide a myriad of integrated community development initiatives for the youth.

SUSTAINABLE IMPACT

We believe in forming partnerships that support nation building through efforts that contribute to employment, increasing wealth and addressing some of the key health needs of South Africa's people. We provide platforms that aid in empowerment and development that leave a measurable and sustainable impact on the beneficiaries and their extended communities.

Impact assessment studies are undertaken to assess the sustainability and impact of our partnerships and projects. Our partners provide us with detailed reports on the impact analysis of their projects and in addition we undertake stringent monitoring and evaluation on all interactive financial education projects that are implemented.

MOMENTUM

Momentum occupies an important position in the CSI landscape as an active corporate citizen with a keen interest in the financial wellness of communities. This commitment to community development is evident in the strategic partnerships with stakeholders in government, NGO's and even collaborating with sponsorship partnerships for the benefit of communities. . In the 2013/2014 financial year Momentum disbursed approximately R7,4 million nationally to partners and projects within the disability, education and sports development sector. These three areas form the focus of Momentum's CSI strategy.

DISABILITY

Momentum's support for people with disabilities is focused on helping them to live their best life possible. The focus is on supporting their abilities and capabilities, whilst encouraging and enabling society to be more inclusive of people living with disabilities. Access to and the quality of education and care is a priority, as well as prevention – especially secondary prevention in the form of early intervention -- and overall inclusion. To further support positive outcomes, the focus is on training and development of persons with disabilities and to help the organisations supporting them towards economic sustainability.

EDUCATION

Momentum supports interventions that address the effective delivery of quality education and/or the improvement of resources in order to ensure adequate structures for an improved and educated South Africa. Momentum is also involved in Consumer Education programmes that offer basic financial literacy to communities.

According to annual research undertaken by Momentum in partnership with Unisa, the state of South African households has been on a steady decline since 2011. The 2014 research findings highlighted the need for equipping South Africans, across the board, with the knowledge to make better financial decisions. Financial Literacy projects are therefore key to addressing Momentum's purpose of enhancing the financial wellness of individuals, their families and communities. We strive for innovation and excellence in our projects, using various media and platforms, to ensure what we do has sustainable impact. The projects are interactive edutainment, focus mostly on the youth and peri-urban communities, and are continuously monitored so learnings can be implemented.

SPORTS DEVELOPMENT

Our specific support within this focus area includes projects that address access to improved sports facilities, youth development including life skills and community development activities. Through Momentum's cricket sponsorship, infrastructure in disadvantaged communities could be improved and first class cricket was brought closer to communities. Momentum has made the integration of formal education into their sports development programmes a priority, giving preference to programmes, which increases employability.

MMI STAFF VOLUNTEER PROGRAMME

The MMI Staff Volunteer Programme (SVP) under the banner of "MMI Volunteers" is a managed effort that seeks to motivate and enable group-wide employees to effectively serve community needs through the leadership of MMI's Corporate Social Investment division. The SVP is aimed at building trust with communities. However, it also is an important part of the employee value proposition and the transformation and sustainability agenda within the organization. The SVP has been created as a platform for all MMI employees to be able to give of their time or financial support to people and organizations that need help, through group/individual outreach initiatives, which are aimed at making innovative yet sustainable change in communities.