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# Major Clients

We are proud to have worked with these innovative and inspiring companies and organisations to assist them with sustainable employee wellness initiatives.





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## Who we are

Isithebe Financial Wellness is a B-BBEE Level 1, BankSETA-accredited company specialising in the delivery of employee wellness programmes.

Drawing on our extensive experience in investment management and psychological and emotional wellness, we have developed a unique, multi-disciplinary skillset.

This allows us to develop customised financial wellness programmes tailored to the specific needs of our clients. No two organisations face the same challenges, so we will never recommend an off-the-shelf solution.

### **Our Vision: Financial health and emotional wellbeing**

Through raising awareness and transferring skills, we are committed to transforming the narrative of South Africans on financial and psycho-socio-economic issues.



# Catalyst for programme development

## Financial Stress

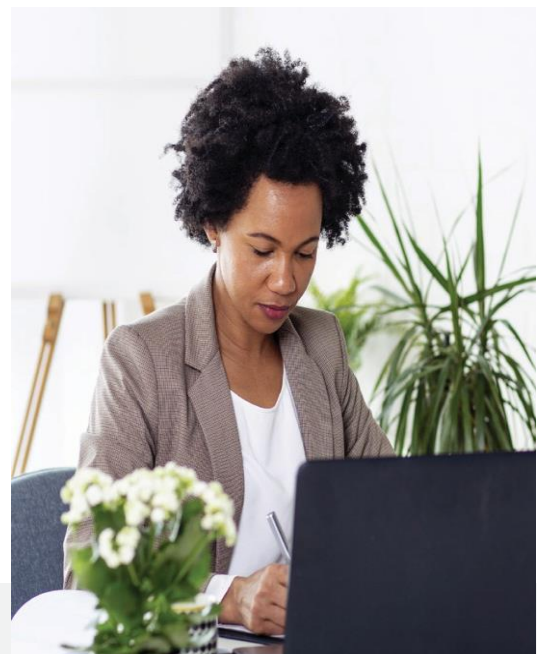
The driving force behind our financial wellness initiative is the urgent need to empower South Africans with the skills they need to achieve a balanced life. Our approach involves aligning with corporates to reach South African employees in contexts where they are open to discussion and learning.

### Families face considerable financial stress

- Household Debt to Income ratio now above 70%

### Money is often a taboo subject within families

- Having open and honest discussions are essential to avoid mental strain



### Poor Estate Planning

- The high penetration of funeral policies vs. investment policies and poor understanding of how to calculate the value of a life cover

### Budgeting skills are not taught in formal educational contexts

- Financial issues do not exist in isolation; holistic approach is key

## Meet our team



### Dr. Mirriam Kganya

Dr. Mirriam Kganya is a practicing Clinical Psychologist in both the public and private sectors. She has extensive experience in psychotherapy, psychological assessments, trauma debriefing and counselling, supervision and group facilitation. Additionally, she is a postgraduate university lecturer. Her research interests include the application of psychological assessment in the South African context.

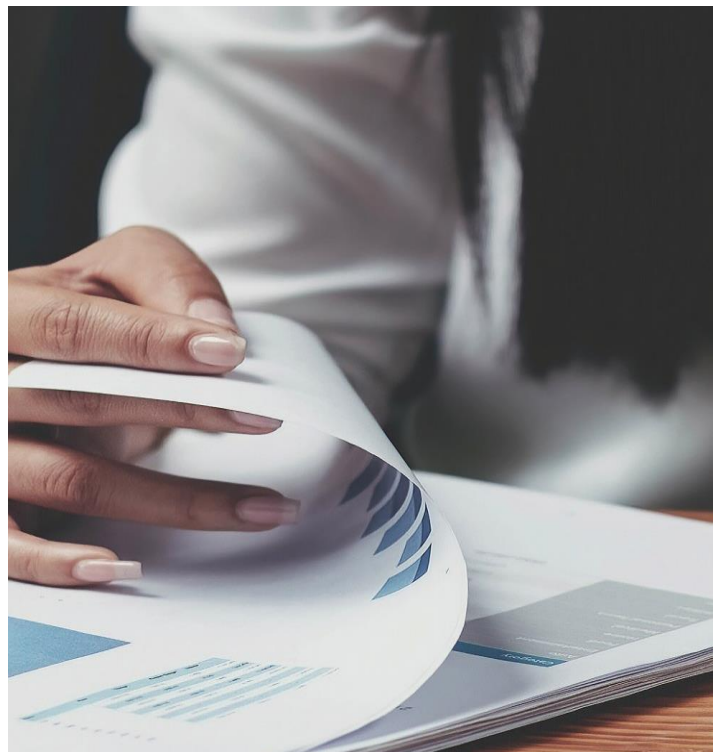
Among other qualifications, Dr. Kganya holds a Master's degree and a PhD in Clinical Psychology from the University of Limpopo (Medunsa Campus) and Sefako Makgatho Health Sciences University (SMU), respectively.

### Sandra Mokhonoana

Sandra has over 15 years investment management experience, firstly as an analyst on the sell side then later as a portfolio manager on the buy side.

Since founding Isithebe, she has gained extensive experience in the delivery of financial education programmes through partnering with various corporate clients in SA.

Sandra holds a BCom Hons (Accounting), a Postgraduate Diploma in Financial Planning and a National Certificate in Financial Markets and Instruments.







## Our track record

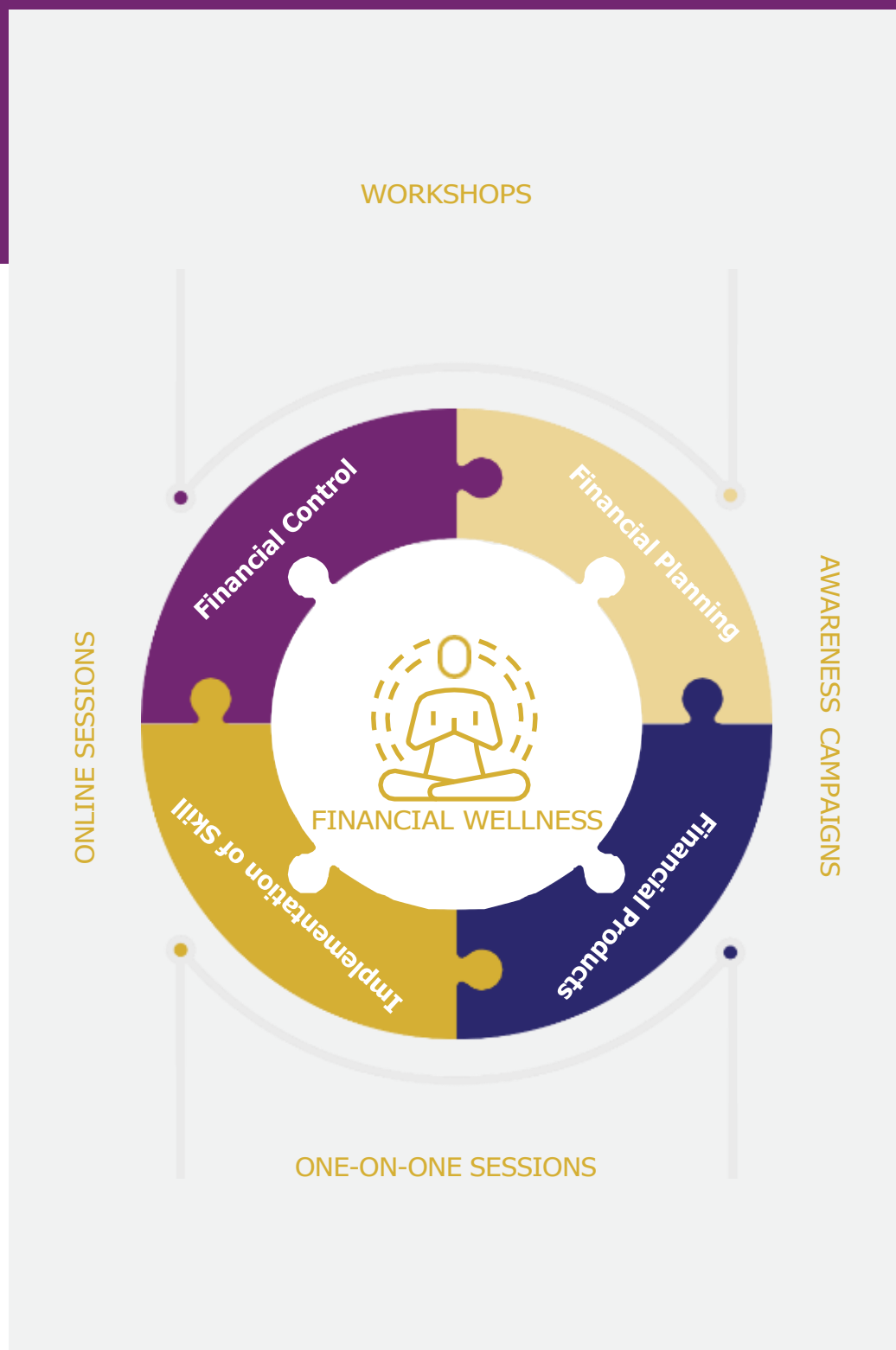
Isithebe is the delivery partner for Liberty Group's 'Mind My Money' financial literacy and education programme. This initiative has served as an ideal proof of concept model that could then be adapted and rolled out nationwide.

This programme is aimed at South African citizens in LSM 1 to LSM 8, with the goal of improving financial inclusion in SA and empowering communities by making financial freedom possible. Key takeaways from this programme include the importance of language flexibility in programme delivery, and the need for people to be able to relate to the facilitator. We have nurtured a skilled team of experienced facilitators who are able to navigate the nuanced cultural landscape of South Africa.

We have a proven ability to unpack the relevant components of financial education, ensuring that each participant fully understands each concept and gains the confidence to apply them when making financial decisions.

As of 1 January 2020, we have partnered with Hollard to deliver their Streetwise Finance programme, a financial literacy initiative aimed at providing information on financial products and services to further financial inclusion in South Africa.

## Broad outline of our skills and services





## Unpacking each component



# A Holistic Approach to Financial Wellness

When we design a customised financial wellness programme, we ensure that it creates awareness about the need to change behaviour and equips individual participants with the skills and information required to enable them to effect lasting and meaningful change and become more productive.

Financial Wellness is impacted by multiple dynamics, all of which are taken into account when we design and deliver our programmes.

## Other dynamics of financial wellness



The ultimate goal is to strengthen the linkages between the key pillars of wellness: financial wellness, emotional wellness, and physical wellness. Topics to be addressed include:

- Enhancing the ability and confidence to communicate about black tax/ sandwich family difficulties
- Assisting in entrenching positive attitudes towards managing personal finances
- Boosting the confidence of individual South Africans when planning effectively for future financial needs
- Providing helpful tips to reinforce how to take care of self for improved productivity
- Navigating the legalities of estate planning and other legal contracts

We believe that changing is not an event, but an ongoing process. This belief underscores the support we provide to individual participants as they learn and grow, and our commitment to monitoring and evaluating their progress until they reach their personal wellness goals.

Our approach to addressing the challenges experienced by individuals incorporates both proactive and reactive interventions. Rewarding individuals is important to reinforcing positive behaviour and incorporating a rewards system into the programme tends to be beneficial. Ours is a beyond awareness approach.

## Moving beyond awareness

### OUR HOLISITIC

FINANCIAL CAPACITY



### VERVE PROGRAMME - LOYALTY AND REWARD

# Return on Investment

## Benefits for employers

### Fewer Workplace Distractions

- Less work time spent dealing with and worrying about personal financial issues

### Reduced Demand for Health-care Services

- Reduced stress-related health conditions
- Reduced substance abuse issues
- Fewer industrial accidents and disability claims

### Improved Performance

- Lower rates of absenteeism
- Increased workforce engagement & motivation

### Few Demands on Support

- Reduced requests for salary advances
- Reduced HR workload

### Improved Job Satisfaction

- Enhanced fulfilment

### Reduced Administration on Debt-Related Court Orders

- Costs and administration spent on garnishee orders reduced

### **Reduced Employer/ Employee Tensions**

- Conflict management
- Transition management
- Pension/ Provident fund workshops

### **Enhanced Employee Retention**

- Greater utilisation and appreciation of employee benefits
- Improved loyalty resulting from employer support of employee financial goals

### **EAP**

- Prevention and resolution of issues related to finances in addition to current focus on physical wellness and psycho-social matter

### **Targeted CSI Spend**

- Aiding communities in achieving holistic wellness

### **Trustee Training**

- An empowered trustee is required to be able to cope with increasing legislative requirements

### **Transition Management**

- The increasing rate of change faced by companies has highlighted the need for effective management of change



## Illustrative programme design

	January	February	March
<b>Activation:</b> <u>Finances</u>	<b>Print credit reports</b>	<b>Print policy schedules</b>	<b>Re-quote for insurance cover</b>
<b>Email Series:</b> <u>Myth Busters</u>	<ul style="list-style-type: none"> <li>Saving vs. Investing</li> <li>Which should I do first: start saving or pay off my debts?</li> </ul>	<ul style="list-style-type: none"> <li>Understanding my employee benefits</li> <li>Life cover vs. Funeral cover vs. Group Life cover</li> </ul>	Encourage participation and asking questions <b>(Link to a reward programme)</b>
	April	May	June
<b>Activation</b> Legal issues	<b>Draft a Will</b>		<b>SARS Day</b> Getting ready for tax season
<b>Email Series:</b> Legal Implications	<ul style="list-style-type: none"> <li>Financial implications of the different marriage regimes</li> </ul>	<b>Section 37C</b> <ul style="list-style-type: none"> <li>How will my Provident fund money be distributed by trustees when I pass on?</li> <li>Are children born outside marriage entitled to a share?</li> </ul>	Encourage participation and asking questions <b>(Link to a reward programme)</b>
	July	August	September
<b>Activation:</b>	<b>Stress management</b>	<b>Psychological assessment</b>	<b>HR Day:</b> Any HR issues
<b>Email Series:</b>	<ul style="list-style-type: none"> <li>Understanding stress including the causes and management</li> </ul>	<ul style="list-style-type: none"> <li>Completion of screening tools for assessment</li> </ul>	
	October	November	December
<b>Activation:</b> Mental health awareness month	<b>Awareness campaigns</b>	<b>Feedback on psychological and emotional functioning</b>	<b>Designing personal vision board</b>
<b>Email Series:</b>	<ul style="list-style-type: none"> <li>Psychoeducation on mental health and mental illness</li> </ul>	<ul style="list-style-type: none"> <li>Individual feedback on assessment done</li> </ul>	<ul style="list-style-type: none"> <li>Designing personal goals and plans</li> </ul>
<b>Workshops and One-on-One sessions always available</b> <b>*All listed content is subject to customisation as per each client's needs.</b>			





## Summary

Our mission is to spur growth and development through the sharing, evaluation and use of information. Our wellness programmes create a special kind of financial literacy that lends itself to the effective use of information beyond the workshops.

Through follow-up activities, we collect data that is then used to guide the implementation of subsequent programmes.

We live in an information society, with the ability to generate, access, utilise and most importantly, share information and knowledge. This gives us a shared responsibility to enable individuals and communities to achieve their full potential.



## Contact Details

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