



Quick Facts

R104m+
paid to Jobbers

165,000
active users
on platform

35,000
Jobbers paid in
the last year

7.6m
tasks completed

2.6m
surveys completed

5m
trainings
completed

M4Jam Socio Economic Report

In today's ever-evolving business landscape, our role extends far beyond the confines of our boardrooms and balance sheets. We bear a responsibility to not only drive growth and profitability but also to contribute meaningfully to the communities in which we operate, ultimately benefitting South Africa as a whole.

As global and local economic challenges continue to exert pressure on businesses, it is essential to recognise that aligning our corporate goals with social responsibility isn't just altruism – it's a strategic imperative that can enhance our success.

Allow me to illustrate this principle through two remarkable initiatives:

A shining example of community collaboration and corporate engagement, Tidy Towns is a joint effort of local business owners and community members.

Together, they've undertaken the formidable task of cleaning and maintaining the coastline, with the aim of rejuvenating the KwaZulu-Natal South Coast tourism industry. This endeavour not only brings tourists back to the area but also underscores the positive impact that such initiatives can have on local economies.

In the realm of business, we have the opportunity to make a significant difference by empowering marginalised communities. At M4Jam, we've harnessed the power of gig workers in impoverished areas to assist our clients in enhancing their performance within informal retail environments. In a recent project, we employed over 1400 individuals for a

major beverage brand, injecting more than R5 million into these communities through staff payments alone. The ripple effect of such initiatives is profound, as they not only boost our clients' sales but also allow them to allocate a portion of the expenses toward their social responsibility budgets.

We refer to this approach as "RoE" – Return on Empowerment. **It's not just about doing good; it's about doing good business.** It's about recognising that when we uplift communities, we create a symbiotic relationship where our success and the well-being of the people around us are intertwined.

In conclusion, the challenges we face today provide an opportunity for visionary leaders to redefine the role of business in society. By embracing initiatives that promote social responsibility and empowerment, we can not only weather economic storms but also steer our organizations towards a future where success is measured not just in profits, but in the positive impact we make on the world.

Let us continue to drive change, inspire innovation, and lead with purpose, for the benefit of our businesses, our communities, and our beloved South Africa.

