



## Building thriving and resilient communities

The FirstRand Foundation (FRF) empowers communities **to become self-sufficient and resilient by supporting initiatives in the creative economy, green economy, sports and disaster relief**. These efforts foster creativity, cultural development and economic empowerment.

### National Youth Jazz Festival

The National Youth Jazz Festival, supported by FRF, **offers high-quality learning experiences for students, musicians and educators**. In 2024, 259 students were selected to participate in the festival and engage in workshops, jam sessions and performances. In addition, the festival launched a grassroots development programme that enabled 63 students from communities in the Eastern Cape to attend the festival.

The festival also hosts a series of auditions for students to be selected for the National Schools Jazz Band and the National Youth Jazz Band. **At the end of the 2024 festival, 16 students were selected to be part of these prestigious programmes.**

**As at June 2024, FRF had contributed more than R21 million to the festival.** It plans to strengthen the festival partnership through multi-year funding (three years) and increased performance opportunities.

### Long March to Freedom

The Long March to Freedom exhibition in Cape Town **features 100 life-size bronze statues of struggle heroes depicting South Africa's journey to democracy**. In 2023 FRF partnered with the National Heritage Project Non-Profit Company, **contributing R7 million to establish a programme to sponsor schools to bring learners to the exhibition**. The programme provides guided tours, educational materials, meals and transportation for learners and educators, mainly from non-fee-paying schools. The exhibition provides a stimulating space for students to learn more about their heritage and the country's diverse history and culture.

**As of October 2024, 7 259 learners and educators have attended the exhibition.**

The National Heritage Council recognised the partnership between FRF and Long March to Freedom at the 11th Golden Shield Heritage Awards, where FRF won the 2024 Corporate Heritage Management Award.