



LEAVING A LASTING IMPACT

As we celebrate Alliance Group's 30 year of its existence, we continued with the vision of investing and promoting sustainable social and economic development in the communities within which we operate. We believe that health and education as well as employee volunteerism are the cornerstone of social and economic development, and we are committed in ploughing back and leaving a legacy for generations to come through partnerships and collaboration.

In 2023, we looked at education from a different eye, from the challenges that can end up denying a child the right to education and the opportunities that arise from having access to a quality education, thus allowing us to invest in the following projects:

Creating a safe school environment for children to learn at Kelebone Primary School.

Education is a human right, and when a school is in a dire situation where all the 6 streams are being taught under one very dilapidated and crumbling old church building, that on its own become a hindrance to learning. Situated in the far rural areas of Mphaki, in Quthing district, Kelebone Primary School became one of our legacy projects where we invested by building 2 classrooms, fully equipped with desks, chairs and writing boards, including the teachers' office.



Improving quality of life for vulnerable children through Sepheo foundation.

Sepheo is located in the middle of Motimposo and supports communities around Motimposo, Tšenola, Tšiu and Tšosane areas to ensure that vulnerable children, street kids and children from violent or abusive backgrounds go to school and have a safe space to heal and be reintegrated back to their communities.

To assist in meeting their objective, Alliance invested in the building of additional classrooms with ablution facilities to enable them to assist more

needy and abused children. With this legacy, the children who had lost hope for the future will now be able to develop the skills and knowledge they will need for their new life. The construction of the building is still ongoing.

Conquering malnutrition for a better tomorrow with Fortified Mealie Meal.

In the recent couple of years with His Majesty being nominated as the Nutrition Champion for African Union, a serious spotlight was shone on the dire situation of malnutrition and stunted growth in Lesotho. Hunger and malnutrition have been noted

to compromise school enrolment, regular attendance, and learning, especially primary school children and adolescent girls. A lot of teenage pregnancy also results in children born too small, due to poor nutrition of the mother, which directly affects the babies.

In doing our bit to correct this situation, Alliance procured and delivered fortified meals to Baylor Foundation Lesotho, a non-profit organisation that takes care of sick children in 5 districts of Lesotho where Baylor Foundation has affiliation with district hospitals.



Through this initiative, Alliance was able to procure 3000 mealie meal bags just for 2023. According to the office of the prime minister, a first corporate in Lesotho to pay attention to the scourge of malnutrition.

In 2024, Alliance will do the same, and hopefully convince other corporates to join in and offer assistance.

Cycling for charity through Tour De Frontline (TDF).

Through a cycling sport event aimed to raise money for charity in Southern

Africa, riders went on a tough terrain and cycled in Maseru using donated values and turning it into kilometres. This event happens in South Africa, Botswana, Namibia, Zimbabwe and Eswatini amongst others. In 2023, our social investment made it possible for Alliance to support 2 orphanages with food and necessities to the value of M20,000 each. The lucky homes were Semonkong Children's home and Matholeng children's centre in Mafeteng.

In 2024, we also added Morate Celebral

Palsy Association to our beneficiaries of M20,000 assistance.

It's said that virtue is its own reward and all the efforts that Alliance has extended to the Basotho community in the past tormenting years of Covid-19 have on their own been fulfilling, and this has been evident when Alliance was ranked 1st for **'most admired Financial Services Brand'** on Brand Africa 100, 3 years in a row.

