

mastercard
foundation

Presentation brochure

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www.mastercardfdn.org

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PRESENTATION



OUR MISSION

Created in 2006 by Mastercard Inc., the Foundation, one of the largest private foundations in the world, is an independent organization, distinct from Mastercard. As an independent organization, we operate autonomously and are governed by our own Board of Directors.

Our mission is to advance education and financial inclusion as well as to help reduce poverty and support African youth empowerment. Also, we aim at contributing to the emergence of a united and fair world. We work with forward-thinking organizations in order to enable young people both from Africa and Canadian indigenous communities to secure decent and fulfilling employment opportunities.

OUR VALUES

Mastercard Foundation endeavors to collaborate with its partners in line with its values.



OUR APPROACH

The "Foundation Way" embodies our values and works as a guiding principle in our daily-basis activities, be it in our interactions with our associates, partners or the young people that we support. It influences our vision, our programs, and our leadership, which all focuses on achieving positive transformational changes in collaboration with our partners. The "Foundation Way" is the way we are committed, day after day, wherever we are deploying our efforts.



OUR STRATEGY

By 2030, around 375 million young people will enter the African labour market which will make the African continent the world's largest workforce. However, recent research conducted by our Foundation show that only a small proportion of African young people have access to formal employment while most of them struggle to earn a decent living.

Young African people are known for their innovation, energy, and creativity—traits often spurred by the challenges they face and the lack of opportunities available to them. The Foundation seeks to support poverty alleviation by enhancing employability among this demographic. This vision is encapsulated in our strategy, **Young Africa Works**, which aims to enable **30 million youth**, with **70% of them being women**, to secure sustainable employment by 2030, thereby helping them to thrive.

The Mastercard Foundation aims at making a tangible impact through national strategies and a portfolio of programs that spark sustainable medium- and long-term changes.

KEY FIGURES AT DECEMBER 2023

Offices in **Toronto, Kigali, Accra, Nairobi, Kampala, Lagos, Addis Ababa and Dakar.**



+500

Employees
worldwide



+335

Forward-thinking
organizations with
whom we work



+105

At the end of 2023, the Foundation's programs helped improve the lives of more than **105 million people**



+8

Financial commitment of more than **\$8 billion USD** at the **end of 2023**

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OUR ACTION IN THE WAEMU REGION



THE WAEMU DIRECTOR'S WORD

Rica Rwigamba

The keystone of the Mastercard Foundation's commitment in the WAEMU region hinges on the development of human capital. We do our utmost to promote social, behavioral, and economic change by removing the barriers that prevent and reinforcing the factors that encourage. Our focus areas include key drivers such as access to financing, market access, technological innovation, capacity building and cross functional catalysts, such as public policies, gender and youth integration.

Addressing the challenge of poverty reduction and unemployment is crucial for the socio economic development of the WAEMU region. The Mastercard Foundation aims to have a sustainable impact on improving the lives of young men and women. Our goal is to enable 6.2 million youth in the WAEMU region, of whom 70% women to secure dignified, fulfilling employment by 2030. Agrifood systems, that encompass agricultural production, industrial processing of products, and their distribution, are a powerful lever for development, farmers being the essential foundation.

We believe that it's by creating value through processing and enabling agri-entrepreneurs that we can best contribute to the emergence of sustainable and inclusive agrifood systems, as job-creators. In the WAEMU region, our roadmap, in line with the Foundation's Young Africa Works global strategy, aims to bring about a change in perceptions, resources, relationships, practices, policies and dynamics to develop sustainable, resilient agrifood systems.

Changes which, long-term, constitute the drivers of a far-reaching transformation of all those involved in agrifood sectors.

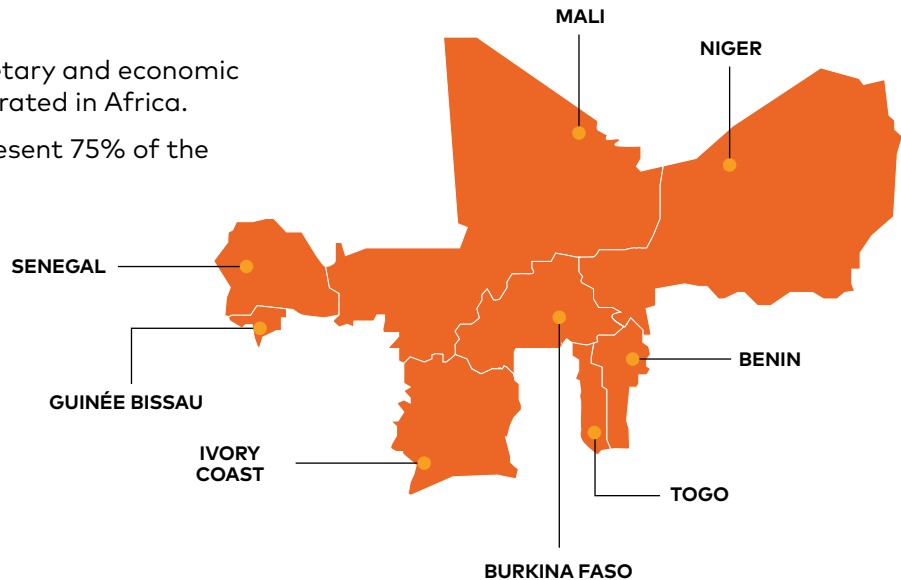


We believe that inclusive agrifood systems can be designed based only on demand and market needs. It's this innovative approach that the Foundation decided to implement under the name "Fork to Farm".

Together, through our various programs, we are committed to bringing concrete ideas and adapted, long-term actions to keep up with the issues of tomorrow, starting today.

A DYNAMIC GEOGRAPHIC REGION

- The WAEMU's monetary and economic bloc is the most integrated in Africa.
- Youth under 35 represent 75% of the population.



A SPECIFIC CONTEXT WITH ITS OWN CHALLENGES

EVER-INCREASING AGRICULTURAL DEMAND

The WAEMU (cashews, cotton, cola, shea, etc.) is one of the world's leading exporters of agricultural products, for which demand is constantly growing. This growth in agrifood activities creates not only opportunities for businesses, but also sustainable jobs, strengthening the region's economic fabric.

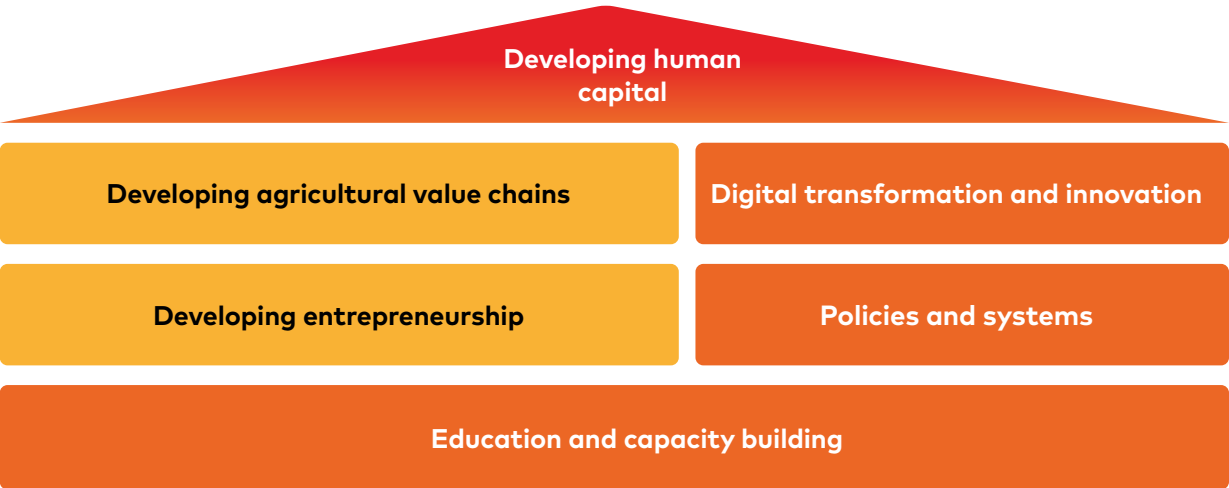
THE AGRICULTURAL SECTOR, A KEY DRIVING FORCE FOR SOCIO-ECONOMIC DEVELOPMENT

In Africa, agrifood systems represent 65% of jobs and 75% of domestic trade. The sector will thus be a key driver of economic growth in the years ahead. Farmers will be the cornerstone of this development.

Agrifood systems cover a very broad spectrum of economic, social, and security issues. Supporting small agrifood businesses and youth is essential to combat unemployment, guaranteeing the continent's food security and ensure stability in the WAEMU region.

OUR APPROACH IN THE REGION

Our commitment in the WAEMU region will be based on 5 key pillars focused on improving **agrifood systems**. Our fundamental mission is to support human capital by investing in the skills, knowledge, and well-being of youth to support the economic development of our countries.



Our approach, in alignment with Young Africa Works, is guided by an ambitious vision: **by 2030, enabling 6.2 million youth in the WAEMU region, 70% of whom are women, to secure decent and rewarding employment opportunities.**

OUR FIELDS OF ACTION

Our mission is to match skills to market needs while improving individual and institutional capacities through agrifood value chains.

DEVELOPING AGRICULTURAL VALUE CHAINS

Our innovative “Fork to Farm” approach uses consumer demand as the starting point to structure and guide the entire value chain.

DEVELOPING ENTREPRENEURSHIP

but it is also crucial to promote the creation of new projects within these systems, encouraging an entrepreneurial spirit.

DIGITAL TRANSFORMATION AND INNOVATION

Encouraging better access to digital infrastructure, strengthening digital skills and stimulating innovation across agro-industrial value chains.

POLICIES AND SYSTEMS

Promoting the implementation of policies and changes in systems aims to create a favorable, integrated environment for the development of agro-industrial value chains.

EDUCATION AND CAPACITY BUILDING

We are committed to helping young people gain access to quality education and relevant training that meets the needs of the agro-industrial sector.

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FOCUS ON 3 OF OUR FLAGSHIP PROGRAMS



MELITEJI

DEVELOPING THE AGRICULTURAL VALUE CHAIN

Financial commitment: \$5 million USD = 3 billion F CFA

Country covered: Senegal

Period: 2019 - 2023

Partner: La Laiterie du Berger

Objective: Organize and improve the local dairy value chain in northern Senegal to generate hundreds of thousands of sustainable jobs, contributing to national growth, stability and prosperity of the economy for as many people as possible.



IMPACT

- Support for professionalization of participants in the dairy value chain
- Increased income and productivity, from traditional breeder to entrepreneurial producer and partner
- Remove the 18% VAT on local pasteurized dairy products



PROGRAM KEY FIGURES AT THE END OF 2023

+89%

Increase in farmers' revenue.

25,290

direct and indirect job created for the youth (shopkeepers, distributors, store managers, cattle feeding, etc.)

76,000

reached on the value chain



"Before entering this program, I was not independent. Now I no longer depend on anyone. When it's back-to-school time, I am able to pay for my children's school supplies, to in turn give them a chance to be independent", Kardiata Ba, farmer in Beli Maro in northern Senegal and 1st generation Niary farm incubation, in partnership with La Laiterie du Berger.

SCALE UP OF THE PROGRAM: MELITEJI WASU 2023-2028

The program will be extended into other regions in Senegal, Côte d'Ivoire and other countries of the WAEMU. It will help structure a sustainable and innovative dairy sector by promoting the development of markets, processing and modern farming, while facilitating access to financing to create added value in the entire ecosystem.

Objectives:

130,000

Jobs, 60% of which are destined to young women

Financial commitment

\$49 million USD =

29.8 billion F CFA

BATONGA

EDUCATION AND CAPACITY BUILDING

Financial commitment: \$3 million USD =
1.85 billion F CFA

Country covered: Benin

Period: 2021 - 2025

Partner: Fondation Batonga

Objective: Transform the lives of the most vulnerable adolescent girls in rural areas through leadership and entrepreneurship training to build their financial, social, and emotional skills.

PROGRAM KEY FIGURES AT THE END OF 2023

7,300

Young women
trained in Benin

4,200

Dignified, fulfilling
jobs created for
young women

150

young women's
business circles and
160 leadership clubs



IMPACT

- Strengthen school enrollment
- Create new opportunities for long studies and training
- Improve living and social conditions for young women forced into early marriage



"Thanks to Batonga, I was able to pursue secondary studies. My tuition and school supplies were all sponsored by the program. I come from a poor family who couldn't afford to send me to school. If Batonga had not come to my aid, I would not be where I am today",
Germaine Houenoumandin, program participant in Benin.

FUTURE OF THE PROGRAM: EXTENSION TO SENEGAL

The program aims at overcoming challenges such as early marriages and limited access to education. Also, we endeavor to provide training centers, mentoring and community awareness initiatives.

Objectives:

5,500

girls and young women
supported by 2025

Financial commitment

\$3 million USD =
1.85 billion F CFA

SUQALI

DEVELOPING ENTREPRENEURSHIP

Financial commitment: \$30 millions USD = 18.2 billion F CFA

Country covered: Senegal

Period: 2020 - 2024

Partner: Teranga Gestion

Objective: Improve financial inclusion of microentrepreneurs and SMEs, particularly focusing on female and young entrepreneurs in rural areas.



PROGRAM KEY FIGURES AT THE END OF 2023

16,700

Microentrepreneurs and 1,471 small businesses received financial support

10.2

billion F CFA in loans granted to participants

38,000

Jobs created, including 28,050 for youth



IMPACT

- Improve access to financing for entrepreneurs or businesses excluded from the traditional financial system
- Create new opportunities for young entrepreneurs
- Extend our partners' activities and change risk perception



"The SUQALI program has had a huge impact on my life. The funding that I received helped me in several ways. I hired a team, trained youth to manufacture new machines, increased my deliveries. I also got married and bought a car", Serigne Abdou Khadre Fall, founder of Ovavitech and program participant in Senegal.

FUTURE OF THE PROGRAM: E4Y 2024 - 2029

Thanks to the success of Suqali, the E4Y program (a systemic approach for entrepreneurship, employment and economic autonomy for young men and women) will be created and expanded within the WAEMU. The goal is to stimulate the creation of dignified and fulfilling job opportunities in a modern and sustainable agricultural sector. E4Y will identify and support the emergence of SMEs in the agricultural value chain, by supporting them in 3 key areas: access to finance, access to market and skills-building.

Objectives:

49,000

Jobs, 70% destined to young women

Financial commitment

\$45.5 million USD = **27.4** billion F CFA

WHO WE ARE

Mastercard Foundation is a Canadian charitable organization and one of the largest foundations in the world. We work with forward-thinking organizations to enable young people both from Africa and Canadian indigenous communities to secure decent and fulfilling employment opportunities. Created in 2006 thanks to the generosity of Mastercard when it became a publicly-held company, the Foundation is an independent organization, separate from Mastercard, with offices in Toronto, Kigali, Accra, Nairobi, Kampala, Lagos, Dakar and Addis-Ababa. Its program policies, activities, and decisions are managed by the Foundation's independent board of directors and management.

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