



KMF•DEMEU

ANNUAL REPORT FOR 2025

Performance results

<https://kmfdemeu.kz>



About KMF-Demeu Fund

MISSION AND GOALS

KMF-Demeu is a corporate fund implementing projects aimed at entrepreneurship development, financial literacy enhancement, support for children's sports, and inclusive initiatives.

As an independent non-profit organization, the Fund is committed to improving the well-being of society by fostering the development of micro and small businesses and providing comprehensive support to entrepreneurs.

Mission of KMF-Demeu:

To promote a socially responsible business environment and empower people with an entrepreneurial mindset.

Personality

Creating and Expanding Opportunities



KMF-DEMEU

Business

Growth and Sustainable Development

Community

Social impact

AREAS OF ACTIVITY



Financial literacy

Training programs, courses, television programs, and educational materials for adults and children throughout Kazakhstan.

NUMBER OF PROJECTS: 50

BUDGET: KZT 28 mln.



Entrepreneurship development

Learning platforms, business awards, agribusiness forums, and training programs supporting the entrepreneurial community.

NUMBER OF PROJECTS: 126

BUDGET: KZT 69 mln.



Support for Children's Sports

Sponsorship of sports tournaments and competitions for children and youth across Kazakhstan.

NUMBER OF PROJECTS: 5

BUDGET: KZT 15 mln.



Support for Inclusive Projects

Support for socially vulnerable families, inclusive projects, and children with special needs.

NUMBER OF PROJECTS: 3

BUDGET: KZT 17 mln.

Financial Literacy Projects 2025

For adults and students

- Regional and university training programs on personal finance management
- “Personal Finance” and “Financial Workbook” educational publications
- TV series “The Right to Know” on 24.kz
- “Financial Literacy in 120 Seconds” educational video series

For children

- FinBoss online and in-person course
- Aqsha Alippesi (“Money Alphabet”) animated educational series
- FinBoss Olympiad on the Kundelik educational platform – 8,000 participants from across Kazakhstan

📌 A total of **511** people completed personal finance training in 2025.

Entrepreneurship Development

DemeuForBusiness

A learning platform supporting entrepreneurs and strengthening Kazakhstan's entrepreneurial ecosystem.

KMFIskerhanymy Award

The 5th Anniversary KMF Isker Hanymy Award for Women Entrepreneurs (held annually since 2021). Over 2,000 applications were submitted in 2025.

Agribusiness forums

In 2025, two agribusiness forums were held: in Karauyl (livestock farming) and Taldykorgan (crop production), bringing together more than 200 participants. Since 2022, a total of eight agribusiness forums have been organized.

Trainings and brochures

- Regional training programs on sales techniques, customer service, and business idea generation
- Guidebooks on marketing and building effective teams



Youth entrepreneurship

Enactus

KMF and KMF-Demeu have been sponsors of the International Student Entrepreneurship School for the past seven years. We support students with promising business ideas through the National Cup, whose winners go on to compete in the World Cup.

Technovation Girls Kazakhstan 2025

KMF and KMF-Demeu sponsored Technovation Girls Kazakhstan 2025, an international educational program that empowers girls aged 8–18 to develop technology-based solutions to social challenges with the support of mentors and coaches.



Supporting children's sport



Chess Tournament, Turkestan

April 4, 2025 —
Regional Rapid Chess
Tournament for
Children Under 14, held
in partnership with the
Turkestan Chess
Federation.



Freestyle Wrestling Tournament, Saryozek

May 3–4, 2025 —
Regional Tournament
held in partnership with
the Kerbulak District
Youth Sports School.



Rhythmic Gymnastics, Zhezkazgan

September 5–6, 2025
— Ulytau Region Open
Championship for
Children Aged 5–15,
held at Zhiger Sports
Complex.



Mini Football Tournament, Merke

October 4, 2025 —
Tournament dedicated
to the 180th
Anniversary of Abai
Kunanbayev. The event
brought together 12
teams, including three
from the Kyrgyz
Republic.

Support for inclusive projects



Erekshe Analar Public Fund

Support for a foundation assisting children with special needs and their parents.

“MamaPro” Public Fund

For the past seven years, KMF-Demeu has supported entrepreneurship courses for mothers raising children with special needs.

Back-to-School Campaign

For the fourth consecutive year, KMF-Demeu has partnered with the GARYSHKER FOUNDATION in the Cosmosömke Back-to-School Campaign (June 30 – September 1, 2025). A total of 750 school backpacks were provided to children from low-income and large families in rural communities.



2025 at a Glance: Impact in Numbers

2,000+

Applications for the 5th Anniversary KMF
IskerHanymy Award for Women
Entrepreneurs

8,000

participants from across Kazakhstan took
part in the FinBoss Olympiad on the
Kundelik educational platform.

1,113

people completed in-person training in
personal and business finance
management.

750

750 Cosmosömke backpacks distributed to children in rural
communities through the Back-to-School Campaign.

200+

farmers participated in the Agribusiness Forums in Karauyl and
Taldykorgan.



Thank You for Your Attention!