

# From the desk of the CEO

APRIL NEWSLETTER 2026

## Dear partners, funders and friends

The year 2026 has begun with great enthusiasm and anticipation as we formulate practical action steps to enable the ASISA Foundation to realise its refreshed strategic vision to remain future-fit for at least the next five to ten years. Chapter One, an innovative strategy consulting company, did an excellent job of facilitating strategic conversations with the Board of Trustees, and with the team.

With a 12-year track record of implementing effective, objective and impactful financial education (FE) through its portfolio of customised programmes, the ASISA Foundation is ready to play its role with even greater focus as a thought leader, influencer and adaptive programme implementer.

We are also excited about the opportunities presented by the Financial Sector Conduct Authority's (FSCA's) Conduct Standard, (effective from 26 March 2026) because we are well positioned to enable all FSCA regulated entities who fund FSCA recognised financial education programmes through the ASISA Foundation to be able to confirm their compliance with the FSCA's Conduct Standard.



I am also very pleased to share the creation of an exciting new ASISA Foundation programme, LEAGO. Its mandate is to support underserved and historically excluded South African students, particularly following scarce skills study streams and building financial literacy levels.

LEAGO's first projects will provide support and resources to students at tertiary institutions, focusing on two areas where skills sets are needed – particularly in, but not limited to, the financial services sector.

**These are:**

**Actuarial skills,  
supporting  
10 undergraduate  
5 post-graduate  
students every year for  
the next four years.**

**Information and  
Communications Technology  
(ICT) skills,** supporting 20  
Diploma in Information and  
Communications Technology  
(DICT) students for the next three  
years, and 20 students annually  
on a six-month, QTCO-accredited  
Software Tester Occupational  
Certificate course.

LEAGO was born from the Residual Funds of the Fundisa scheme, which were granted to the ASISA Foundation. You may recall that Fundisa's original mandate was to provide young people with access to education through a savings funding mechanism for individuals, with bonuses funded by financial services companies.

As the ASISA Foundation, we are delighted to now put these residual funds to use through projects that are aligned with their intended purpose. We look forward to reporting on the outcomes and impact achieved through each programme.

LEAGO is a southern African word. In Sepedi, it is a name or concept that symbolises building, nurturing and development. The ASISA Foundation's LEAGO programme focuses on "supporting tomorrow's leaders, today".

Our programme has launched with three projects, and we are excited to announce that the ASISA Foundation has selected two collaborators to accompany us on this journey. [TSIBA](#), a social enterprise and accredited higher education institution that provides highly subsidised and tuition-free education to young people with leadership skills; and the [Ikusasa Student Financial Aid Programme \(ISFAP\)](#), a not-for-profit foundation established in 2016 as a collaborative initiative, with ASISA being one of its founding member organisations, which focuses on providing financial and wrap-around support to students from low-income families, including those who fit the 'missing middle' income categories. The ASISA Foundation has long-standing relationships with both TSIBA and ISFAP, who in turn have proven track records.

LEAGO will also support our existing L+EARN Secure the Bag programme by funding the development of a digital Financial Education (FE) tool for students created by the team at Digemy.

Digemy is an award-winning gamified mobile-first e-learning platform that drives behavioural and attitudinal change through tested techniques for increased retention of financial education content.

L+EARN Secure the Bag's intended beneficiaries are young adults in tertiary institutions nationally, with a specific focus this year on the students receiving funding through Leago as well as the broader cohort of students connected to institutions through ISFAP and TSIBA's existing wraparound support platforms and communication portals.

This initiative supports improved access to digital learning resources and reflects our ongoing commitment to student success.

LEAGO is an exciting addition to our suite of programmes. As the ASISA Foundation continues to expand and scale our programmes, we are grateful to our partners and industry colleagues for their continued support.

For more information on LEAGO, and how you can support the ASISA Foundation, please contact me at [rbenjamin-swales@asisa.org.za](mailto:rbenjamin-swales@asisa.org.za)

**Thank you for supporting our vision  
to foster the future.**



**Ruth Benjamin-Swales**  
CEO: ASISA Foundation

