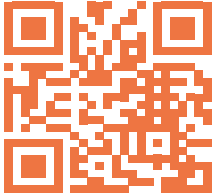


Atleha-edu

Speaking life into investment decisions www.atleha-edu.org



In Sesotho, when you tell someone to “Atleha” you are telling them to prosper. By combining “Atleha” and “edu” we want to contribute to quality financial education.

Our purpose at Atleha-edu, a non-profit company (NPC), is to help ordinary South Africans save and invest for a better tomorrow. We do this through Financial Sector Code (FSC)-compliant awareness and interactive education programmes focused on retirement fund trustee, principal officer, management committee member, fund member and youth awareness and education.



Our Education Model

FREE:

All Atleha-edu programmes are offered at no cost to beneficiaries, thanks to the support of our funders and partners.

ACCESSIBLE:

Content is tailored for different learning levels and delivered through multiple channels — print, workshops, and digital platforms — to reach beneficiaries in both rural and urban areas.

MEASURABLE:

Each programme's outcomes are monitored both internally and by an independent external M&E provider. This not only ensures that learning outcomes are evidence-based, but also that our programmes are compliant with the FSC's CFE requirements and aligned with Alternative Prosperity Group's developmental objectives.



Per the requirements of FSTC Guidance Note 500, all Atleha-edu resources on the Atleha-edu website are made available to retirement fund trustees, principal officers, members and youth at no cost. Atleha-edu has full editorial control over educational content and funder branding.

Atleha-edu's CFE offers the following benefits:

- Retirement Fund Trustee and Member education on topical retirement fund issues, as envisioned by the Financial Sector Conduct Authority (FSCA) and Financial Sector Code (FSC)
- A mixture of educational publications, short articles, video and audio content (including translations into various African languages, such as isiZulu, Sesotho and isiXhosa)
- Educational content accredited for BATSETA Continuous Professional Development (CPD)
- No funder or service provider product marketing as per FSTC Guidance Note 500

Our funders and strategic partners:

Atleha-edu NPC receives FSC Consumer Financial Education funding from a number of industry partners and funders.

We are most grateful to the ASISA Foundation, ASISA Academy, Alternative Prosperity Foundation and BATSETA Council of Retirement Funds for South Africa for their strategic partnership and funding and implementation support.

A full list of our funders is available via <https://atleha-edu.org/partner-with-us/>



Monitoring Evaluation and Learning (ME&L)

All our Atleha-edu educational content and initiatives are aligned to a formal Theory of Change and Monitoring Evaluation and Learning (ME&L) programme. An external Monitoring and Evaluation service provider reviews our ME&L programme on an annual basis. The ASISA Foundation also reviews all Atleha-edu educational content and initiatives where it has specifically been a funder or co-funder.

Financial Sector Code (FSC) Consumer Financial Education compliance

Per the FSC requirements, an independent third-party service provider annually reviews all our Atleha-edu educational content and CFE initiatives and issues Atleha-edu NPC with an annual Independent Competent Persons Report (ICPR). The ICPR is provided to CFE funding partners who are then able to use the Atleha-edu ICPR when claiming FSC Scorecard points for their Consumer Financial Education spend through Atleha-edu NPC.

SIGN UP

Receive Atleha-edu educational content

Sign up via www.atleha-edu.org/ to receive free weekly FSC-compliant educational content from Atleha-edu NPC.



Contact us for more info about Atleha-edu NPC or CFE funding opportunities

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