



AGAK ENTREPRENEURSHIP ACADEMY

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Uganda Strategic Partner Brief

Join Us in Advancing Financial Awareness, Financial Literacy & Economic Empowerment in Uganda

AGAK Entrepreneurship Academy, Led by Okello Ejedio, Founder & Chairman, Lead TFAF Ambassador – Uganda, and TFAF Advisory Board Member

In strategic collaboration with The Financial Awareness Foundation (TFAF)

And aligned with Center for Financial Literacy Education – Africa (CFLE-Africa)

A Timely Invitation

Uganda has a major opportunity to become a regional leader in **financial awareness, financial literacy, personal money management education, entrepreneurship readiness, financial inclusion, and economic empowerment.**

AGAK Entrepreneurship Academy, led by Okello Ejedio, is advancing a bold 10-year strategy to help reach millions of Ugandans with practical financial knowledge and life tools that can improve families, strengthen communities, grow businesses, and support national development.

This work is being advanced in strategic collaboration with **The Financial Awareness Foundation** and aligned with **Center for Financial Literacy Education – Africa** as part of **The Improving Financial Awareness & Financial Literacy Movement.**

We invite strategic partners — including government ministries, regulators, schools, universities, TVET institutions, financial-sector organizations, development partners, private-sector leaders, media organizations, foundations, and community networks — to explore how they can become a meaningful part of **The FA Movement** in Uganda.

Why This Matters Now

Many students, workers, entrepreneurs, families, and community leaders enter real life without enough practical preparation to:

1. Prepare for employment, entrepreneurship, and family responsibility
2. Protect themselves from fraud and financial exploitation
3. Use banks, SACCOs, VSLAs, and mobile money responsibly



4. Organize and manage finances; Prepare a personal budget; Manage income and expenses
5. Build and track personal wealth
6. Save and invest wisely
7. Understand debt and avoid predatory borrowing
8. Plan for major expenditures
9. Deal with risk management and insurance
10. Develop and maintain a simple written personal financial, estate and gift plan

These are not just personal skills. They are **education, employability, entrepreneurship, family resilience, financial inclusion, poverty reduction, and national economic development tools.**

When people learn how to make informed money decisions, they are better prepared to reduce financial stress, grow enterprises, use financial services responsibly, protect their families, and pass knowledge, values, and assets to future generations.

AGAK's 10-Year Uganda Vision

AGAK Entrepreneurship Academy is advancing a **Financial Literacy Strategic Plan 2026–2036** designed to significantly improve financial awareness, financial literacy, entrepreneurship readiness, financial inclusion, and economic empowerment across Uganda.

The plan seeks to reach approximately **35 million Ugandans — about 70% of the population — by 2036**, with priority focus on youth, women, students, entrepreneurs, SMEs, informal-sector operators, SACCO members, VSLAs, rural communities, schools, universities, TVET institutions, workplaces, and government / community institutions.

Long-term targets include empowering approximately **12 million youth, 13 million women**, and training **50,000 community facilitators / financial ambassadors** to support broad national delivery.

AGAK's model is practical, scalable, community-based, and technology-enabled — combining school and university programs, TVET and community education, train-the-trainer programs, youth and women's initiatives, SACCO and VSLA outreach, digital tools, SMS, USSD, WhatsApp, mobile learning, local-language media, and public-private partnerships.

How Strategic Partners Can Help

Strategic partners can play a powerful role by helping support one or more of the following:

1. **Pilot Programs** - Launch practical financial literacy pilots in schools, universities, TVET institutions, SACCOs, VSLAs, workplaces, youth groups, women's groups, and communities.
2. **Curriculum Adaptation** - Help review and localize AGAK / TFAF financial literacy materials for Uganda's education system, financial services environment, local languages, and community realities.



Dedicated to Significantly Improving Financial Awareness & Financial Literacy...TM

3. **Education Pathway Development** - Support age-appropriate learning from primary and secondary education through graduating-student personal money management courses, TVET, universities, teacher training, and community learning.
4. **Train-the-Trainer / Financial Ambassador Programs** - Prepare teachers, lecturers, student leaders, SACCO officers, VSLA leaders, youth leaders, women's group leaders, workplace champions, and community facilitators.
5. **Digital & Media Outreach** - Use SMS, USSD, WhatsApp, mobile learning, radio, television, social media, and local-language materials to reach communities at scale.
6. **Funding, Sponsorship & Technical Support** - Provide grants, CSR support, technical assistance, media access, digital tools, volunteer support, venues, research support, and in-kind contributions.

Strategic Collaboration

AGAK serves as the Uganda-based strategic implementation partner helping advance **The FA Movement** in Uganda, across Africa, and globally.

AGAK Entrepreneurship Academy provides Uganda-based leadership, stakeholder mobilization, local implementation, entrepreneurship training, community outreach, and national coordination support.

The Financial Awareness Foundation provides the global Movement framework, strategic guidance, educational content foundation, and practical personal money management tools through its **Your Financial PARTNER™** framework and related educational initiatives.

Center for Financial Literacy Education – Africa provides Africa-based financial literacy experience, regional alignment, collaboration support, and knowledge-sharing across African contexts.

This collaboration is designed to support **Uganda-led implementation**, with AGAK as the local anchor and TFAF / CFLE-Africa providing global and regional support.

Key Reference Materials

Key Reference Materials	Click to View
AGAK Entrepreneurship Academy Profile	View
AGAK Entrepreneurship Academy Financial Literacy Strategic Plan 2026–2036	View
Uganda Strategic Partner Brief	View
The Improving Financial Awareness & Literacy Movement – Uganda Executive Summary/Overview	View
The Improving Financial Awareness & Financial Literacy Movement in Africa	View
TFAF – Improving Financial Awareness & Financial Literacy Educational Initiatives	View
Join The Improving Financial Awareness & Financial Literacy Movement	View



Recommended Next Step

Strategic partners interested in learning more are encouraged to contact **Okello Ejedio** to explore how they can become a key part of **The FA Movement** in Uganda and support AGAK's important national work.

A first discussion can explore:

1. Your organization's priorities
2. Possible areas of alignment
3. Practical pilot opportunities
4. Ways to support education, outreach, training, funding, media, technology, or implementation
5. Next steps toward a partnership framework, pilot plan, or memorandum of understanding

The immediate goal is to identify a **practical, manageable, and high-impact starting point** that can be piloted, measured, refined, and scaled.

Important Clarification

This brief is not a final government-approved national program and is not a funding commitment by TFAF, CFLE-Africa, AGAK, or any stakeholder.

It is an invitation to explore collaboration, pilot planning, resource mobilization, and potential formal agreements.

All educational materials are intended for general financial awareness, financial literacy, and educational purposes, and should be localized for Uganda before broad implementation.

Closing Message

AGAK Entrepreneurship Academy welcomes strategic partners who want to help build a practical, scalable, and sustainable financial literacy ecosystem for Uganda.

Through coordinated action, Uganda has an opportunity to become a regional leader in **financial literacy, personal money management education, entrepreneurship readiness, financial inclusion, family financial security, and generational wealth-building**.

To learn more and explore partnership opportunities, please contact me.

Okello Ejedio

Okello Ejedio, Founder & Chairman, AGAK Entrepreneurship Academy, Lead TFAF Ambassador – Uganda, TFAF Advisory Board Member

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