

99^{of} 100**Samalie
Ainebyona**

Here to be Enriching

Financial knowledge is travelling across Uganda, thanks to Samalie Ainebyona.

From university students preparing for the workplace to communities building greater financial independence, Samalie Ainebyona has made education and practical skills a central part of how she creates impact across Uganda.

For Samalie, financial knowledge is most valuable when people can put it to use. Since joining Absa, she has taken that belief beyond her day-to-day responsibilities, volunteering her time to help young people and communities across Uganda build practical skills for work, entrepreneurship and everyday financial decision-making.

Much of that work has taken place through Absa's Ready to Work programme, which equips young people with practical employability and workplace skills to help prepare them for the transition from education into the world of work.

She has delivered Ready to Work training at more than 15 universities across Central, Western, Eastern and Northern Uganda, reaching more than 3 000 students and young people. Through these sessions, she has helped participants develop skills they can take into a changing and increasingly competitive working environment.

Her focus extends beyond employability. Through the Junior Achievement Awards, Samalie has trained more than 100 young entrepreneurs and students in bookkeeping and financial management, giving them practical financial skills that can support stronger and more sustainable businesses.

She has also taken financial education directly into communities. In Nyabwina in Uganda's Sheema District, Samalie delivered financial literacy training to more than 2 000 community members, helping people build the knowledge needed to make more informed financial decisions. She later participated in a community medical camp in the area alongside healthcare stakeholders.

Inclusion is another important part of her work. In Naguru, Kampala, she provided

financial literacy training to more than 150 people with disabilities, helping extend access to financial knowledge and opportunities for greater economic participation.

Her community involvement continues outside Absa through the Mukasa Foundation, where she supports initiatives aimed at improving livelihoods. This has included training community members in practical income-generating activities such as brick making, briquette production and bar soap manufacturing, as well as supporting educational initiatives for young people and children in Ziobwe.

Samalie has also encouraged her colleagues to get involved. Within Absa, she has conducted financial literacy sessions for employees and mobilised a team of more than 15 colleagues to participate in volunteer activities in their communities.

With qualifications in accounting and business administration and an MBA currently under way, Samalie continues to build her own knowledge while sharing it with others. Across universities, workplaces and communities, her work is helping give people practical skills they can use to build opportunities of their own.

Your
story
matters

