

## Financial Literacy Is the Superpower of Our Generation

April marked Financial Literacy Month, but at Tujijenge Club, we believe this isn't just a once-a-year theme: it's a lifelong mission. For young people across Africa and around the world, financial literacy has become more than just a skill. It's a superpower.

In a world shaped by artificial intelligence, digital disruption, and rising economic pressure, understanding how money works (and how to make it work for you) is no longer optional. It's essential.

### Why Now?

Across Africa and beyond, the cost of living is rising fast. Inflation, interest rates, and debt are putting pressure on families, students, and workers alike. Essentials like food, rent, and transport are eating into our income, while financial systems are growing more complex and digital by the day.

At the same time, we're witnessing an explosion in digital finance tools: from mobile money and AI-powered investing apps, to decentralized finance (DeFi) and cashless payment systems. These tools are powerful but only if you know how to use them.

### Here's the problem:

We were never taught how to navigate any of this.

Most schools still don't teach young people how to create a budget, understand credit, invest responsibly, or protect themselves from online scams. Let alone how to grow wealth, plan for the future, or use financial tools to build businesses and improve their communities.

That's where we come in.

### At Tujijenge Club, we exist to change that.

Our mission is simple: equip the next generation with the financial mindset and skills they need to lead, thrive, and create change.

We believe:

- Financial literacy is freedom. It allows you to make decisions with clarity and confidence.
- Financial literacy is resilience. It helps you bounce back from setbacks and plan for the long-term.
- Financial literacy is power. It turns knowledge into opportunity — whether you're saving for school, starting a business, or supporting your family.

since  
2024

And when paired with technology (especially AI and digital finance) it becomes the most powerful tool for shaping a better future.

This is what we mean when we say:

**Let's build ourselves.**

Join us at Tujijenge Club as we bring practical, relevant financial education to students, youth leaders, and changemakers across the continent and beyond.

The future belongs to those who understand it. Let's make sure that's us.

Arthur Hampel

Co-CEO, Tujijenge Club



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