



Message from Standard Bank - KES

South Africans have two significant passions, namely education and sport. Combine the two and have some of South Africa's leading schools competing against each other in sports and rugby festivals, and it is guaranteed that families and sports lovers will pour through the gates to enjoy the day.

This devotion to education and sport and the acknowledgement that sport unifies people across economic and social divides is what drives Standard Bank to invest in school sport and the development of education - a drive to which we devote millions of rand each year. We believe that while sport promotes the building of relationships both on and off the field, it is education that transforms lives and communities.

Most important, is assisting people who come from the 'missing middle' and struggle to access training and tertiary education after completing matric. By encouraging people with the financial means to assist those who need to pay outstanding fees, and those looking for support to study has led the bank to support the Feenix crowdfunding initiative.

There was R 19 million donated to the platform during 2018. The funds came from 100 businesses as well as 917 individual funders. Most of the funding went to engineering students and 23 universities benefitted through student payments.

We encourage all supporting South Africa's **17th Rugby Festival** to bear the relationship between sport and education in mind as the premier event gets underway. As a sponsor, Standard Bank is proud to partner with **King Edward VII School** in rolling-out this event which promotes individual discipline, teamwork and understanding.

One of the most acknowledged quotations about rugby says: "Players win games, teams win championships."

At Standard Bank, we believe that this approach should be adopted by all taking part in the tournament. Rugby is like life. There will always be individuals who excel; it is often these 'stars' that will help win games. However, without support from their teammates, it is unlikely that any talented individual can deliver a championship.

Taking to the field ready to give of your best, but realising that the emphasis should be on helping the team deliver leads to a focused effort where the aim is to contribute to the strategies and movements that produce points.



Banking is similar. At Standard Bank, we act as a team focused on creating ongoing partnerships that assist our customers in preparing for their future. These partnerships, we believe, should begin as people step from supportive school surroundings to the tertiary environment where the emphasis is on personal independence and commitment to studies.

By becoming lifelong partners with our customers, we can offer financial solutions that provide support throughout the various stages of their lives. We look forward to assisting a new generation of customers and continuing to help those attending the festival who already bank with us.

Partnerships and relationships are central parts of Standard Bank being sure that our customers, regardless of age, are 'Good to Go'. The promise embodied in our new campaign is that our customers will always have the products and services that they need available when they are needed. Regardless of whether customers require a personal loan, foreign exchange for a long-awaited trip, a home loan or any other solution, we will make sure that they are 'Good to Go' with the financial assistance needed to help meet their dreams.

No event of this nature would be possible without the coaches, parents, organisers, teachers and 'backroom workers' devoting hours of their time to making the event a success. To them, go our thanks.

Our best wishes go to all the young sportsmen who are competing. Standard Bank urges you to give of your best for your team. Enjoy the matches, enjoy making new friends and enjoy participating.

We also thank all schools for their efforts to make the event the success it always is.

The message to King Edward VII School is from Funeka Montjane, CE for Standard Bank Personal and Business Banking South Africa.

