



FINANCIAL LITERACY WEEK

What is Financial Literacy Week?

Financial Literacy Week is a national awareness and engagement campaign designed to increase the knowledge and confidence level of all Canadians with their financial literacy and numeracy skills.

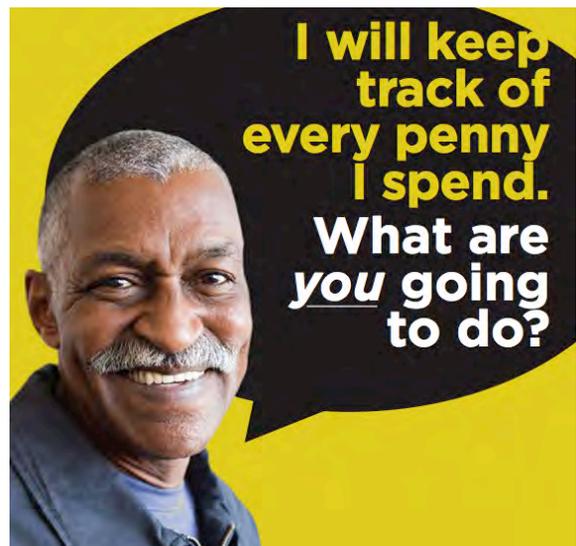
Research data collected on behalf of ABC Life Literacy Canada by Ipsos Reid in May 2011 showed that:

- More than half of Canadians admit to needing help with their financial management skills
- 72% of Canadians do not strongly agree that they are confident with their math and money management skills as they relate to helping plan for a secure financial future.
- On average Canadians put away only \$211 per month for long-term savings. 4 in 10 Canadians, however, save nothing while 61% of Canadians save less than \$100 per month.
- 83% of Canadians are familiar with the term *RRSP* but less than 60% are familiar with *RESP*.
- 79% of Canadians are not fully confident in their ability to teach another person about money, saving and budgeting.

These research findings echo 2003 IALSS statistics that showed 49.8% of Canadians struggle to perform tasks involving math and numbers.

As Canadians, increasing our skills and comfort level around personal finances and the use of math in everyday life helps support a productive household, a dynamic workplace and a competitive economy.

This guide offers suggestions on how you can get involved and join all Canadians as we gain confidence and increase our financial literacy and numeracy skills.

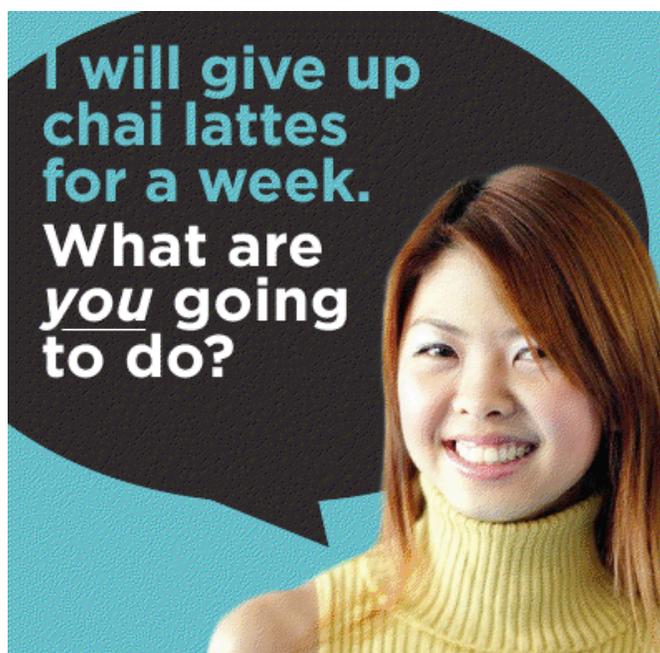


How can I get involved?

As an individual, workplace, community group or organization, library or school, you are uniquely positioned to help increase the financial literacy skills and confidence of those around you.

Keeping in mind our campaign motto, *small change adds up*, ABC Life Literacy Canada is pleased to offer several ideas that can be enjoyed as an individual or within a small or large group setting.

The most important thing is that we engage together in discussion about money and math and no longer keep the financial literacy discussion hidden in the dark. We try to talk openly as a society about sex, drugs and peer pressure...now we can add finance and math to that list.



Easy personal participation ideas:

Make a Financial Literacy Week promise. Make your promise about what small action you will take or lesson you will learn during Financial Literacy Week.

Visit <http://abclifeliteracy.ca/flw/i-promise-pledge> and be counted today then share this link with others so they too can make their promise.



Share your money and math knowledge with Canadians by submitting a tip on our Share Your Tips page (<http://abclifeliteracy.ca/flw/share-your-tips>). Canadians will be able to learn the day-to-day steps that can be taken to help them meet money and math goals.

Talk with your family or close friends. Canadians are known for their politeness and it is time we break down barriers and open up through dialogue and questions about money and math.

Not only can your experience help teach something new to someone, you may also learn something new that you had not thought about.

Get kids excited about math. Help inspire an understanding of money and math by involving kids in discussions about large and small purchases for the family. Explain how many hours you work so that the family can enjoy their favourite television shows in the evening.



In addition, have your children count out money when paying for purchases at the grocery store. This will help them with basic numeracy skills and understanding the value money.

Sign up for a library card. As long as you return your borrowed items on time, a library card provides you with free access to books, movies and much more. Encourage others you know to do the same.

Keep it fun. There are many games that you can enjoy as an individual or small or large group that will help build confidence with money and math.

From card game to board games and everything in between such as counting spare change from between the sofa cushions, laughing while learning is possible.



Large and Small Group Participation Ideas

Lunch and Learn

Bring together your staff and co-workers and enjoy conversation with them about how everyone can increase their financial literacy skills and confidence.

Discuss items can include employee resources and programs available through the organizations Human Resource office as well as a tutorial to help them understand their compensation or coverage packages.

Encourage employees to casually gather together during their lunch-hour to learn from each other.

Financial Literacy Seminar

Offer a one-hour financial literacy seminar in which you can cover different aspects of financial literacy and math such as the basics of borrowing, how to create a budget and what quick math equations can help you live your day-to-day life.

Financial Literacy Handbooks are available free of charge for download at www.FinancialLiteracyWeek.ca. Submit a request and receive materials instantly.

Math and Money Games Night

Bring together your community and enjoy a fun-filled game night. Offer Monopoly, the Game of Life or even poker as game stations that participants can play. Each of these games helps participants understand the value of money and how to treat it with respect.

You can even create your own trivia game by asking and seeking definitions of key money and math terms or pit teams against each other in a math competition.

Why not recreate the iconic CBS show Let's Make a Deal? Visitors to your event can participate as contestants or fans offering advice to players. This interactive game can highlight the value of money.

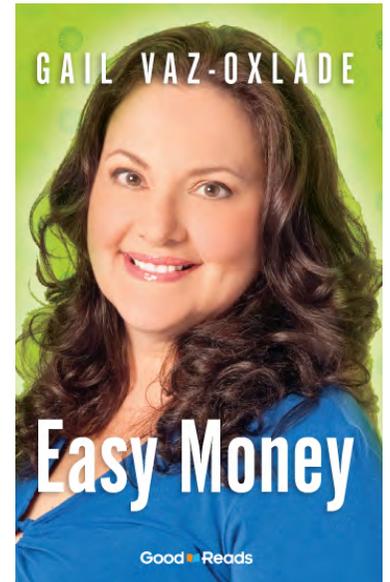
Start a Book Club

There are great resources available for Canadians to help them increase their financial literacy and math skills. From simple math activity books to more detailed financial management texts.

Why not start a book club and read and discuss David Chilton's *The Wealthy Barber* or Gail Vaz-Oxlade's *Easy Money*. Both provide basic information specific to Canadians.

If you already participate in a book club, you can suggest one of these titles as a book to read together.

Reminder...if you are hosting a public event in your community, please register it online at abclifeliteracy.ca/flw/register so that others can know and participate.



Free Resources Available Online

Visit www.FinancialLiteracyWeek.ca to request specific reference guides and handbooks to use during your event.

Available resources include:

Financial Literacy Handbook:	RESPs
Financial Literacy Handbook:	The Cost of Borrowing
Financial Literacy Handbook:	Budgeting Basics

Various games and tip sheets can also be downloaded free of charge at www.SmallChangeAddsUp.ca

Remember:
Keep it fun and learn together!