

# About Money Skills

- It is a free program.
- Increases knowledge and confidence in the tasks of daily money management.
- Action focused homework to apply the information into their daily lives.



# Topics



- **Budgeting**

Tracking expenses, goal setting, and getting control over your money instead of your money controlling you.

- **Banking**

Compare accounts, service options and basic investment tools to reduce your banking costs and help your money grow!

- **Credit**

Learn how to manage credit wisely, the importance of building a good credit history and how to free yourself from bad debt.

- **Consumerism**

Learn about the role of advertising in shaping consumer decisions and how to make wise consumer choices.

# Money Skills in Numbers

*From November 2004 – today*

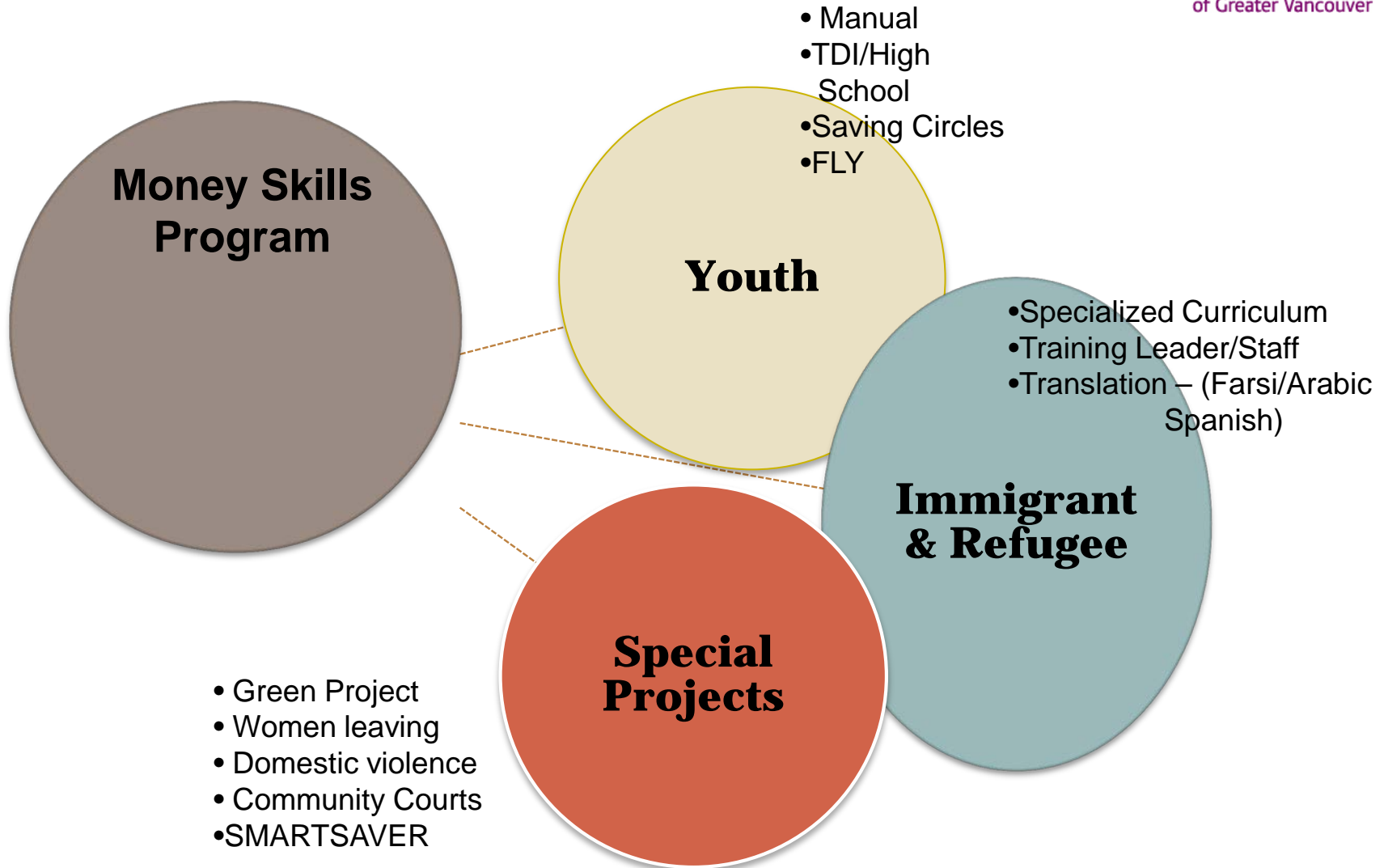
- Delivered **1200** Money Skills trainings series.
- To **11,000** participants from which **5,700** are immigrants.
- Partnership with **150** community organizations through out Metro Vancouver.



# Program Development



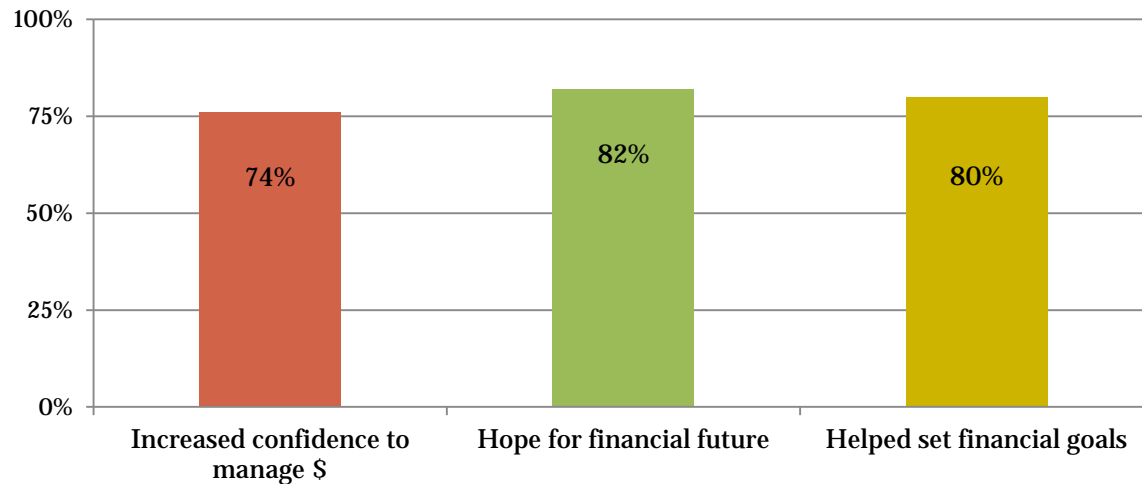
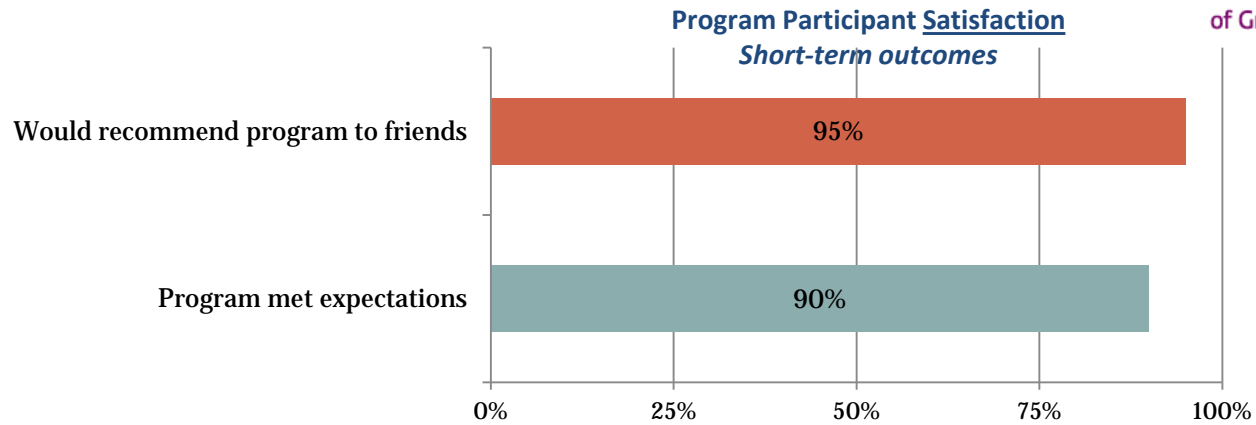
**Family Services**  
of Greater Vancouver



# From our Participants



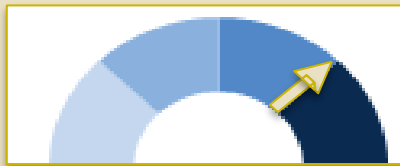
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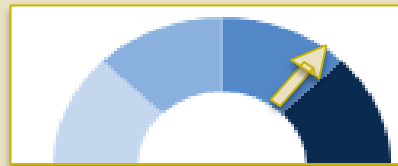
# Participants Behavioral Change



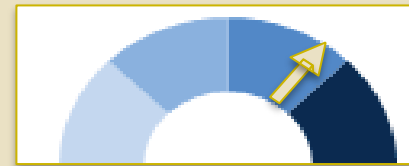
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*Spending habits (75%)*



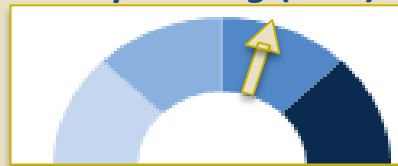
*Financial planning (70%)*



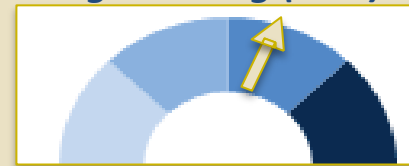
*Knowledge sharing (68%)*



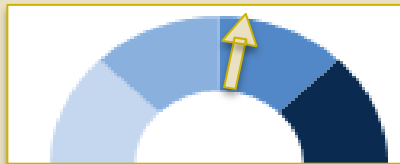
*Decreasing debt (67%)*



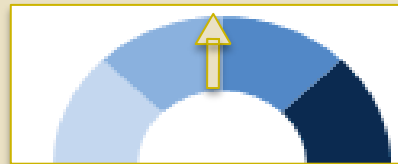
*Control over finances (61%)*



*Dealing with  
financial  
institutions 58%*

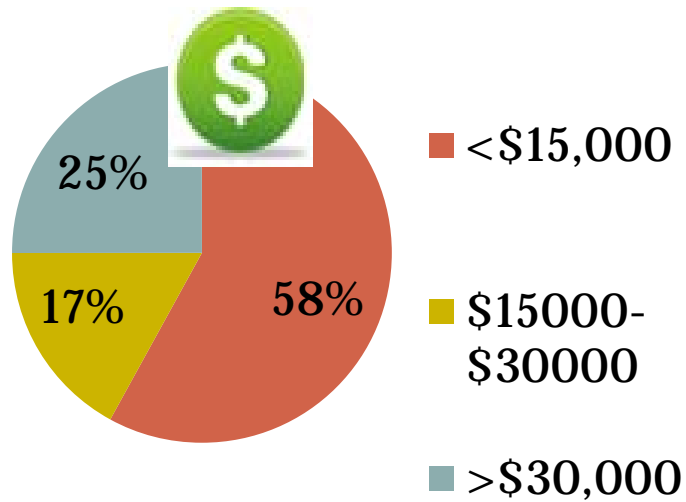


*Saving habits (57%)*



*Increasing income  
(48%)*

# About our Participants



**Annual Family  
Income**



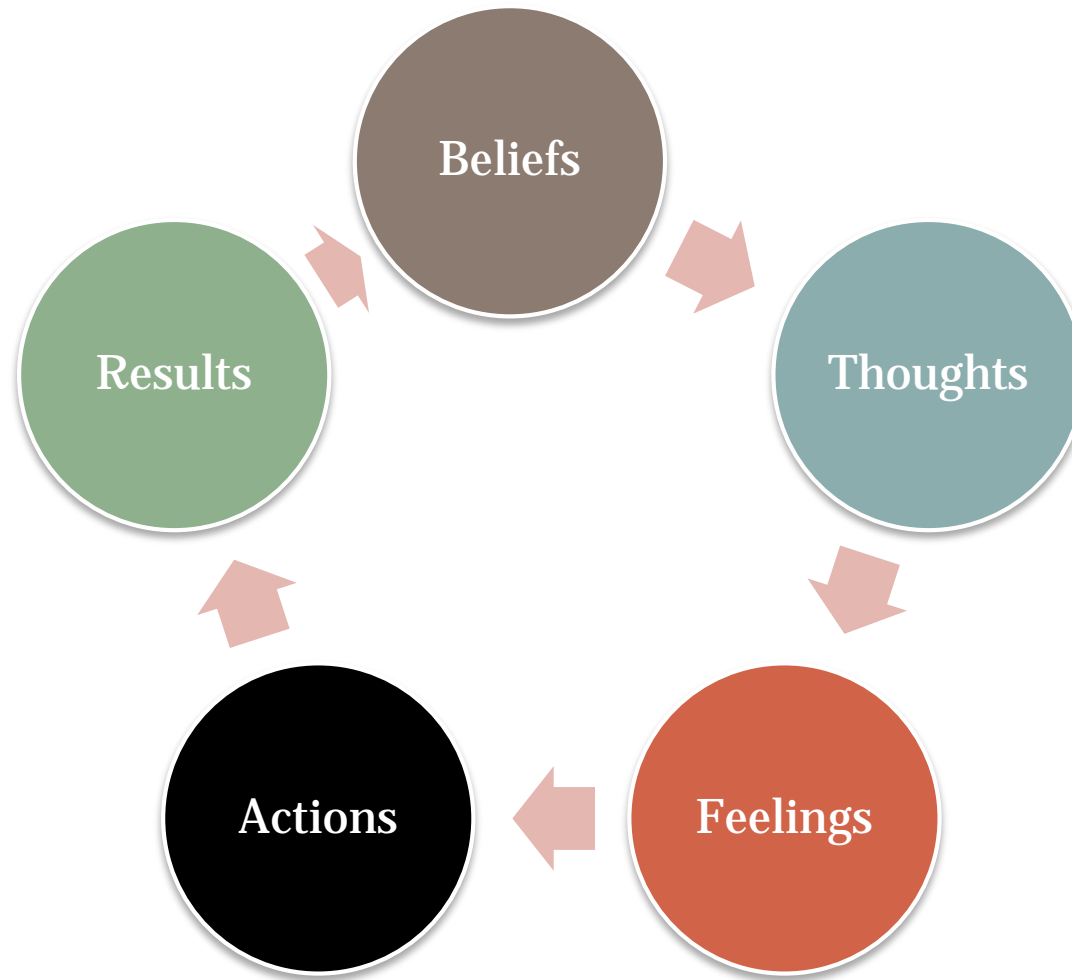
40% male  
60% female

WHAT  
WE  
LEARNED!





# Relationship with Money



# World View

- Our own sense of right and wrong. Values and beliefs.
- Participants redefinition of self in a new culture and under a new system.
- Navigate a system geared to un-informed consumers to make irrational decisions.



# Factors to Consider

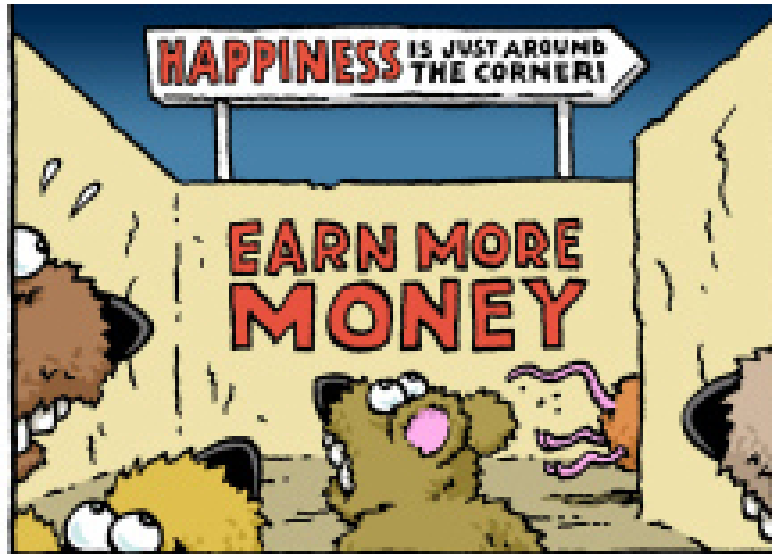
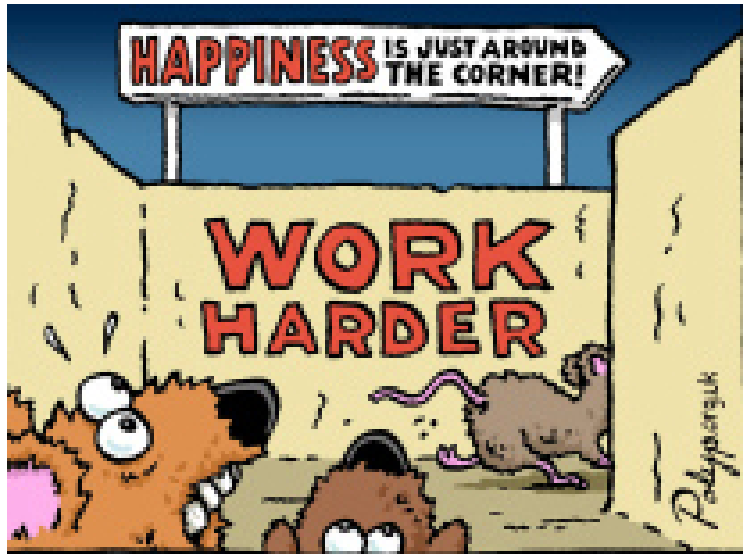


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- Vulnerability.
- It is safe yet overwhelming.
- Most people arrive with adequate saving habits.
- CREDIT new concept very different .
- Credit risk and advantage.
- Credit defines who we are.





# Our Models



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- We work with immigrant by embedding our programs in existing ones.
- Two ways, **Exclusive & Integrated**
- Only for newcomers, participants have very little in common. Our CIC model effective yet not efficient. 3 levels. LINK classes.
- Participants are already engaged in at least one other non targeted service. Effective and efficient for most. Might be too late for some.



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*"The program placed the bigger picture into perspective. I realized my fears of money was due to my lack of knowledge. Having taken this class, I feel like it was therapeutic in its own way. I fell that I can really begin to change my habits and my relationship with money. Amen for this opportunity!"*