

ONE-ON-ONE FINANCIAL COUNSELLING / COACHING

HÉLÈNE MÉNARD

Executive Director



November 2nd, 2015
ABLE Conference
Toronto

ebo

FINANCIAL
EDUCATION CENTRE



CENTRE D'ÉDUCATION
FINANCIÈRE

FINANCIAL EMPOWERMENT
Through sound money management

« Parce que la vie est plus
qu'une question d'argent... »



“Because life is about more
than just money...”

SERVICES

INCOME TAX

- ✓ INDIVIDUALS (late-filers)
- ✓ RESIDENCES (seniors, special needs)

FINANCIAL EDUCATION

- ✓ BUDGETING, DEBT MANAGEMENT, SAVING, TAXES
- ✓ WORKSHOPS, PRESENTATIONS, SCHOOLS

ONE-ON-ONE BUDGET COUNSELLING

- ✓ SOCIALLY & ECONOMICALLY VULNERABLE
- ✓ CONFIDENTIAL & IMPARTIAL ADVICE
- ✓ ACCESS TO **MICRO-LOAN PROGRAM**

ONE-ON-ONE

BUDGET COUNSELLING



1979...

ONE-ON-ONE
BUDGET COUNSELLING

- ✓ Community workers
- ✓ Volunteers
- ✓ Neighbourhood based
- ✓ No core funding



2015...

FINANCIAL EDUCATION
CENTRE

- ✓ Full time & trained budget counsellors
- ✓ Added core services
- ✓ City of Ottawa



BUDGET COUNSELLING

WHAT WE LEARNED... IN 35 YEARS

- ✓ **Listening & Analytical skills** (good with people... & numbers!)
- ✓ **Basic Training** (financial & Counselling / In-house training tool)
- ✓ **Continuing Education** (research, workshops, conferences)
- ✓ **Low-income people face different challenges**
(saving, inadequate income, stress, health/family/security issues, etc.)
- ✓ **Economic Realities** (from payday loans... to TFSA... to RESP bonds)
- ✓ **Open-ended Support** (leads to more teachable moments)
- ✓ **Representation** (collection, creditors, agencies, CRA, government)

ONE-ON-ONE BUDGET COUNSELLING KEY CONSIDERATIONS



- ✓ Unique situation
- ✓ Unique person
- ✓ Non-judgement
- ✓ Non-directive

“ My name is Laura...

I’m going to try not to cry because this has been a very emotional ride and without the support of EBO, there was no way I would I’ve gone through this nor my family. ”



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