



[talkwithourkidsaboutmoney.com](http://talkwithourkidsaboutmoney.com)

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**Talk With Our Kids About Money “Day”** is a designated day during the year, every year, when families and teachers can make a point of talking with kids about money – whether around the breakfast or dinner table, at bedtime, in a classroom, or reading and listening to a news or entertainment program. It is a program for parents, guardians, and teachers that provides information, activities, resources, and other helpful links. There’s a **“Home Program”** for families and a **“School Program”** for students and teachers.

**“The Day” is the third Wednesday in April.**

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**visit: [talkwithourkidsaboutmoney.com](http://talkwithourkidsaboutmoney.com) for more**  
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#### **What is the purpose and goal of the program?**

The goal is to focus attention on talking with our kids about money – to help kids be more knowledgeable about money so they can make better and more informed financial decisions in life. Any day is a good day to Talk With Our Kids About Money, and it should be an ongoing conversation. That’s why we are focusing on one day a year – the third Wednesday of April – to bring attention to the importance of talking with our kids about money starting at a young age. There will be “Talk With Our Kids About Money” activities throughout the year and the website supports teacher and family activities at any time.

#### **Who is the target audience for the program?**

There is a School Program and a Home Program. The School Program targets teachers and students. Teachers from all grades and subject areas are encouraged to participate. However, to make things easier for school and classroom management, the program specifically targets students. Teachers are encouraged to teach a lesson on the Day, relevant to their subject area, with a focus on a money topic. The Home Program supports parents and guardians with children of all ages.

#### **How are schools and teachers being supported?**

Sample lesson plans for all subject areas are provided on the website - [talkwithourkidsaboutmoney.com](http://talkwithourkidsaboutmoney.com). Lesson plans are linked to each provinces’ curriculum outcomes and expectations. The suggested lesson plans require little preparation time and are designed to be fun and engaging for students. The website provides online access to additional information, ideas and resources, as well as an opportunity for teachers to post questions if they require further assistance. We encourage teachers to share the ideas and lessons they create with us so that we can share them with others.



#### **How are parents and guardians being supported?**

The Home Program on the Talk With Our Kids About Money website provides parents and guardians with ideas, activities, tools and resources to help them engage their kids in talks and activities about money. The support resources are organized by age range – e.g. ages 5-7, ages 8-10, up to age 18+. There are ideas for activities in the community, day trips that could be taken, games, activities, music, TV shows and movies to watch. Since we recognize that the interaction of a parent/guardian with a child is different than that of a teacher, the ideas and activities aim to make the suggested “talks” and interactions comfortable and a good fit with the parent/child relationship.

#### **What is the cost to participate in the program?**

There is no cost to a teacher, student, parent, guardian or anyone to participate.

#### **Who is providing the funding for the development of the program?**

Scotiabank, who is a big believer in Talk With Our Kids About Money and is dedicated to improving financial literacy in Canada, generously supports the program. CFEE, on behalf of all our partners, extends appreciation to Scotiabank for its support.

#### **Who are the Project Partners?**

Five years ago, the Canadian Foundation for Economic Education started Talk With Our Kids About Money in Canada. To reach and support teachers and families, CFEE works in collaboration with school boards, teacher associations, provincial ministries and departments of education, the Financial Consumer Agency of Canada, the federal government, and other assisting partners who are working to improve financial literacy in Canada. CFEE is planning to take the program global and thus our network of partners will continue to expand.

#### **Is the program available in English and French?**

Yes – all aspects of the program are available in both English and French.

