

**CLICK THE BULLET POINTS BELOW
FOR MORE INFORMATION:**

- *Your Money Matters!* Overview
- 8-page printed student resource + interactive online version
- 33-page teacher guide interactive .pdf
- Mass reach through print ads in various Torstar owned publications

- Email & Direct Mail promotion
- Dedicated web page & online promotion
- Twitter presence
- Presence on Toronto Star ePaper
- French edition
- New Interactive Activities
- Online Activities Digital Amplification Tactics
- Homepage Takeover (Desktop & Mobile)
- Measured Learning Outcomes

Your Money Matters!

Introduction

This year we were able to provide 165,000 youth with a fun and educational financial education tool to help them on their path to becoming more financially confident.

The goal of this initiative was to support financial literacy as defined by the Ministry of Education. See our learning outcomes and assessment page for more information.

The following pages give an overview of the 2018 campaign and results.

YOUR MONEY MATTERS - ENGLISH EDITION

PARTICIPATION BY AREA	QUANTITY
Ontario	125,910
Alberta	9,180
British Columbia	15,090
Nova Scotia/Manitoba/Quebec	3,690
ENGLISH TOTAL	153,870

YOUR MONEY MATTERS - FRENCH EDITION

PARTICIPATION BY AREA	QUANTITY
Ontario	4,920
Alberta	450
British Columbia	750
Quebec	5,460
Nova Scotia	720
FRENCH TOTAL	11,580

YMM GRAND TOTAL

165,450

THANKS TO TD FOR SUPPORTING FINANCIAL EDUCATION IN SCHOOLS ACROSS CANADA!



Your Money Matters!

8-page printed student resource
+ interactive online version

Your Money Matters! is a good start on the road to helping young people become financially confident. Financial literacy is an essential life skill. The hands on activities in this resource are a great starting point or a follow-up to financial literacy lessons, and can enhance learning, making it more memorable and long-lasting.

This resource was available in both print and interactive online format.

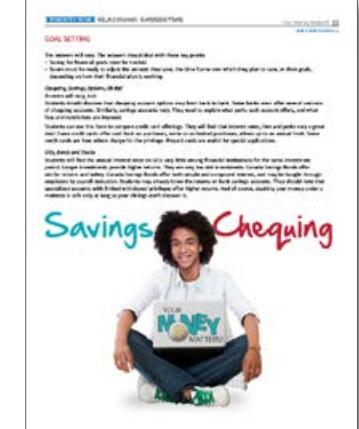
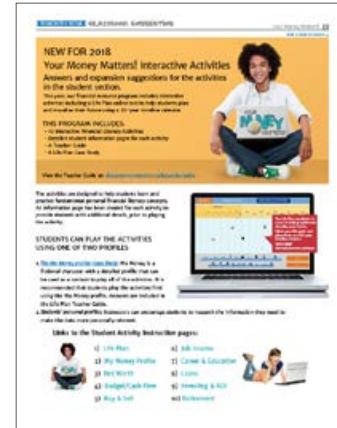
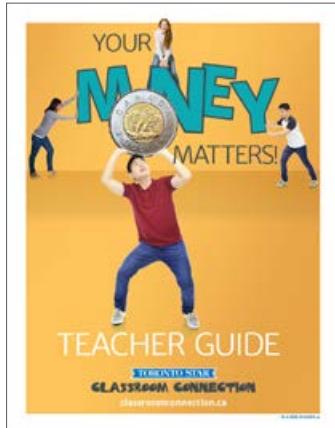
THANKS TO TD FOR SUPPORTING FINANCIAL EDUCATION IN SCHOOLS ACROSS CANADA!



Your Money Matters!

33-page teacher guide interactive .pdf

The Your Money Matters! Teacher Guide supports educators as they introduce the topic of financial literacy to their students. Each section provides the learning goals and additional activities.

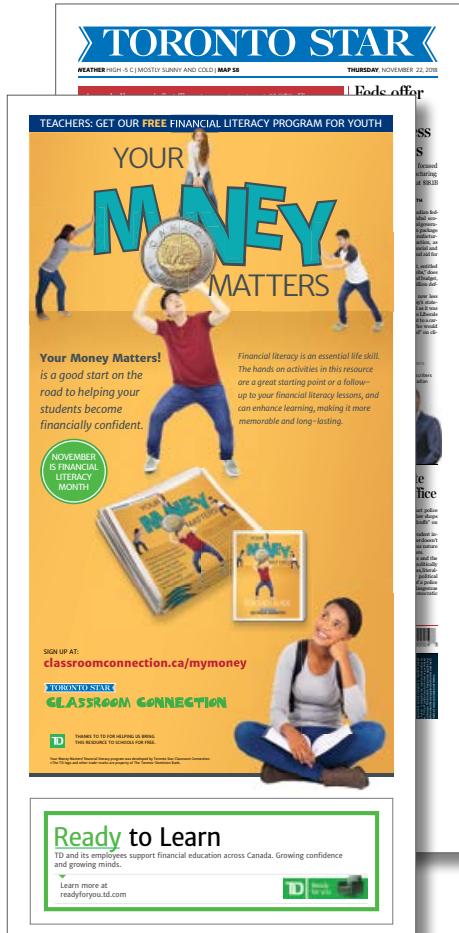


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SCHOOLS ACROSS CANADA



Your Money Matters!

Mass reach through print ads in various Torstar owned publications

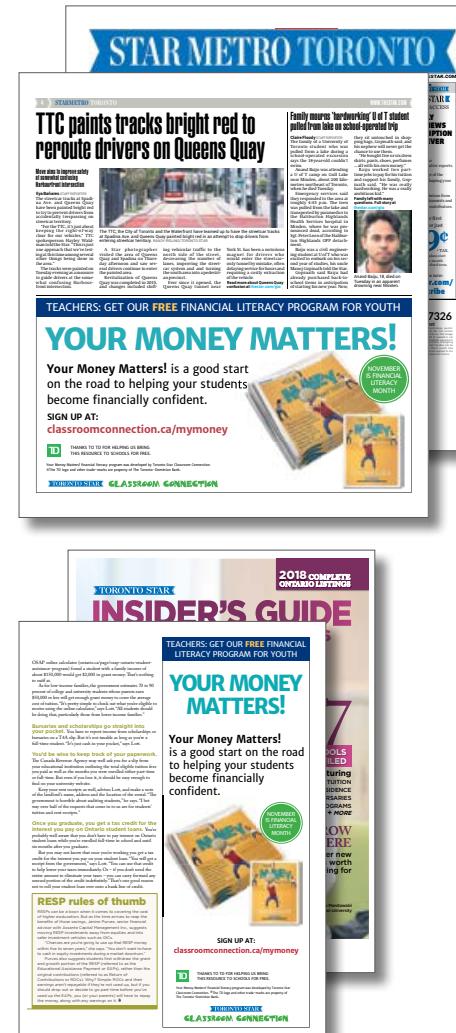


Two full page ads with TD banner.



8 banner ads in the Toronto Star

Promotional ads appeared in the Toronto Star, Star Metro, and other Torstar owned education publications for teachers, parents and teens. This helped create increased awareness of TD's commitment to financial education.



100,000 copies distributed to high schools and targeted GTA HH.

Toronto Star Reach (M-F) = 1.2 Million

This promotion appeared in the Toronto Star, five Star Metro markets across Canada, our Ontario and BC Field Trip Guides and Insider's Guide to Colleges and Universities.



20,000 copies to schools in Ontario

10,000 copies to schools in BC

Sources: Vividata Q2 study (CMA markets)

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Your Money Matters!

Email and direct mail promotion

Email and direct mail promotion to teachers in Ontario, British Columbia, Alberta, Nova Scotia and Québec.

Direct Mail:
8,938



TORONTO STAR CLASSROOM CONNECTION

TEACHERS: Get our **FREE** Financial Literacy Program for Youth.

YOUR MONEY MATTERS!

is a good start on the road to helping your students develop healthy financial habits, and making informed decisions about their money.

AVAILABLE IN FRENCH

Financial literacy is an essential life skill. This resource is designed to help students become more confident about their financial knowledge. The practical lessons and hands on activities are a great starting point or a follow-up to your financial literacy teaching.

This teaching resource includes:

- 30 copies of the Student Section
- 1 PDF Teacher Guide with learning goals and additional lessons
- Access to the Toronto Star ePaper for 3 months

NEW for 2018 – Free access to the digital Life Plan simulation calendar.

SIGN UP AT: classroomconnection.ca/mymoney

THANKS TO TD FOR HELPING US BRING THIS RESOURCE TO SCHOOLS FOR FREE. The Your Money Matters! Financial Literacy program was developed by Toronto Star Classroom Connection. The TD logo and other trademarks are property of The Toronto-Dominion Bank.

TEACHERS: GET OUR FREE FINANCIAL LITERACY PROGRAM FOR YOUTH

YOUR MONEY MATTERS!

NOVEMBER IS FINANCIAL LITERACY MONTH

Your Money Matters! is a good start on the road to helping your students become financially confident.

Financial literacy is an essential life skill. The hands on activities in this resource are a great starting point or a follow-up to your financial literacy lessons, and can enhance learning, making it more memorable and long-lasting.

Your Money Matters! includes:

- 30 copies of the Student Section
- 1 PDF Teacher's Guide with learning goals and additional lessons
- Access to the Toronto Star ePaper for 3 months
- NEW for 2018 - FREE access to the digital Life Plan simulation calendar.

This program is suitable for high school students.

TORONTO STAR CLASSROOM CONNECTION

ORDER NOW

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Eblast
10,000
Educators

THANKS TO TD FOR SUPPORTING FINANCIAL EDUCATION IN SCHOOLS ACROSS CANADA!



Your Money Matters!

Dedicated web page and
online promotion

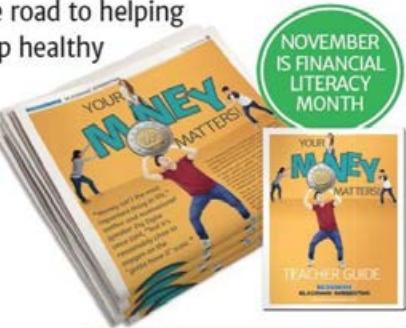
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TORONTO STAR CLASSROOM CONNECTION

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THANKS TO TD FOR HELPING US BRING THIS RESOURCE TO SCHOOLS FOR FREE.



ORDER NOW

Big box ad unit appeared on classroomconnection.ca and teachingkidsnews.com

THANKS TO TD FOR SUPPORTING FINANCIAL EDUCATION IN SCHOOLS ACROSS CANADA!



Your Money Matters!

Twitter presence

This program was promoted through organic tweets @starclassroom.

 **Classroom Connection** @starclassroom · Oct 11
Planning a purchase? Think one coffee at a time thestar.com/sponsored_section... via



Planning a purchase? Think one coffee at a time | The Star
Students learn how to save and more through the Toronto Star Classroom Connections free financial-literacy program, sponsored by TD Bank

 **Classroom Connection** @starclassroom · Sep 25
Teachers: Last Chance to get free copies of our 2018 Your Money Matters! Financial Literacy resource. Available in English and French. classroomconnection.ca/mymoney

TEACHERS: GET OUR FREE FINANCIAL LITERACY PROGRAM FOR YOUTH
Your Money Matters! is a good start on the road to helping your students become financially confident.

 **TORONTO STAR CLASSROOM CONNECTION**
THANKS TO TD FOR HELPING US BRING THIS RESOURCE TO SCHOOLS FOR FREE.



ORDER NOW

Reach: 2,344 followers @starclassroom.
Primarily Educators

 **Classroom Connection** @starclassroom · Aug 29
Teachers: Get FREE copies of our 2018 Financial Literacy program Your Money Matters! New for 2018: Life Plan simulation game. classroomconnection.ca/mymoney

TEACHERS: GET OUR FREE FINANCIAL LITERACY PROGRAM FOR YOUTH
Your Money Matters! is a good start on the road to helping your students become financially confident.

 **TORONTO STAR CLASSROOM CONNECTION**
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ORDER NOW

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Your Money Matters!

Presence on Toronto Star ePaper

Big box ad unit on Toronto Star School ePaper home page – 10,000 user licenses.
Plus, free access to ePaper for all participating schools.

3-month free ePaper access to all participating schools.

TORONTO STAR News in Education

Welcome to Toronto Star Newspapers in Education! With Toronto Star NIE, you can read *Toronto Star* online in its true printed format from anywhere in the world. The *Toronto Star* is enhanced with the latest digital tools, including RSS feeds, social networking, blogging and much more. See the [Quick User Guide](#) below for a list of key features.

MAPPING CANADA'S HOUSING CRISIS

PICTURE GALLERY

TOP STORIES

OFFICIAL

Chabot's hot start softens blow of Karlsson departure for Sens

The Ottawa Senators will they remain, already have had an essential, built-in replacement after trading Erik Karlsson. What almost no one expected for Ottawa, though, is it is the spark of the coal left by the team's captain and star defenceman this quick... [AUSTIN CLIFFORDSON / THE CANADIAN PRESS](#)

Your Money Matters! is a good start on the road to helping your students become financially confident.

TEACHERS: GET OUR FREE FINANCIAL LITERACY PROGRAM FOR YOUTH

TD

THURSDAY, NOVEMBER 22, 2018

PICTURE GALLERY

TOP STORIES

How to ski for less this winter | Page 86
If I may borrow a phrase: Winter is coming. And with that come holidays, family gatherings and vacation time. Ski vacations are certainly popular during the winter months, but they're not always easy to plan. Furthermore, prepping for a ski getaway can vary widely, depending on whether you're a simple professional or...

Savvy shoppers offer their best tips | Page 86
The holiday shopping season is upon us. The cynical, cutthroat sales-purrs and the dedicated, strategic deal-hunters. The shoppers profiled below fall into the latter category. Ahead of the big day, they share their tried-and-trusty tips for finding the best buys and the details of their most memorable Black Friday...

A bittersweet ending | Page 86
As the fury died down over a lengthy settlement in the NHL's long-running concussion lawsuit, Gary Leeman was among the players who were left with a sour taste. Leeman, who scored 21 goals with the Maple Leafs in 1989-90 and won a Stanley Cup with the Canadiens in 1993, is among the 218 former NHLers

THANKS TO TD FOR SUPPORTING FINANCIAL EDUCATION IN SCHOOLS ACROSS CANADA!



Votre Argent Compte

French edition

The *Your Money Matters!* program was translated to French to serve French speaking classrooms across Canada.



ENSEIGNANTS : Recevez notre Programme de littératie financière pour les jeunes **GRATUIT**.

VOTRE ARGENT COMpte!

Votre Argent Compte! est un bon départ pour aider vos élèves à développer de saines habitudes financières et à prendre des décisions financières personnelles éclairées.

INSCRIVEZ-VOUS À : classroomconnection.ca/monargent

MERCI À TD DE NOUS AIDER À FOURNIR GRATUITEMENT CETTE RESSOURCE AUX ÉCOLES.

Le programme de littératie financière Votre Argent Compte! a été développé par le Chainon scolaire du Toronto Star.
Le logo de TD et autres marques de commerce appartiennent à la Banque Toronto-Dominion.

TORONTO STAR CHAINON SCOLAIRE

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Your Money Matters!

New interactive activities

This year, we launched several high-impact initiatives to increase the digital footprint and engagement of the Your Money Matters! financial literacy campaign including a FL based web-app built upon the foundation of experiential learning. This provided students with a highly visual and interactive learning environment with the goal of building on the lessons covered in the Your Money Matters! print resource.

The screenshot shows the homepage of the Your Money Matters! website. At the top, there's a navigation bar with links for HOME, SCHOOL SUBSCRIPTIONS, JOIN, SPONSORSHIP, CONTACT US, and READ TODAY'S E PAPER. Below the navigation is a large yellow banner featuring a young person sitting cross-legged on the floor, holding a laptop that displays the 'YOUR MONEY MATTERS!' logo. The banner text includes 'YOUR MONEY MATTERS!' with a coin icon, 'Financial literacy is an essential life skill.', and 'The Your Money Matters! program was designed to help you become more confident about your financial knowledge.' A call-to-action button says 'TRY OUR NEW INTERACTIVE ACTIVITIES'. At the bottom of the banner, there's small text about TD sponsorship and a copyright notice.

The screenshot shows a promotional section for teachers. It features a video thumbnail showing students interacting with a computer screen displaying a financial literacy game. The text reads 'Teachers: Get free access to the Star ePaper for the next 3 months!' Below the video is a 'FIND OUT MORE' button. At the bottom, there's a 'THANKS TO TD FOR HELPING US BRING THIS RESOURCE TO SCHOOLS FOR FREE.' logo and a small note about the program's development.

The screenshot shows the 'ACTIVITY INSTRUCTIONS' section of the website. It lists ten numbered activities: 1) Life Plan, 2) My Money Profile, 3) Net Worth, 4) Budget & Cash Flow, 5) Buy & Sell, 6) Job Income, 7) Career & Education, 8) Loans, 9) Investing & ROI, and 10) Retirement. Each activity has a brief description. To the right, there's a character named 'Mo Money' jumping in the air, and a 'Mo Money Profile' button. The bottom of the page includes a 'THANKS TO TD FOR HELPING US BRING THIS RESOURCE TO SCHOOLS FOR FREE.' logo and a note about the program's development.

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Your Money Matters!

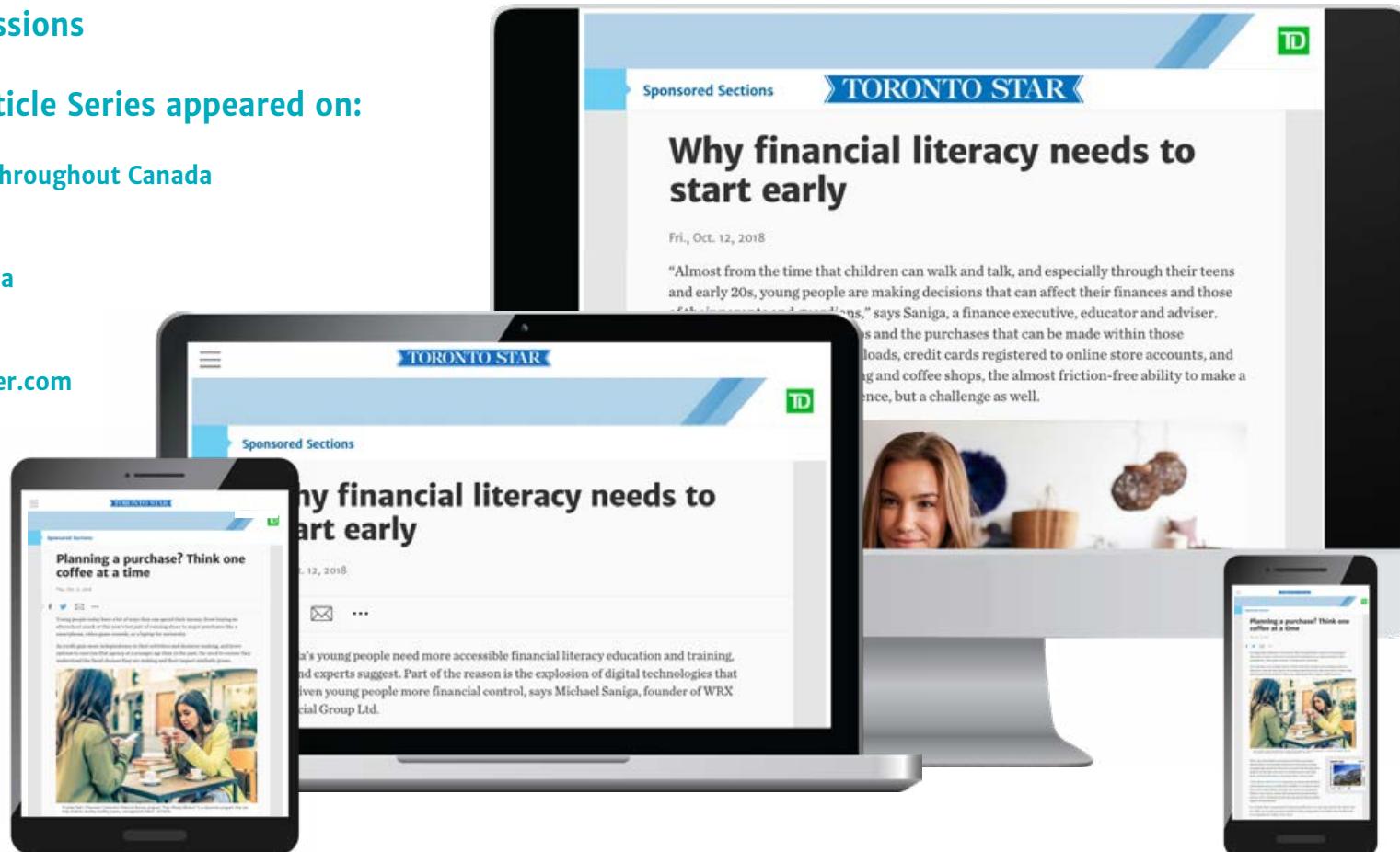
Online Activities Digital Amplification Tactics

In support of financial literacy month, and the online interactive YMM activities, our writers developed two custom content articles focused on financial education, which launched just prior to Financial Literacy Month. The call-to-action in each story encouraged readers to try our Life Plan simulation and additional digital tools at www.classroomconnection.ca/lifeplan.

Est. 2.5MM+ Impressions

Custom Content Article Series appeared on:

- thestar.com
- [5 metronews.ca sites throughout Canada](http://5.metronews.ca)
- thespec.com
- therecord.com
- stcatharinesstandard.ca
- niagarafallsreview.ca
- wellandtribune.ca
- peterboroughexaminer.com



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Your Money Matters!

Homepage Takeover (Desktop & Mobile)

The *Your Money Matters!* dominated the Homepage of thethestar.com, 5 Star Metro sites across Canada, and our suite of Metro Media Group websites within Ontario on the first day of Financial Literacy Month. The campaign promoted the online interactive activities and drove audience to classroomconnection.ca/lifeplan. TD was featured as the exclusive sponsor of this financial education program for youth.



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Your Money Matters!

The goal of this initiative is to support financial literacy as defined by the Ministry of Education.

The following is a partial list of desired learning outcomes for the Your Money Matters! program and will be used as an assessment guide. Students

- Carefully consider their financial choices. This can apply to everyday decisions, like buying groceries to bigger investments, like paying for tuition or buying a car.
- Understand basic money management.
- Develop their own perspectives on financial matters, such as interest rates, mortgage rules or the Canadian or global economy.
- Participate fully in society as knowledgeable, responsible citizens who can confidently make decisions about where and how to invest their money.
- Stay financially stable and healthy throughout life.
- Understand the impact of economic choices on the world they live in.

Learning outcomes and assessment

The following assessment tools will be utilized to gage student learning and teacher satisfaction:

1) STUDENT FINANCIAL AWARENESS COMPETENCY QUIZ

Teachers will be provided with a pre-and-post financial awareness competency quiz online to measure student learning results. The quiz will be framed to assess actual knowledge and competency instead of memorization skills.

2) TEACHER EVALUATION FEEDBACK

Teachers will be asked to complete an online evaluation of the complete program with multiple choice and open-ended responses.

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