

# YOUR

SUPPORTING  
FINANCIAL EDUCATION

# MIND YOUR MONEY

- *Your Money Matters!* Overview
- 8-page printed student resource  
+ online version
- 27 page Teacher Guide (pdf)
- Mass reach through print ads in various  
Torstar owned publications
- Targeted email & direct mail campaign
- Dedicated web page & online promotion
- Free 3-month access to Star ePaper
- French edition
- Custom content article
- Homepage takeover
- Learning outcomes



# MONEY



# MATTERS!

# Your Money Matters!

## Overview

*Your Money Matters!* is a good start on the road to helping young people become financially confident. 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.

Financial literacy is an essential life skill. Thanks to TD for supporting students and educators across Canada by sponsoring our Your Money Matters! financial education resource for another year.

The objective of this resource is to support financial literacy as defined by the Ministry of Education.

The following pages give an overview of the 2022 campaign and results.

### YOUR MONEY MATTERS! EXPOSURE

Toronto Star Print Edition (Readership)	1,297,000*
Torstar Digital Network	8.2M**
Toronto Star ePaper Edition	26,000
Printed student resource distributed to schools	70,000
Printed student resource distributed to 102 Toronto Public Library locations	3,000
Digital edition requests from schools	32,000 (still active)

\*Print Readership Source: Vividata Survey of the Canadian Consumer Spring 2022, Total Adults 18+, read Print (Saturday)

\*\*Digital Source: Comscore Multi-Platform Canada Q1-2022 (January-March 3-month average)



# Your Money Matters!

8-page printed student resource + downloadable online version

This 8-page student section was distributed to 70,000 students across Canada. Over 3,000 copies were distributed to over 100 Toronto Public Library locations throughout the GTA. Approximately 800 educators choose to download the digital edition online.

This resource was available in both print and downloadable online format. Toronto Star print readership: 1,297,000\* (Saturday)

## YOUR MONEY MATTERS!

By the time you're in high school, you may already have had a chance to learn about money. Maybe you've done some budgeting or learned how to save money. But there's still a lot more to learn about money. This resource is here to help you learn more about money. It's a guide to help you understand how money works and how to use it wisely. It's a guide to help you understand how money works and how to use it wisely.

## EARNING

By the time you're in high school, you may already have had a chance to learn about money. Maybe you've done some budgeting or learned how to save money. But there's still a lot more to learn about money. This resource is here to help you learn more about money. It's a guide to help you understand how money works and how to use it wisely. It's a guide to help you understand how money works and how to use it wisely.

## SPENDING

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## SAVING

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## INVESTING

By the time you're in high school, you may already have had a chance to learn about money. Maybe you've done some budgeting or learned how to save money. But there's still a lot more to learn about money. This resource is here to help you learn more about money. It's a guide to help you understand how money works and how to use it wisely. It's a guide to help you understand how money works and how to use it wisely.

## BORROWING

By the time you're in high school, you may already have had a chance to learn about money. Maybe you've done some budgeting or learned how to save money. But there's still a lot more to learn about money. This resource is here to help you learn more about money. It's a guide to help you understand how money works and how to use it wisely. It's a guide to help you understand how money works and how to use it wisely.

## GIVING BACK

By the time you're in high school, you may already have had a chance to learn about money. Maybe you've done some budgeting or learned how to save money. But there's still a lot more to learn about money. This resource is here to help you learn more about money. It's a guide to help you understand how money works and how to use it wisely. It's a guide to help you understand how money works and how to use it wisely.

## FUN AND GAMES

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### WHAT IS FINANCIAL LITERACY?

Financial literacy is the ability to understand and use money wisely. It's the ability to make smart choices about how to spend, save, and invest your money. It's the ability to make smart choices about how to spend, save, and invest your money.

### IN THIS GUIDE

- Why it's important
- How to get started
- What to do next

### GOAL-ORIENTED

Financial literacy is goal-oriented. It's about setting goals for your money and working towards them. It's about setting goals for your money and working towards them.

### ACTIVITY: SETTING FINANCIAL GOALS

Write down your financial goals. What do you want to achieve with your money? What do you want to achieve with your money?

### THREE AWESOME INVESTMENT ACCOUNTS FOR TEENS

There are three types of investment accounts that teens can open. They are: Registered Education Savings Plans (RESPs), Registered Retirement Savings Plans (RRSPs), and Tax-Free Savings Accounts (TFSPs).

### ACTIVITY: STASH THE CASH

Write down your cash stash. How much cash do you have? How much cash do you have?

### ACTIVITY: KNOW HOW TO READ YOUR CREDIT CARD STATEMENT

Read your credit card statement. What does it say? What does it say?

### ACTIVITY: WHAT'S THE COST?

Calculate the cost of your purchases. How much did you spend? How much did you spend?

### ACTIVITY: KNOW YOUR S.L.I.N.G.

Learn about the S.L.I.N.G. (Save, Live, Invest, Now, Give). What does it mean? What does it mean?

\*Print Readership Source: Vividata Survey of the Canadian Consumer Spring 2022, Total Adults 18+, read Print (Saturday)

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





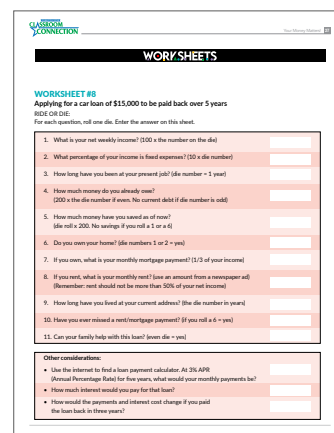
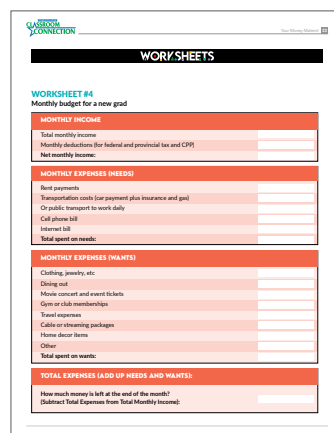
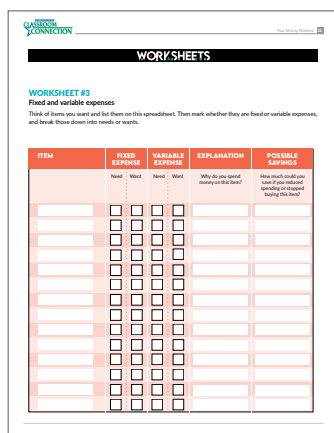
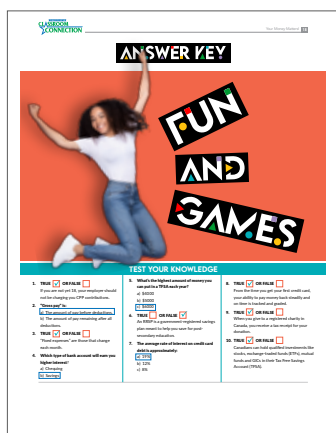
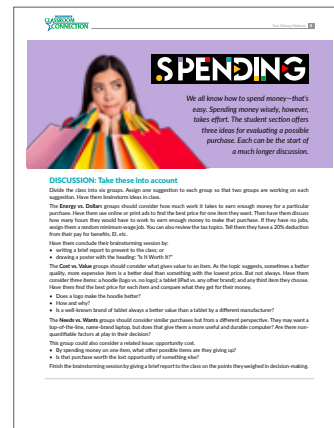
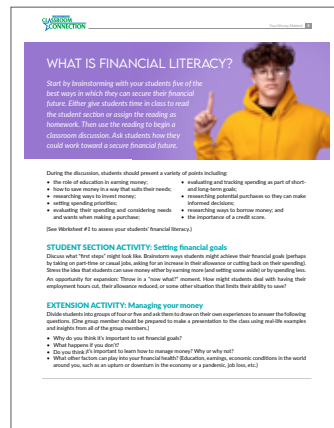
# Your Money Matters!

## 27 page Teacher Guide (pdf)

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



TABLE OF CONTENTS	
Dear Educator	03
What's Financial Literacy?	04
Student Section Activity: Setting financial goals	04
Extension: Managing your money	04
Extension: Paying for a car	05
Discussion: Paying for a car	05
Student Section Activity: What's your goal?	06
Student Section Activity: What's the interest?	06
Answer key	07
Student Section Activity: What's the interest?	07
Spending	08
Discussion: Take these into account	08
Extension: Activity: What's your goal?	09
Extension: Activity: What's your goal?	09
Student Section Activity: What's your goal?	09
Student Section Activity: What's your goal?	09
Spending	10
Discussion: Where to spend your cash	10
Discussion: Where to spend your cash	10
Answer key	11
Spending	12
Discussion: Where to spend your cash	12
Discussion: Where to spend your cash	12
Answer key	13





## Mass reach through print ads in various Torstar owned publications

Promotional ads appeared in the Toronto Star, Four Metroland Community newspapers, and our annual Insider's Guide to Colleges and Universities. This helped create increased awareness of TD's commitment to financial education.

**TORONTO STAR**

WEATHER HIGH 18 C / SUNNY / MAP 430

TUESDAY, OCTOBER 4, 2022

## TEACHERS: GET OUR FREE FINANCIAL LITERACY PROGRAM FOR YOUTH

Financial literacy is an essential life skill.

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

The practical lessons and hands-on activities are designed to help students become more confident about their financial knowledge.

SIGN UP AT:

[classroomconnection.ca/mymoney](http://classroomconnection.ca/mymoney)

THANKS TO TD FOR HELPING CLASSROOM  
RESOURCE TO SCHOOLS FOR FREE.

Your Money Matters! Financial Literacy program was developed by Toronto for Classroom Connection.  
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## Ready to Learn

TD supports financial education across Canada. Growing confidence and growing minds.

Visit [td.com/classroomconnection](http://td.com/classroomconnection)

[illegible][illegible]

*Toronto Star Readership*  
Avg. weekday-673,000,  
Saturday-1,297,000,  
Sunday-999,000

Metroland Community  
News Readership  
(Mississauga News,  
Brampton Guardian,  
Niagara This Week,  
Scarborough Mirror)

Two full page ads with TD banner.

8 banner ads in the Toronto Star

\*Readership Source: Vividata Fall 2021 Survey, Total Adults 18+, read Weekday Avg. Saturday and Sunday Print.

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



# Your Money Matters!

Email and direct mail promotion

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

CLASSROOM CONNECTION  
NOVEMBER IS FINANCIAL LITERACY MONTH IN CANADA

TEACHERS: GET OUR FREE FINANCIAL LITERACY PROGRAM FOR YOUTH

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This teaching resource includes:

- 30 copies of an 8-page student guide
- Teacher Guide with learning goals and additional lessons (downloadable pdf)
- Complimentary access to the Toronto Star ePaper for 3 months


This program is suitable for high school students. Available in French.

Learn more at: [classroomconnection.ca/mymoney](http://classroomconnection.ca/mymoney)

THANKS TO TD FOR HELPING US BRING  
Your Money Matters! Financial Literacy program was developed by Toronto Star Classroom Connection.  
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Direct Mail:  
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CLASSROOM CONNECTION  
NOVEMBER IS FINANCIAL LITERACY MONTH IN CANADA



TEACHERS: GET OUR FREE FINANCIAL LITERACY PROGRAM FOR YOUTH

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LEARN MORE

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Eblast:  
9,000 Educators

# Your Money Matters!

Dedicated web page and online promotion



classroomconnection.ca/mymoney



classroomconnection.ca/mymoney



Leaderboard ad unit appeared on classroomconnection.ca.

Classroom Connection @starclassroom · Sep 13  
Teachers: Get free copies of our 2022 Your Money Matters! financial literacy resource for high school students. #financialliteracy  
classroomconnection.ca/mymoney.html



Reach: 2,344 followers @starclassroom.  
Primarily Educators



Big box ad unit appeared on  
classroomconnection.ca.




# Your Money Matters!

## Presence on Toronto Star ePaper

All participating schools received free access to the Toronto Star ePaper edition for 3 months.

**Teachers: Get free access to the Star ePaper for the next 3 months!**



As part of our Financial Literacy program, schools across Canada have free access to the Toronto Star ePaper for the next 3 months!

**FIND OUT MORE**

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

Your Money Matters! financial literacy program was developed by Toronto Star Classroom Connection. \*The TD logo and other trade-marks are property of The Toronto-Dominion Bank.

3-month free ePaper access to all participating schools.





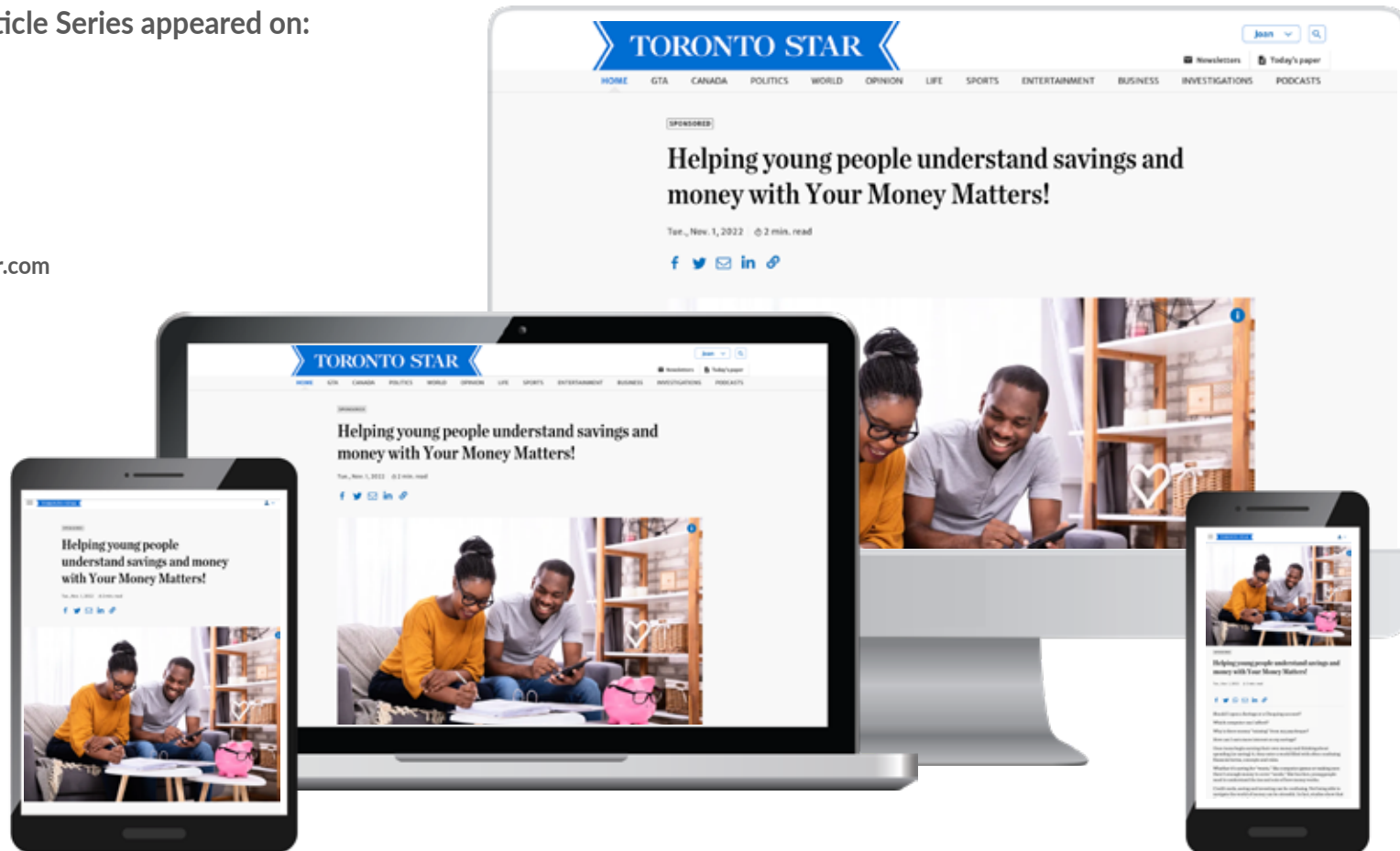
# Your Money Matters!

## Custom content article

In support of financial literacy month, our writers developed a custom content article focused on financial education, which launched just prior to Financial Literacy Month. The call-to-action in each story encourages readers to access our digital edition of Your Money Matters! on [classroomconnection.ca/mymoney](https://classroomconnection.ca/mymoney).

### Custom Content Article Series appeared on:

- thestar.com
- thespec.com
- therecord.com
- stcatharinesstandard.ca
- niagarafallsreview.ca
- wellandtribune.ca
- peterboroughe Examiner.com





# Your Money Matters!

## Homepage Takeover (Desktop & Mobile)

The *Your Money Matters!* promotion dominated the Homepage of the thestar.com, and our 6 regional daily sites on the first day of Financial Literacy Month. TD was featured as the exclusive sponsor of this financial education program in all online promotions.

## TORSTAR DIGITAL NETWORK

Avg Monthly Unique Visitors

10,750,000

Avg Monthly Page Views

56,658,000



Digital Source: Comscore Multi-Platform Canada Q1-2022 (January-March 3-month average); Social followers as of August 15, 2022 – rounded to nearest 10 (Facebook, Instagram, Twitter, TikTok, Pinterest, Youtube, LinkedIn).

# Your Money Matters!

## Measured Learning Outcomes

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

### 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.

