



It's a Money Thing

A financial literacy program

Educating, Preparing & Inspiring today's Youth.

Let's Talk Financial Literacy



Financial literacy involves the understanding of basic financial concepts and the ability to use that information to make wise personal and financial decisions. Being financially literate helps us to effectively manage a budget, choose the right financial products and prepare for life events, including buying a house or retirement.

Financial literacy isn't a skill just for adults; it is a skill that all youth must also have. You are never too young to start to understand the principles of good money management. Understanding how to build a budget, plan for the future, and how to balance a bank account are skills that we must instill in our children each day. Developing the awareness, skills, and confidence in making financial decisions is critical in establishing life-long positive behaviors.

What is It's a Money Thing?

Who said financial education has to be all serious and boring? We are inviting young adults to join our main character Jen on her journey to understand everything there is to know about money. And we are doing it in a way that entertains while educating—this is the key to It's a Money Thing's success. The financial concepts presented are sophisticated, while the simple animated approach perfectly appeals to young adults.

Using animation allows us to explain complex topics simply and in a memorable way while leaving a smile on your face.

It's a Money Thing is a full library of effective financial education content designed to engage and teach young adults. This program takes financial topics and

products and breaks them down into understandable terms and uses. Through animated videos, worksheets and activities the It's a Money Thing program demystifies financial wellness and adds a little humor and fun to discussing financial topics for all facets of life.

It's a Money Thing can be tailored to any age group starting at the age of 14 to help students develop money management skills and habits that they can take through their lives.

All content within this program is not promoting any products specific to Cornerstone Credit Union or any financial institution.



Where do you fit in?

Cornerstone Credit Union would love to bring the It's a Money Thing program to high schools in Saskatchewan. We will work with you to provide the presentation(s) you want and to fulfill the need of financial literacy in your classroom. We can cover several topics in one visit, or we can visit several times presenting one topic per visit, how we are incorporated into your classroom is completely up to you!

We will provide energetic, fun facilitators who will discuss the topics of your choice. Our facilitators will provide visuals, worksheets and a fun interactive Jeopardy game that covers all the topics you have selected.

It's a Money Thing Academy

Part of the It's a Money Thing program includes full access to the It's a Money Thing Academy. This Online platform allows students to have the opportunity to navigate through all of the curriculum on their own. They can complete chapters, worksheets, watch videos all on their own time to whichever topic sparks their interest.

Topics to choose from

Chequing
Accounts



Budgeting



Living on
Your Own



Identity Theft



Investing



Loans &
Lending



Credit Scores



Student Loans



Buying a
Used Car



Buying
a Home



and so many more!

Visuals

The entire It's a Money Thing program is bright, inviting and very simple to read. Each topic comes with a variety of different visuals to help students learn the best way that works for them.



What is the cost?

This is the best part.... It's FREE! Yes, you read that right! Cornerstone Credit Union is committed to educating the youth in our communities on financial literacy. We say we care, and mean it. We believe that financial wellness is important at every age, and we are committed to helping our leaders of tomorrow be the best they can be.

Staying Connected

We all know social media is part of our every day lives. This program has been developed for students to stay connected to It's a Money Thing through Facebook, Vimeo, Twitter and Pinterest. We encourage students to share with us and one another what they have learned in each topic and how they can apply their learnings to every day life.



Want to find out more?

Cornerstone Credit Union would love the opportunity to come to your school and walk you through the It's a Money Thing program and present you with examples of the various platforms of teaching available to you.

If you are interested, or simply want to find out more please contact our Marketing team at 1.855.875.2255 or by email at marketing@cornerstonecu.com.

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