

CANADIAN FINANCIAL
EDUCATION CHALLENGE

MY MONEY MY FUTURE

ATTENTION ALL HIGH SCHOOL STUDENTS

AN OPPORTUNITY TO WIN \$10,000!!

THE MY MONEY, MY FUTURE: CANADIAN FINANCIAL EDUCATION CHALLENGE

The Canadian Foundation for Economic Education (CFEE) – a not-for-profit, non-partisan, charitable organization – is partnering with CIBC to challenge youth across Canada **to create new tools and resources** to help young Canadians improve their financial knowledge, skills and capability. **We are reaching out to high school age students aged 14-18 in all subject areas, to apply their creativity, skills, and passion to develop a new learning resource to help us teach important financial knowledge and skills to youth.**

WHAT'S THE CHALLENGE?

We challenge you to be creative, and to draw upon your talents, skills, and passion to create a new resource that could be **used to teach other youth about money and how to achieve a healthy financial life and future.** It can be in either English or French. The resource can be a video, a podcast, a play, a booklet, a PowerPoint presentation, an animated PowerPoint presentation, a whiteboard animation, a song, a piece of art, an ad, a poem, a website, a video game, an animation or.... Get creative!

HOW DO YOU ENTER THE CHALLENGE?

Ask your teacher to register your class on the program's web page by February 15, 2021 so you can enter. Any student in a registered class can participate – either individually or in teams up to four.

HOW ARE THE NEW RESOURCES JUDGED?

First Round of Judging:

The first judging will be done by your teacher. He or she will select the best project to submit for the Regional round of judging. Your teacher can also select and submit up to three Honourable Mentions. Your teacher will submit their selected classroom submissions on the MMMF program website. Submissions will include a short video of the student(s) describing their project. Teachers can set their own evaluation criteria. Student projects should be completed and reviewed by their teachers before April 16, 2021 which is the deadline for teachers to submit the selected submissions from their class.

Regional Round:

Regional panels of judges will then evaluate the best projects submitted by teachers, as well as any independent projects submitted directly by youth. [N.B. Information on Independent Registration will be on the MMMF website]. Judges will select the best from each region of Canada for participation in the National Showcase. Regional Judging Panels will make their decisions by May 14th, 2021.

Regions include:

West (British Columbia, Alberta, Saskatchewan, and Manitoba), Ontario, Quebec, Atlantic Canada, and the North.

National Showcase Challenge:

Regional winners will then make a live virtual 5-7 minute presentation providing background on their project. The presentation will cover topics such as: origin of their idea, learning objective and what will be taught, why this topic is important for youth, what plans do they have for the idea, etc. Students will present to an eminent national panel of judges including senior officials from government, education and business, as well as representatives from youth groups, and the NGO community. The virtual National Showcase Challenge will be open for viewing to all Canadians. The National Showcase Challenge will take place toward the end of May, or beginning of June, 2021. Date to be confirmed.

WHAT ARE THE JUDGING CRITERIA?

Submissions will be evaluated by the Regional and National judging panels on the basis of the **PROFILE** criteria:

- P** ractical: Is it feasible to implement? Is it easy to use? Can it be scaled up for use by many youth?
- R** elevant: Is the topic and content relevant to youth and what youth care about?
- O** riginal: Is it creative and new – and represents a new way of teaching a topic or skill?
- F** inancial Content: Is the financial information and content accurate and applicable to youth?
- I** mpact Potential: Is it going to appeal to youth and engage their interest – and have impact on the financial knowledge/skills of youth?
- L** earning Potential: Is there good potential for youth learning financial knowledge/skills?
- E** xceptional: Does it stand out? Overall impact it has on the judges?

WHAT ARE THE PRIZES?

Prizes for the National Challenge are:

- 1st Prize:** **\$10,000** towards future education or training – either to winning individual or shared equally among team members
- 2nd Prize:** **\$5,000** towards future education or training – either to 2nd place individual or shared equally among team members
- 3rd Prize:** **\$2,500** towards future education or training – either to 3rd place individual or shared equally among team members

Winners will be announced by the end of the day of the National Showcase and via a Media Release the week following the Showcase.

WHAT HAPPENS TO ALL THE RESOURCES SUBMITTED?

The best creations (winners and honourable mentions) will be posted on a new VIRTUAL FINANCIAL LEARNING YOUTH CENTRE website for use by teachers, parents, and youth to learn about money, develop financial skills, and be better able to build a happy, healthy, financial future.

WHAT ELSE DO WE NEED TO KNOW?

- All entries must be the students or teams' original work. While we recognize that existing sources will be used for inspiration and research, CFEE reserves the right to disqualify an entry at any time if there is evidence of plagiarism, copyright infringement, etc.
- Entries must be submitted in one of Canada's two official languages - English or French
- CFEE, supported by CIBC, promises to run this competition fairly, ethically, and with integrity
- All judging decisions are final
- Winners will be required to verify their eligibility by completing an Affidavit of Eligibility/Liability Release, and where lawful, a Public Release during the award claim process

For more information please contact:

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