

CANADIAN FINANCIAL
EDUCATION CHALLENGE

MY MONEY MY FUTURE

ATTENTION ALL TEACHERS

WHAT IS 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, 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 ARE WE ASKING STUDENTS TO DO?

We challenge youth to be creative, and to draw upon their 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.

HOW DO TEACHERS GET INVOLVED?

Teachers can assign the challenge as a class project or independent study. It would be a great project for those students attending class virtually. Or, you can simply let students know about it and encourage creativity. Teachers who want their students

to participate will go to the program's web page and click on "Register My Class" and provide the information requested. Students can participate either as individuals or teams of up to four. Teachers are asked to register their classes by February 15th, 2021.

High school students who learn about the Challenge directly or through their community group and want to participate will ask you to register your class so they can enter the challenge.

HOW ARE THE RESOURCES JUDGED?

First Round:

Teachers will submit their classroom submissions on the program website. Submissions will include a short video describing the project. If there are multiple entries in a classroom, teachers will submit the top project from their classroom and up to three "Honourable Mentions" on the program website. 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 submissions from their class.

Regional Round:

Regional panels of judges will evaluate the best projects submitted by teachers, as well as any independent projects, selecting the best from each region 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:

Regional winners will make a live virtual 5-7 minute presentation providing background on their creation – origin of their idea, learning objective, why this is important for youth, what plans do they have for their idea, etc. They 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.

HOW WILL THE RESOURCES BE JUDGED?

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 of youth (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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