

# *ABC Life Literacy Canada, Money Matters & Volunteer Engagement*

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# About *Money Matters*

- A free program
- financial literacy program for low literacy adult learners
- in-class, 8-hour workshop delivered by TD Bank Group Volunteer-Tutors introducing learners to the fundamentals of personal finance
- delivered in every province and territory across Canada
- 4000+ Learners, 400+ volunteers, 150+ locations
- Objective: To start the conversation on financial literacy, to increase confidence and reduce anxiety in talking about money by bring banking to our learners in a safe space

**New Program Modules Coming!**

# Why Volunteers are Engaged

- Subject matter experts in the classroom
  - Capacity building for learning centres
- Demystify bankers and financial institutions
- Engage TD Bank Group employees in the classroom
  - 2012 Social Return on Investment (SROI) results for volunteers: \$0.40 value (of \$2.12 for all participants)
  - Leads to increase in organizational engagement



# Lessons Learned & Challenges

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It all went perfectly until...

# Lesson Learned

- Training is critical: The Money Matters Training Story
- Recruitment models: What is working and areas of improvement
- Talking Money: Breaking down the barriers
- Tips and tricks: more important than you think
- Volunteer Engagement is a skill!
  - Resources:
    - Volunteer Canada: The Canadian Code for Volunteer Engagement
    - Volunteer Toronto: Services for Organizations



# Challenges

- What's in it for me? What volunteers are looking for:
  - Skill building
  - Community connection
  - Employment research and practice
- Recruitment: Where are my volunteers?
- Sensitivity & Awareness: Volunteering on the ground



# Impact of Money Matters

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Does volunteer engagement *Align for Impact?*

# Impact and Growth



- 2012 SROI: \$2.12 per \$1 invested for learners, volunteers and TD Bank Group

## The Volunteer Experience

- 97% would deliver again
- 30% volunteered with program more than once
- 61% believed they developed new skills
- 76% felt they made a difference in the lives of their learners

**Work with ABC & Money Matters!**



# Contact

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