

ACADEMIC INSTITUTION	University of Windsor	PROJECT NAME	The Liberty Project
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NEED AND AUDIENCE

- *What need does this project address? (This is the place to explain why you decided to run this project)*
- *What audience(s) did you target and why?*

The Liberty Project is a social enterprise which aims to support women who have experienced substance abuse, human trafficking, and addiction by providing them with the skills to develop healthy family relationships, employment opportunities and financial freedom.

ACTION TAKEN

- *What activities did you undertake? (What did you do?)*
- *What partners did you work with?*
- *This is a great place to provide more info on ownership, if needed.*

We developed a 3-step financial literacy curriculum providing them with the knowledge and skills necessary to independently control their finances. The first step introduces financial fundamentals like creating chequing and savings accounts, TFSA, RRSPs and Mortgages. The second step is money management. By using real life examples on proper budgeting and expense recording, women like Erika, are learning how to effectively manage their spending. In this section we implement a saving method called “The Envelope System”, where every month they put money into separate envelopes for necessities like rent, food, and bills. The final step of the curriculum is financial goal setting, where we help our clients set goals such as eliminating debt, buying a home, or paying for a child’s tuition, so that they may become financially stable. During our program, we help these women integrate into the workforce by providing them with transitional employment, where they learn how to sew and create reusable face masks. To date, we have produced nearly 300 masks.

IMPACT

- By producing and donating reusable face masks, 18000 waste products were diverted from our landfills.
- 75% of Liberty graduates found permanent employment.

STANDARD METRICS			
(These metrics are related only to the project presented and represent work done since March 1, 2021)			
Number of people educated on financial literacy	8	Number of people whose net worth has increased through increased savings or reduced debt	8
Of the total number of people educated on financial literacy, how many were small business owners?	0	Dollar value of change in net worth in CAD \$	2000

PROJECT START DATE	September 01, 2017	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	YES
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