

# CWB Financial Education Challenge

## Challenge Report



<b>ACADEMIC INSTITUTION</b>	University of Toronto, Mississauga
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<b>PROJECT NAME</b>	Financial Literacy (Better Tomorrow) - Investing 101
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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 project addresses the need for the financial education of youth and students. There is a gap in financial education in high school and post-secondary organizations. The targeted audience, which is university students, stated that they feel like they lack basic financial knowledge such as creating a budget, diversifying their income, and strengthening their credit score. Enactus UTM decided to run the Financial Literacy - Investing 101 project to provide students with an opportunity to learn about financial literacy but also to apply their financial knowledge in a practical and risk-free way.*

### ACTION TAKEN

The Financial Literacy - Investing 101 project has two pillars:

1. An online webinar with Malou Jungles on how to start a basic investment and savings portfolio.
2. A Market Stimulation game on Marketwatch that provides students with an opportunity to start their own theoretical investment portfolio with real-time, risk-free stock market data.

Partnered with Malou Jungles: After obtaining her bachelor's degree in economics at the University of Strasbourg, she continued on to complete diplomas in finance at Harvard University and the University of Pennsylvania's Wharton Business School.

### IMPACT

*Number of people who joined the webinar: 14*

*Number of people who participated in the simulation: 8*

### 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	14	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?	6	Dollar value of change in net worth in CAD \$	n/a
<b>PROJECT START DATE</b>	October 2021	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes