

<b>ACADEMIC INSTITUTION</b>	University of Toronto - St George	<b>PROJECT NAME</b>	Catapult
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**NEED AND AUDIENCE**

- Need:
  - **1 in 6 Canadians say their monthly spending exceeds their income, while 1 in 4 say they borrow to buy food or pay for daily expenses.** This is **amplified in marginalized communities** since it's harder for them to access these resources and they are the ones who would be using financial literacy skills everyday. **Our goal is to educate marginalized communities to help them become financially independent.** Since its creation, we have targeted different marginalized groups who we believe are in need of Catapult's services.
- Audience:
  - This year, we targeted **women, youth** and **LGBT+** because we identified them as communities that often lack adequate access to financial literacy education.
  - Provided financial literacy workshops to marginalized communities - services exceptionally crucial during these difficult times. This year, we **partnered with 10 non-profit organizations** in the GTA such as Skills for Change, Covenant House, and Sakeenah Homes

**ACTION TAKEN**

- Catapult: Delivered virtual, customized, interactive financial literacy workshops to marginalized communities in the Greater Toronto Area (GTA).
  - To measure continuous impact, we kept track of which participants have previously participated in our workshops before and Hosted workshop series with organizations to measure long-term improvement in financial literacy of the participants
- Catalyst: Produced educational video modules on YouTube to help expand our outreach and act as review material for our workshop participants with 2 additional videos currently in development
- Associates Training:
  - Completed the **McGill Desautels Personal Finance Essentials** course to strengthen knowledge on financial literacy topics

**IMPACT**

- 121 people directly impacted
- 3000+ people indirectly impacted
- 31 workshops this year, so far.
- Partnerships with 10 organizations

**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	121	Number of people whose net worth has increased through increased savings or reduced debt	
Of the total number of people educated on financial literacy, how many were small business owners?		Dollar value of change in net worth in CAD \$	

<b>PROJECT START DATE</b>	May 2021	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes
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