



Hello! My name is...

fly

An Invitation To FLY

In 2007, corporations from the finance community in Canada donated more than \$197 million to various charitable causes. As consumers, we are extremely fortunate to live in a society where corporations are stepping in to help provide services that our government has been unable to provide. As well, companies have integrated Corporate Social Responsibility as a way of doing business such that when the market fails to provide a service in need, funding can still be found. Education on financial literacy is one such service.

The student leaders of the Richmond School District came together last year and voiced that they want more education on personal financial management. In response to this concern, Financial Literacy for Youth (FLY) was started. FLY consists of a group of university students and graduates who have gained the support of 15 Grade 10 students and 12 Richmond high school teachers in the development of a six-lesson curriculum. The goal is to produce a curriculum that will be what students find engaging and what teachers enjoy teaching. With such enthusiastic grass-root support, we are on our way to impacting the lives of approximately 500 students in the Richmond community in the next school year.

However, we are still missing one critical element— institutional support. We need your support to help make our goal of improving Financial Literacy a reality. As a starting non-profit within Richmond, we have kept our operating cost to a minimum without forgoing any impact we can make on a student. For only \$6 per student, we will be able to bring the new curriculum to high school classrooms, present to the student leaders of the Richmond Student Leadership Conference in November and host a one-day Financial Literacy Conference. For \$6 per student, we can help students build a foundation of financial skills and knowledge.

We hope that you will believe in our cause and make an investment in our students. We sincerely hope to develop a strategic partnership with you. Together, we can make a difference in our community.

Yours Truly,

Financial Literacy for Youth Team

www.financeforyouth.ca

fly

“I would like to personally invite you to join our Financial Literacy for Youth team as a Corporate Partner.”

Who is Financial Literacy for Youth?

FLY consists of 12 university students and graduates, 3 Board members, 12 high school teachers and 15 grade 10 students who are inspired to improve financial literacy in high school classrooms. Our team is passionate about making a difference in the lives of students.

In the coming year our plan is:

- To implement our six lesson unit on personal finance across Richmond secondary schools.
- To host a one day conference on “Managing Your Finances Beyond High School” in March/April 2009 for grade 12 students.

Our Mission “To promote financial literacy in high schools by stimulating students’ interest in financial literacy and encouraging personal financial responsibility.”

— *Financial Literacy for Youth Team*



FLY

Give a small contribution today, make a big impact tomorrow!

	marketing			curriculum			conference		
	logo (main website page)	logo (website sponsor page)	press releases & newsletters to our stakeholders	logo (front page)	logo (credits page)	banner display	day passes	delegates gift bag	present a workshop
Blue Chip \$1000	●	●	●	●	●	●	●	●	●
Small Cap \$500		●			●	●	●	●	
IPO \$300		●			●			●	

Why support FLY? We sincerely believe that supporting FLY is a good way for you to give back to our community. Here are our reasons:

- Partnering with FLY is a great way to display your Corporate Social Responsibility to the city of Richmond. FLY is locally based and your support will directly impact students closest to you.
- By supporting FLY, your employees can feel the reward of giving back by volunteering at our conference and teaching first-hand the importance of financial literacy.

We sincerely invite you to join us as our Corporate Partner! Please contact us to discuss how we can work together to build a mutually beneficial relationship.

Our Approach. Our method of curriculum development is to begin at the grass-root level. We believe in working with students and teachers to develop teaching materials that are interesting and relevant. Teachers will review and pilot our lessons in their Planning 10 course.



“ There is more to Financial Literacy for Youth than just counting pennies. We discover an educated future in finance in which we, young adults are counting on. Financial Literacy for Youth has provided me with a learning experience of no comparison in facilitating my outlook about financial management. ”

— Jeffrey So (*Grade 10, Steveston-London Secondary School*)

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