

Financial Literacy

Financial literacy is a critical life skill. It's the foundation to navigating the financial world; having the tools, knowledge, confidence, and resources enabling you to make smart, responsible decisions with your money. We're actively educating and bringing awareness to financial literacy within our communities and do so through a variety of programs, initiatives, and tools.

Financial Literacy Partnerships

In 2020, 13 of our Community Investment Program partnerships included a financial literacy program or a Conexus employee facilitated presentation. A few of our partners included:

- Saskatchewan WHL and SJHL hockey teams
- Food banks across Saskatchewan
- Saskatchewan Roughriders
- Prince Albert Literacy Network
- Allan Blakeney Adult Campus
- READ Saskatoon
- Humboldt Community Soup Kitchen



Each One Teach One

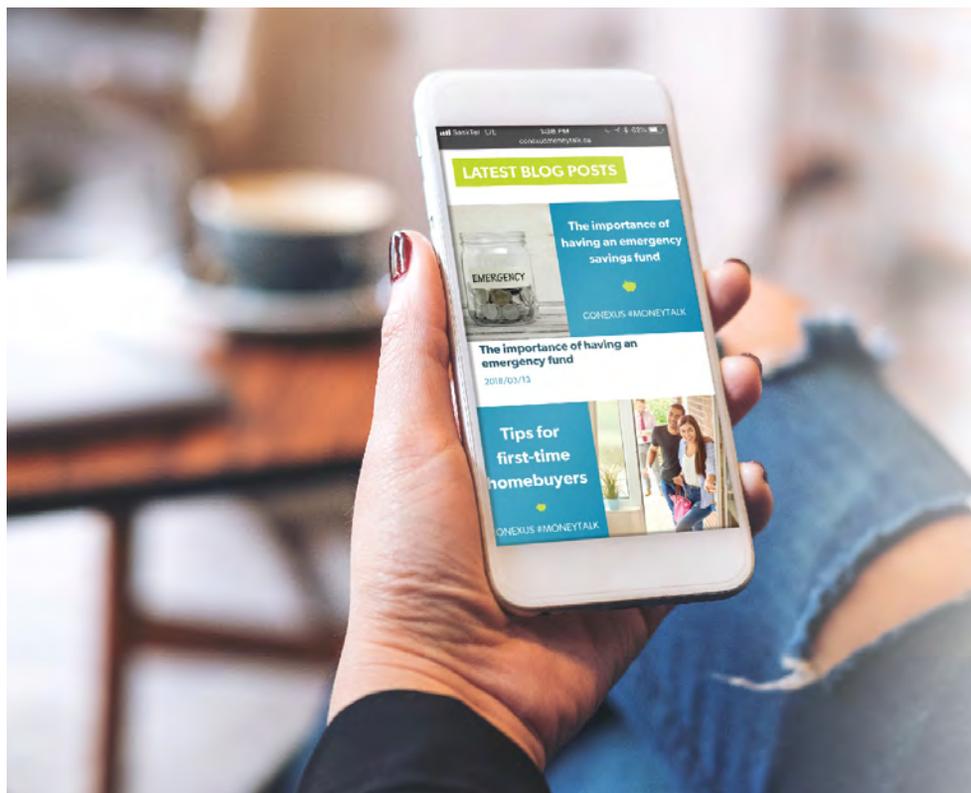
Each One Teach One (EOTO) is a national program led by the Canadian Credit Union Association (CCUA) that trains and certifies credit union employees across Canada to teach financial literacy workshops in local communities using basic and plain language.

In 2020, we have a total of 47 Conexus employees certified as EOTO trainers. Due to COVID-19, all presentations were delivered virtually.

Innovative Tools and Resources

Our goal is to provide meaningful advice to help our members improve their overall financial well-being. Two ways we do this is through our Conexus #MONEYTALK blog and What Connects Us podcast.

Launched in 2017, Conexus #MONEYTALK shares expert advice, practical help, and solutions on topics related to money including budgeting, investing, retirement, and more. Over 90 blogs have been shared to date and can be found at www.conexusmoneytalk.ca.



Money is the gatekeeper to so many of our dreams and the fuel for so many of our fears. We're connected by this underlying thread of money, yet we don't directly address it. The What Connects Us podcast, launched in 2020, changes this and is our first podcast that sparks human connection through authentic conversation, personal stories, and a hint of financial literacy. In 2020, we shared six stories showcasing the experiences of local people and had over 3,000 listeners from across the province, and even a few international listeners. You can find What Connects Us on all major music streaming platforms including Spotify, Apple Podcasts, and Anchor.