

HELPING IMPROVE FINANCIAL LITERACY IN SASKATCHEWAN

CELEBRATING FINANCIAL LITERACY MONTH

What's one thing you know now about money that you wish you knew sooner? For many, the terms financial management, savings and budgeting come to mind.

November is Financial Literacy Month and Conexus is celebrating by helping you improve your financial knowledge and teaching you all the things you wished you had known sooner.

Financial literacy is something Conexus is passionate about and has been promoting throughout the community for many years. It supports a range of programs and partnerships focused around financial literacy and basic human needs with various organizations across Saskatchewan including the WHL. Through this partnership, players from different WHL teams deliver financial literacy programs across the province offering students advice on how to handle money, the importance of saving and setting goals.

“Financial literacy is a critical life skill, helping you to feel confident and make smart, responsible decisions with your money,” said Joel Graham, Financial Wellness Manager, Conexus Credit Union. “At Conexus, it’s about improving the financial well-being of our members and our communities and these partnerships are just one way we’re doing so.”

Our habits and attitudes towards money affect how we behave, making it increasingly important to create awareness about financial literacy. Earlier this year, an [IPSOS survey](#) revealed 43% of Canadians said money caused them the most stress. Sixty-six percent said they have financial habits they'd like to change.

AT A GLANCE:

- November is Financial Literacy Month.
- Financial literacy is a critical life skill, helping you to feel confident and make smart, responsible decisions about your money.
- Conexus is promoting a series of financial literacy initiatives throughout November, encouraging its members and the public to take control of their finances and break the stigma around talking about money.

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Of respondents from Saskatchewan, when asked about budgeting, 40% said they've never created or used a budget – ranking the province highest amongst other provinces and well above the national average of 29%.

“These stats show us there is a need for financial literacy here in Saskatchewan and across Canada,” said Graham. “For us, it’s not about selling a product but instead helping our members achieve their financial best. If we can provide just one tip or piece of advice to a member that helps them improve their overall financial well-being, for us that’s a win. It’s time to talk about finances and we want people to realize it’s okay.”

Conexus will be promoting a series of financial literacy initiatives throughout November to celebrate Financial Literacy Month encouraging its members and the public to take control of their finances and break the stigma around talking about money. To get involved:

- Follow Conexus’ social channels for tips and advice on taking control of your finances.
- Take the Conexus ‘How Fin-Lit Are You’ Challenge at www.conexusmoneytalk.ca/finlit to see how your financial literacy knowledge stacks up to others. You’ll also be entered to win \$185.
- Register to attend The FOMO Effect – A Panel Discussion on November 22 discussing the pressures social media has on our financial wellness. Event details and registration can be found at <https://www.eventbrite.ca/o/conexus-credit-union-18092264493>

For other great financial tips and advice, visit www.conexusmoneytalk.ca/blog.

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