

The Future is Financed: The Path To Financial Confidence

Financial confidence is all about feeling empowered to manage your money, make smart decisions, and plan for a bright future. It's knowing you've got the skills to budget, save, and invest without the stress. With financial confidence, you're in control, turning your dreams into reality and securing your financial freedom.

Strategies for Financial Success

Set Saving Goals



Determine the financial goals you want to achieve, such as an emergency fund, vacation, or long-term investment. Setting this goal will give you the motivation to save money.

Automate Savings



Set up a separate savings account or automatic savings program to move a portion of your income directly into each month. This helps set aside money for emergencies.

Investing Wisely: Rule of 72



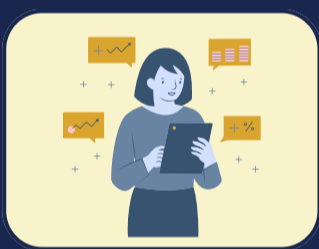
Just divide 72 by your investment's interest rate. This simple trick boosts your financial confidence by allowing you to utilize the power of compounding.

Tools and Outlets



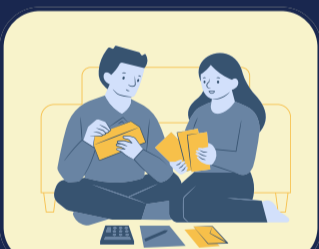
Budgeting App: YNAB

YNAB has been around for two decades. It's a time-tested and reliable app for those who prefer a hands-on approach and greater customization. With YNAB, you can allocate a purpose (such as debt, bills and savings), helping you align your spending with your priorities.



Investment Illustration Tool

Sun Life Global Investment's Investment Illustration tool helps young and growing entrepreneurs confidently engage investors by offering tailored conversation guides and visualizing hypothetical portfolio performance, making it easier to secure investment and build lasting partnerships.



Debt Management: Debt Payoff Planner

The **Debt Payoff Planner** is a great free tool for creating a step-by-step plan to become debt-free. The app allows you to compare the snowball versus avalanche approaches to debt repayment, and to see how making extra payments could help you pay off debt faster.

From Barriers to Solutions

Barriers	By the Numbers	Bridging the Gap
Gender	<p>In 2019, a Government of Canada survey revealed that 45% of men felt "financially knowledgeable," compared to just 33% of women.</p>	<p>Create targeted financial education programs for women, mentorship opportunities, and accessible resources. Encouraging financial literacy through workshops, online courses, and peer networks can empower more women to feel confident in their financial decisions.</p>
Age	<p>A 2023 Edward Jones survey reveals that less than half of Canadians, 46%, say they were equipped with enough knowledge to navigate their finances upon graduating high school.</p>	<p>AI can bridge the gap by offering personalized budgeting apps, interactive financial literacy chatbots, and virtual financial advisors. These tools can provide age-specific guidance, helping young Canadians build financial skills and confidence through tailored lessons and real-time advice.</p>
Ethnicity	<p>A 2018 FINRA study found that White Americans correctly answered 3.2 out of 6 financial literacy questions, while Hispanic Americans scored 2.6 and Black Americans 2.3—both below the national average.</p>	<p>Programs can offer culturally tailored financial education through workshops and bilingual online resources. Partnering with local community centers and churches, these initiatives can make financial literacy more accessible and relatable.</p>