

FOR IMMEDIATE RELEASE

AFOA CANADA EMBRACES FINANCIAL LITERACY MONTH

Ottawa, Ontario, November 1, 2013 – November is Financial Literacy Month. AFOA Canada is requesting its members and stakeholders to reflect upon the need for financial literacy knowledge and skills, both inside and outside of Aboriginal communities. The message and importance of building a generation of highly skilled finance and management professionals is at the crux of what AFOA Canada does. *“It is important we understand that many of the day-to-day choices we make have a financial impact not only on ourselves, but those around us. Whether a person is learning about financial literacy for the first time or is involved in deciding upon major resource opportunities for their communities, improved financial skills lead to improved decision-making”* says Terry Goodtrack, President & CEO of AFOA Canada. *“We are building a generation of highly skilled finance professionals who can provide strategic financial advice to our community leaders when necessary.”*

AFOA Canada has a financial recruitment strategy called the *“The Drive for Five”* which involves many partners, including other Aboriginal organizations, Corporate Canada, Educational Institutions and Governments. Other initiatives at AFOA Canada include a recent *“Literature Review of Indigenous Financial Literacy products in Canada, the United States, Australia and New Zealand,”* *“Dollars & Sense - Guidance for Aboriginal Youth,”* and *“Demystifying Finance for Elected Leaders.”*

AFOA Canada (formerly the Aboriginal Financial Officers Association) is a non-political, Aboriginal controlled, membership based organization governed by a Board of Directors which represents the grass roots of our Aboriginal communities. AFOA Canada was founded in 1999 as a result of a joint initiative of the Assembly of First Nations and the Certified General Accountants Association (CGA) of Canada to raise financial and management skills in First Nations and to build the foundation for self-government. AFOA Canada’s premise is that one of the keys to successful self-determination, creating a better life for Canada’s Aboriginal people and a better future for our next generation lies in improving the management skills of those responsible for the stewardship of Aboriginal resources.

AFOA Canada is the only organization in Canada that focuses on the capacity development and day-to-day needs of those Aboriginal professionals who are working in all areas of finance and management – today's leaders and those of the future.

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