
FOR IMMEDIATE RELEASE

**AFOA CANADA LAUNCHES
NATIONAL ABORIGINAL FINANCIAL LITERACY ONLINE SURVEY**

Ottawa, Ontario, January 23, 2015 – AFOA Canada is pleased to launch its national Aboriginal Financial Literacy Online Survey which is part of a research project on Aboriginal Financial Literacy in Canada. The objectives of the project are twofold: (1) to conduct research to identify the financial literacy needs of Aboriginal peoples in Canada; and (2) based on the results of the survey to develop a national Aboriginal Financial Literacy Framework outlining what is needed to build financial literacy wisdom and resiliency in Aboriginal communities.

AFOA Canada is calling upon Aboriginal people in Canada to complete the online survey. In order to gain an understanding of the financial literacy needs of **all** Aboriginal people, responses are needed from all age groups, heritage groups and regions across Canada. The aim is to have 3,000 surveys completed by the survey close in March 2015.

“Our day to day financial decisions are becoming more sophisticated. It’s no longer just about banking fees and interest rates. It’s about using the right tools at the right time in our lives that can support us in building our individual resilience so that we may achieve our financial and personal goals. The Aboriginal financial literacy research project will help AFOA Canada and all Aboriginal communities across Canada to understand the financial wisdom needed in Aboriginal communities and focus resources to increase the capacity to make sound financial decisions on a personal and community level” says Terry Goodtrack, President and CEO of AFOA Canada.

To complete the survey, visit www.surveymonkey.com/s/AboriginalFinancialLiteracy.

About AFOA Canada

AFOA Canada (formerly the Aboriginal Financial Officers Association of Canada) is a membership driven organization and was founded as a not-for-profit association in 1999. The organization supports Aboriginal professionals in managing and governing their communities and organizations through a focus on enhancing finance, management and leadership practices and skills.

AFOA Canada’s premise is that the key to economic prosperity and creating a better life for Canada’s Aboriginal people is in improving the management skills of those responsible for the stewardship of Aboriginal resources.

AFOA Canada has become the centre of excellence and innovation in Aboriginal finance, management and leadership. It is the largest and only organization in Canada that focuses on the capacity development and day to day needs of those Aboriginal professionals who are working in all of these areas. Our products and programs are developed by Aboriginal professionals for Aboriginal Professionals.

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