
FOR IMMEDIATE RELEASE

AFOA CANADA EMBRACES FINANCIAL LITERACY MONTH

Ottawa, Ontario, November 4, 2014 – November is Financial Literacy Month. AFOA Canada is calling upon its members and stakeholders to both reflect and engage in building their financial acumen through knowledge and skills, both inside and outside of Aboriginal communities. Building a generation of highly skilled finance and management professionals is what AFOA Canada and its Chapters are all about. With these skills and competencies, we can together make a positive impact in supporting Aboriginal individuals and communities in their journey toward self-reliance and economic prosperity.

“Our day to day financial decisions are becoming more sophisticated, it’s no longer just about banking fees and interest rates, but about using the right tools that can support us in building individual resilience. It is critical that we understand how our day-to-day choices have a financial impact not only on ourselves, but those around us including our youth. Whether someone is learning about financial literacy for the first time or is involved in decisions of major opportunities for their communities, ongoing building of financial skills ultimately leads to improved decision-making” says Terry Goodtrack, President & CEO of AFOA Canada. *“We are building a generation of highly skilled finance and management professionals who can provide strategic financial advice to our community leaders when necessary.”*

AFOA Canada has embarked in a number of projects that contribute towards and show our commitment to an overall financial literacy strategy. Initiatives at AFOA Canada include release of a *“Literature Review of Indigenous Financial Literacy products in Canada, the United States, Australia and New Zealand,” “Dollars & Sense” – Financial Guidance for Aboriginal Youth, “Demystifying Finance for Elected Leaders”* and is working to identify the financial literacy needs of Aboriginal Peoples to produce an Aboriginal financial literacy framework. The objectives of the project are twofold: (1) to conduct research to identify the financial literacy needs of Aboriginal peoples in Canada; (2) develop an Aboriginal financial literacy framework across the life cycle and life events addressing personal, business and governance. In addition to these projects, President and CEO Terry Goodtrack has also been selected to sit on the National Steering Committee on Financial Literacy.

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 areas of these areas. Our products and programs are developed by Aboriginal professionals for Aboriginal Professionals.

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