



Get Involved!


Ready to celebrate? Contact your national committee to involve your company, organization, school or youth group in Global Money Week 2015. If you do not already have direct contact with your national committee, please contact the CYFI Secretariat and they will connect you.


Whether you are group or an individual from an educational institution, financial authority, central bank, stock exchange, NGO, government institution, or community organization, you can play an integral role in advocating for greater economic education and financial inclusion for children and youth.


Reasons to Celebrate GMW 2015!

 Help improving the lives and opportunities of children and youth within your community and worldwide.

 Support promoting the importance of Economic Citizenship Education (ECE), financial literacy and inclusion for youth.

 Connect with partners, colleagues and friends. Share your organizational activities and initiatives with others in your country and globally.

 **CSR** Give back to your community, providing support – strengthen values through Corporate Social Responsibility.

 Win a Global Money Week Award! CYFI awards the country which contributes greatly to the cause during Global Money Week..


 Be a part of the Global Movement and take action to reshape the financial landscape.

Connect with GMW 2014

www.childfinanceinternational.org
www.globalmoneyweek.org

 **Facebook**
Like the **Global Money Week** and **ChildFinance** page on Facebook to stay informed and share relevant developments. Use the hashtag **#GMW2015** or **#GlobalMoneyWeek**

 **Twitter**
Follow us on Twitter **@GlobalMoneyWeek** and **@ChildFinance**. Use the hashtag **#GMW2015** or **#GlobalMoneyWeek**

 **YouTube**
Watch, comment on, and share our YouTube videos to learn more about CYFI and get inspired.

 **Get in Touch**
Liina Liblik
Communications Coordinator
Child and Youth Finance International
Liina@childfinance.org
+ 31 (0)20 520 3900

Robin Willing
Director of Communications & Operations
Child and Youth Finance International
Robin@childfinance.org
+ 31 (0)20 520 3900

Child and Youth Finance International
PO Box 16524
1001 RA Amsterdam
Netherlands
+ 31 (0)20 5203900

To read our publications, please visit:
www.childfinanceinternational.org/movement/publications

2015 GLOBAL MONEY WEEK
March 9-17

www.globalmoneyweek.org
#GlobalMoneyWeek
#GMW2015

Under the patronage of



In partnership with



Join with Global Money Week!

9th -17th March 2015

- **Global Money Week (GMW)** is a **money awareness celebration**
- **The goal** is to **teach children and youth about money matters** through fun and interactive activities.
- **Every year**, entire **communities take action** to **create awareness, challenge out of date financial policies** and give young people the tools and inspiration they need to shape their own future.
- **GMW** takes place **annually, during the 2nd week of March**
- The **events are organized by** schools, universities, government ministries, central banks, financial institutions, members of the civil society and **youth** worldwide. GMW is coordinated by Child and Youth Finance International (CYFI).

GMW 2015's theme is 'Save today. Safe tomorrow.'

Why? Because: social and financial exclusion lead to an unsafe tomorrow where there is excessive spending and no saving.

If we want a safer tomorrow we need to do something today. How? Join Global Money Week.

Because, to have a safe tomorrow we should begin to save today.



 **Child & Youth Finance International**

Child and Youth Finance International (CYFI)

is a global multi-sectoral network of organizations and individuals who are working towards economically empowering children and youth through financial inclusion, financial education, and livelihoods training. Banking associations, financial institutions, microfinance institutions, governments, international NGOs, multilateral institutions, foundations, strategic consultancies, corporations, and academic institutions from over 100 countries are partnered through the CYFI Network. Through this global network of partners, CYFI aims to reach 100 million children and youth in 100 countries through high quality financial, social and livelihoods education and safe, reliable financial products by 2015.



Check Out Helpful Materials!

GMW Toolkit 2015 is a guidebook that will help you celebrate Global Money Week (GMW) in your community. It provides an overview of the potential activities you can organize to ensure that children and youth in your country participate and learn more about finance and entrepreneurship! You can download this Toolkit at: www.globalmoneyweek.org under 'Resources' or www.childfinanceinternational.org/movement/publications

The Print Pack supplements the Toolkit, and consists of printable promotional resources that will help you manage the promotional process of your GMW 2015 event. The Print Pack is now available to download at: www.globalmoneyweek.org under 'Resources'

Learn more about previous GMWs!

CYFI has published 2 GMW reports:

- GMW Report 2013
- GMW Report 2014

You can find these reports here: www.globalmoneyweek.org or www.childfinanceinternational.org/movement/publications



KEY FIGURES AND FACTS

2013 **GMW outreach**
1 million children & youth
80 countries
400 organizations

2014 **GMW outreach**
3 million children & youth
118 countries
490 organizations
Over 2000 activities

