

# The 5<sup>th</sup> Anniversary of Global Money Week

## Communications Kit

2016 marks the 5<sup>th</sup> Anniversary of Global Money Week (GMW) taking place from 14-20 March.

### FAQs

#### What is Global Money Week?

Global Money Week (GMW) is a worldwide celebration consisting of both local and regional events which aim to inspire children and youth to learn about money, saving, creating livelihoods, gaining employment, and becoming an entrepreneur.

#### What is the goal of GMW?

While the celebrations of GMW are concentrated in one week every year, the ideas, events, and lessons learned are intended to have a long-lasting impact. The goal is to promote the importance of financial literacy and the inclusion and empowerment of youth, in an effort to reshape finance and tackle the poverty trap that results from

inadequate resources, knowledge, and education. Overall GMW2016 goal is to reach 7mln or more children and youth in more than 125 countries.

#### When is GMW taking place?

Global Money Week is held annually during the 2nd week of March. GMW 2016 celebrations will take place worldwide from March 14-20.

#### Who organizes GMW?

It is coordinated, supported and facilitated by the Child & Youth Finance International (CYFI) Team in partnership with OECD, but the events themselves are organized by schools, universities, financial institutions, government ministries,

central banks, members of the civil society and communities of active youth worldwide.

#### Why celebrate GMW?

Your participation brings the world one step closer to ensuring financial inclusion for every child with access to financial services, the ability to develop money-managing skills, and the opportunity to have a reliable source of income.

#### Where can I find more information about GMW?

-  [www.globalmoneyweek.org](http://www.globalmoneyweek.org)
-  GlobalMoneyWeek
-  GlobalMoneyWeek
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### Key Messages

Global Money Week 2016 Theme: *Take Part. Save Smart!*

- 1 Save for your career
- 2 Save financial knowledge
- 3 Save money by opening savings accounts

## Global Money Week 2016 Theme: *Take Part. Save Smart!*

This year, Global Money Week will continue to advocate the importance of saving, as smart saving behaviour helps children and youth in securing their future.

**Why save smart? Because:** it is important for children and youth to build clever cost-careful habits from an early age in order to avoid financial exclusion and develop key money-managing skills for later in life.

Taking part in smart saving today offers a safer tomorrow; but how can we achieve this? Through child and youth empowerment.

Global Money Week is an opportunity for everyone to get involved:

- Businesses and corporate companies - engage with future customers and encourage economic inclusion
- Policy makers and financial institutions - enable children and youth

to access financial services

- Civil society and schools - organize money awareness events in your communities
- Parents and families - talk about money management with your kids
- Children and youth - have fun learning!

**Take Part and help the next generation to Save Smart!**

## 1 Save for your career

There is increased recognition around the importance of youth investing in their future. Through the development of key livelihood skills, or by means of entrepreneurship, children and youth can be socially and economically included later in life. From visiting corporate companies to see how their business operates, to inspiring talks from social and entrepreneurial leaders, there are so many ways to introduce youth to the world of work during Global Money Week! Check our previous GMW reports for great case studies on how businesses, financial institutions and government bodies have opened their doors to kids around the world.

## 2 Save financial knowledge

Ensuring children and youth receive education about money matters can pave the way for the next generation of economically empowered citizens. Global Money Week is all about raising awareness about the importance of financial literacy for youngsters worldwide and giving them the know-how to make wise economic decisions. GMW Toolkits show the different ways various groups can contribute to teaching young people about economic issues; whether you're a civil society group, a teacher, a parent, a business representative, or a young person, you can make use of the variety of materials and resources on the GMW website. By doing this you are contributing to the financial literacy of children and youth during the Week's celebrations and beyond!

## 3 Save money by opening savings account

Through your GMW events and activities, ensure to highlight the importance of opening savings accounts for children and youth. It is a great way to include them in the financial system, help them understand how to manage money wisely, and highlight how important it is to save for their futures. Introducing youth to the financial world can start at home with the family, in school or community group through SchoolBank or by visiting their local financial institutions – the possibilities are endless!

## 👉 Facts & Figures

### KEY FACTS AND FIGURES: GMW GROWTH FROM 2013-2015

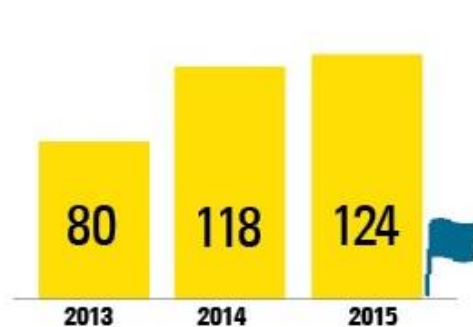


Figure 1: Number of participating countries

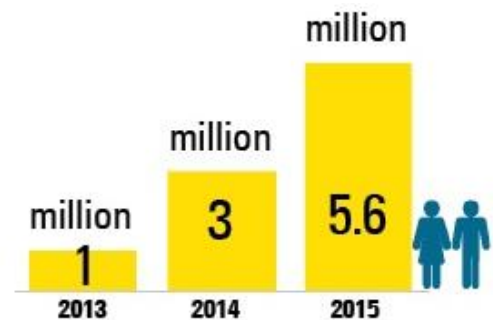


Figure 2: Number of children & youth participants

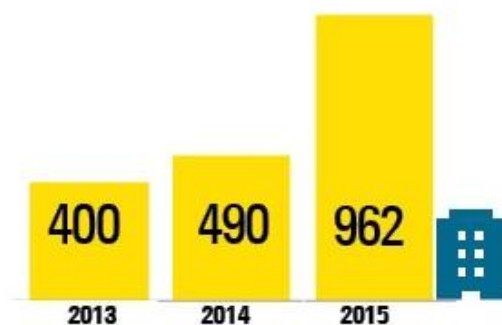


Figure 3: Number of participating organizations

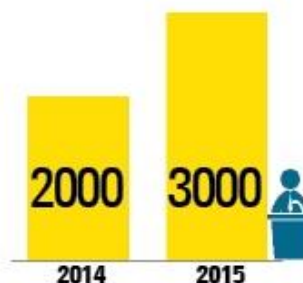


Figure 4: Number of GMW activities

\*GMW 2012 outreach: 33 000 children and youth in 21 countries (Child Finance Day/Week)

# GMW Outreach Groups

- Children, youth and parents
- **Financial institutions:** stakeholders from central banks, financial authorities, banking associations, stock exchanges, etc.
- **Government bodies:** governors, Ministry of Finance, Ministry of Educations, Ministry of Youth and sports, etc.
- **Education institutions:** leading academics, teachers, principals, students, undergraduates, postgraduates, etc.
- **Community-based organizations (CBOs):** those who offer after-school and OST (Out of School Time) Programs such as YMCA, Girls Scouts, Boy Scouts, or community centers, etc.
- **Media representatives:** people from PR agencies, newspapers, magazines, television, internet media, etc.
- **PR Representatives:** celebrities, leaders in businesses, entrepreneurs, etc.
- Other stakeholders from International and national NGOs, multilateral agencies, foundations, etc.

## GMW2016 Social Media Channels and Website

In order to achieve maximum outreach and efficient information sharing we will use our **social media platforms** and **GMW website** for outreach to, and engagement with, children, youth, parents and other stakeholders.

**GMW Hashtags:** #GMW2016 #GlobalMoneyWeek #TakePartSaveSmart

### GlobalMoneyWeek

Like the Global Money Week and ChildFinance page on Facebook to stay informed and share updates. Use the hashtags #GMW2016 #GlobalMoneyWeek #TakePartSaveSmart

### GlobalMoneyWeek

Follow us on Twitter @GlobalMoneyWeek and @ChildFinance. Use the hashtags #GlobalMoneyWeek #GMW2016 #TakePartSaveSmart

### GlobalMoneyWeek & ChildFinanceInternational

Watch, comment on, and share videos on our YouTube channel to learn more about GMW, CYFI and get inspired!

### GlobalMoneyWeek

Follow us on Instagram @GlobalMoneyWeek. Share your GMW photos and videos by using hashtags #GlobalMoneyWeek #GMW2016 #TakePartSaveSmart

### www.globalmoneyweek.org

Check out the Global Money Week website for more information on activities, participating countries, media, and previous GMWs. Don't forget to check out materials under the 'Resources' section.

Get in touch with the CYFI Team or fill in the GMW contact form here: [www.globalmoneyweek.org/Contact-us.html](http://www.globalmoneyweek.org/Contact-us.html)

## GMW Materials

GMW materials are accessible at: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) under 'Resources' section

List of helpful GMW materials:

- **GMW Toolkits 2016** in English, French, Russian, Spanish and Arabic.
- **GMW Brochures 2016** in English, French, Russian, Portuguese, Spanish, Chinese, Arabic, German and Dutch.
- **GMW FAQs 2015**
- You can learn about previous Global Money Weeks in:
  - GMW Report 2015
  - GMW Report 2014
  - GMW Report 2013

## GMW Press and Media

More information on GMW Press and Media can be found on GMW website [www.globalmoneyweek.org](http://www.globalmoneyweek.org) under 'Media' section

Don't forget to share your GMW press releases and other media mentions with CYFI Secretariat.

CYFI will publish the **GMW Pre-Press Release** with supportive information about GMW events and activities on **March 7<sup>th</sup>**. We would kindly ask you to share it with others.

Also, **GMW Press Kit** is now available online, here: [www.globalmoneyweek.org/resources/gmw-presskit-2016.pdf](http://www.globalmoneyweek.org/resources/gmw-presskit-2016.pdf)

## Media Contacts

For more information with regard to GMW press and media, please contact:

### **Frances Hague**

Communications Programme Manager  
Child & Youth Finance International  
E: [Frances@childfinance.org](mailto:Frances@childfinance.org)  
P: +3120 5203 900

### **Liina Liblik**

Senior Communications GMW Programme Manager  
Child & Youth Finance International  
E: [Liina@childfinance.org](mailto:Liina@childfinance.org)  
P: +3120 5203 900

## About CYFI

*Global Money Week is initiated by CYFI.*

**Child & Youth Finance International (CYFI)** leads the Child and Youth Finance Movement's worldwide multi-sectoral network, which is dedicated to enhancing the financial capabilities of children and youth. With our HQ Amsterdam, and global operations, we have taken on the challenge of reshaping financial systems, making sure everyone helps children and youth to become economically empowered citizens.

Developing innovative projects is one way that CYFI has committed to making Positive societal changes for children and youth.

### 4 CYFI projects:

- Global Money Week (GMW) [www.globalmoneyweek.org](http://www.globalmoneyweek.org)
- Ye! for Young Entrepreneurs [www.yecomunity.com](http://www.yecomunity.com)
- CYFI Youth [www.cyfiyouth.org](http://www.cyfiyouth.org)
- SchoolBank (visit 'SchoolBank' section on [www.childfinanceinternational.org](http://www.childfinanceinternational.org))

To read our publications, please visit:

[www.childfinanceinternational.org/programs/publications](http://www.childfinanceinternational.org/programs/publications)

## Interesting facts about CYFI and the GMW Movement:

- CYFI with the support of UNCDF held High Level Stakeholders and Youth Meeting at the United Nations Headquarters on the 23rd of May, 2014.
- CYFI spreads the messages of the Movement by ringing the NASDAQ opening bell for two consecutive years to mark Global Money Week. In 2013, the bell-ringing ceremony was celebrated in collaboration with UNCDF.
- CYFI, in collaboration with the European Central Bank, hosted and organized the Second Annual Regional Meeting for Europe and Central Asia on November 4-5, 2013
- In 2012, CYFI's Managing Director Jeroo Billimoria was awarded by the Union of Arab Banks for the achievements of the CYF Movement. Christine Lagarde (Managing Director of the IMF) was among the other distinguished awardees.
- In 2013, CYFI was listed in the Top 100 NGOs list published by the Global Journal. It was also given the honor of "most promising NGO."

### Child & Youth Finance International

PO Box 16524, 1001 RA Amsterdam, The Netherlands

E [info@childfinance.org](mailto:info@childfinance.org)

T + 31 (0)20 5203900

W [www.childfinanceinternational.org](http://www.childfinanceinternational.org)

