City Pay it Forward

CITY AM

THE YEAR SIX DIVIDEND
Bridging the Square Mile and the School Yard

FINANCIAL EDUCATION FOR EVERY YEAR 6 CHILD

£2m would enable us to give every London state primary school **£1,000** to teach children about money

THE CHALLENGE:

- Financial education is not consistently taught
- Teachers lack time and resources to teach effectively
- Financial literacy is not being tracked or measured
- The current model is broken, bold new approach needed

THE CAMPAIGN:

- Economically incentivise schools to engage in subject
- Pay every London state primary school £1,000 to teach financial education
- Make it easy with a simple-to-use, three-lesson curriculum
- Provide comprehensive teacher training and materials

THE PROBLEM:

- Early money habits set patterns for adult life
- Youth indebtedness leads to long-term financial problems
- Low financial literacy leaves people vulnerable to scams
- Young people lack trust in traditional financial institutions

SPONSORSHIP BENEFITS:

- Be part of a collective solution to lack of financial education
- Recognised leadership in financial inclusion
- Prominent donor benefits with media coverage
- Opportunities for thought leadership via CityAM

> *"Our pupils loved learning about money. More than that, they started asking questions at home and opened up conversations their families had never had."*
>
> **Avis Hawkins**, Head Teacher

WE WANT TO ENSURE NO CHILD LEAVES SCHOOL WITHOUT BASIC MONEY SKILLS

c1,800 schools

c65,000 children

Click here for campaign video

www.yearsixdividend.com