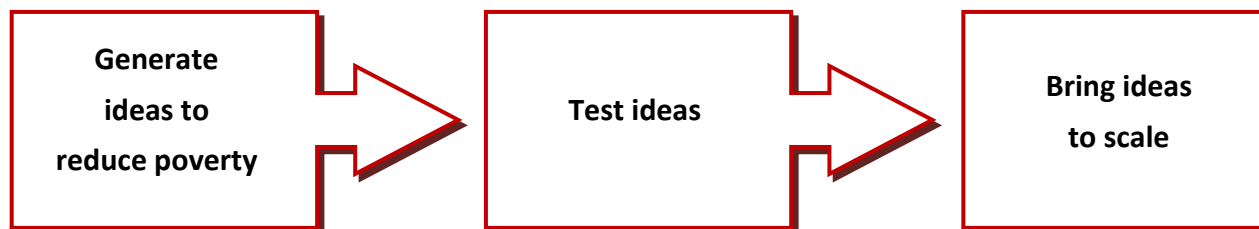


What We Do



We identify and develop ideas that expand social and economic opportunity for all Canadians and contribute to a more inclusive, prosperous society. Currently, we focus on ideas in three areas: financial literacy, saving and asset building, and entrepreneurship.

We shape promising ideas into pilot programs and test them in partnership with community groups, businesses and governments across Canada. We collect evidence to verify the need for and viability of these ideas.

We work with key actors in the public, private and nonprofit sectors to develop policies and programs that take good ideas to scale and impact more people. In doing so, we help low-income Canadians plan and save for the future and invest in long-term assets such as education, a home or a small business.

Case study: How SEDI's unique idea-driven model is bringing financial literacy to scale in Canada

1995: Idea generation

Based on learnings from its work in the area of self-employment, SEDI identified financial literacy as an essential skill for low-income Canadians.

1997: Idea testing

After consulting with its stakeholders, SEDI started developing, implementing and evaluating financial literacy programs tailored to low-income groups including the homeless, youth, newcomers to Canada and people with disabilities.

2008 - 2010: Large-scale impacts

Policy

SEDI recommended to the federal government the creation of a task force that would help shape a national strategy on financial education for Canada. The Task Force on Financial Literacy was announced by the federal Minister of Finance in June 2009. SEDI is a strategic advisor to the group.

Programs

SEDI launched the Canadian Centre for Financial Literacy (CCFL) to tackle gaps and needs related to increasing financial literacy for people with low incomes.

TD Bank Financial Group provided SEDI with \$3.5 million to accelerate the work of the CCFL, and \$11 million to create the TD Financial Literacy Grant Fund, which will be administered by SEDI and will distribute grants to community groups' financial literacy initiatives nationwide. Over 230,000 low-income Canadians will benefit from the CCFL programs alone in its first five years of operation.