



## **Eleven community organizations to receive TD Financial Literacy Grant Fund awards**

*Grants will provide more than \$700,000 support to financial literacy initiatives*

**TORONTO, November 25, 2011** Social and Enterprise Development Innovations (SEDI) today announced the 11 community organizations that have been awarded a total of \$741,543 from the TD Financial Literacy Grant Fund to support financial literacy.

SEDI administers the TD Financial Literacy Grant Fund and selected the eleven grantees from 157 applications submitted by organizations focused on serving, among others, women, at-risk youth, new Canadians, homeless people, seniors, and people with disabilities.

“We continue to see high demand for TD Financial Literacy Grant Fund support reflecting a critical need for financial literacy in our society, particularly among lower income and vulnerable groups,” said Liz Mulholland, interim Chief Executive Officer at SEDI. “The diversity of ideas and client groups within the grantee projects provides great potential for sharing best practices and improving outcomes in the field.”

“These innovative projects will make a real difference in the lives of thousands of Canadians who need help the most, including homeless youth, seniors and new Canadians,” said Scott Mullin, Vice-President, Community Relations, TD Bank Group. “As we celebrate Financial Literacy Month this November, TD is particularly proud to support these organizations and the important work they do.”

Grants are awarded for innovation, research and development, and strategic program development of community-based financial literacy initiatives. Since the Fund’s inception in 2010, more than \$3.1 million has been awarded to 40 community organizations across Canada.

Eva’s Initiatives for Homeless Youth, from Toronto, was selected for a project that will build the organization’s capacity to deliver financial literacy tools, counseling, and programming to street-involved youth.

“Too many homeless youth are excluded from mainstream financial institutions, but they – like everyone else – need to make financial decisions every day. This grant will enable us to help homeless youth gain the knowledge, skills and confidence to make better economic choices in a way that takes into account their unique challenges and situation,” said Maria Crawford, Executive Director, Eva’s Initiatives. “We plan on sharing what we learn with organizations across Canada to empower even more street-involved youth.”

The Fund will also enable Union des consommateurs, a Montreal-based organization, to undertake a research project to discover and document best practices for teaching financial literacy to seniors.

“Financial literacy means something different at different stages in one’s life. This grant will allow us to focus on the tools and programs that are best suited to promote financial health among Quebec seniors. As the population ages, this research becomes ever more important,” said France Latreille, Union des consommateurs.

The full list of grantees is:

1. Eva's Initiatives for Homeless Youth, Toronto, ON
2. Union des consommateurs, Montreal, QC
3. British Columbia Council for Families, Vancouver, BC
4. Saint John Community Loan Fund, Saint John, NB
5. Welcome Inn Community Centre, Hamilton, ON
6. Burnside Gorge Community Association, Victoria, BC
7. Canadian Mental Health Association, Ottawa Branch
8. Operation Come Home, Ottawa, ON
9. Family Services of Central Alberta, Red Deer, AB
10. Hanna and District Association for Lifelong Learning, Hanna, AB
11. Agincourt Community Services Association, Toronto, ON

The Fund is now accepting applications for its fourth round of grants. Applications should be submitted by February 2, 2012. Charitable and nonprofit organizations interested in applying for grants are encouraged to review the Fund's guidelines, FAQs, and application form available at [www.sedi.org/grantfund](http://www.sedi.org/grantfund).

### **About SEDI**

SEDI is a national, charitable organization that uses innovative approaches to help low-income Canadians gain financial independence. Since 1986, SEDI has worked with businesses, governments and more than 1,000 community groups on financial literacy, savings and entrepreneurship initiatives. SEDI's expertise allows it to influence public policy, opening the way for low-income Canadians to enter the social and economic mainstream. For more information, visit [www.sedi.org](http://www.sedi.org).

### **TD Community Giving**

TD invests in communities to make a positive impact where it does business and where our customers, clients and employees live and work. In 2010, TD donated over \$50 million to support community organizations in Canada, the United States and the United Kingdom. In Canada, we focus on Education and Financial Literacy, Creating Opportunities for Young People, and the Environment. For more information, visit [www.td.com/corporateresponsibility](http://www.td.com/corporateresponsibility).