

Investor Education Fund
2010-11 Annual Report



.....
Inspiring Financial Learning

We are dedicated to

the development and delivery of engaging, unbiased financial education to help people make smarter financial decisions throughout their lives.

We are incorporated as

a non-profit organization funded by settlements and fines from enforcement proceedings of the Ontario Securities Commission.

We operate as

an independent organization, separate from the Ontario Securities Commission and governed by our own Board of Directors.



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message

from the Chair

With the focus, dedication and commitment of many, Fiscal 2010/11 was a year in which the cause of improving the financial knowledge and skills of Canadians drew considerable attention in many quarters. It is rewarding, therefore, that this year Investor Education Fund (IEF) was recognized with an IPAC/Deloitte Public Sector Leadership Award Gold standing for what it has been doing on the same stage for a decade – demonstrating outstanding innovation and leadership in developing and delivering financial literacy resources and programs to people who need them.

IEF has also made great strides in helping to change the school curriculum in Ontario to include financial literacy from Grades 4 to 12. We are certain these efforts will bring long-term change to the financial well-being of families in this province.

The challenges of helping citizens learn how to become better managers of their financial affairs are great. We are pleased that the methodical approach of IEF in schools, online and with adult learners is reaping great rewards. Congratulations to the staff and volunteers who are making this happen.

The Board of Directors is confident IEF will continue to be looked to by organizations around the world that are concerned with people's financial well-being, to lead the way in finding new ways to inspire and to motivate them to take charge of their financial affairs, knowledgeably and prudently.



Paul K. Bates

A handwritten signature in black ink, appearing to read 'Paul K. Bates', written over a horizontal line.

Chair,
Investor Education Fund

message

from the President

To many people, learning about personal finance is a difficult and unappealing task. Changing this attitude requires knowing what drives Canadian consumers and developing content that appeals to their wants and needs.

Our research and a decade of experience in financial literacy programming give us a solid understanding of how to do this. We also know that people's financial learning needs and habits change throughout their lives, and that people who need the most guidance are also the hardest to reach and engage. The challenge of creating demand for financial information and breaking through the clutter is very real.

Thanks to our staff, collaborators and partners, and our funder, we are successfully meeting these challenges. This year's report on our tenth year of

operations is testament to the relevance and value of our work, and our ability to engage our audience. In our first decade we created one of the most extensive financial literacy sites on the web, helped change financial education in schools in Ontario, and developed a network of resources that has inspired millions of people to get smarter about money.

This is just the beginning. We will continue to learn from our outcomes and measure ourselves against the leading financial literacy organizations worldwide. We look forward to growing and building on our offerings in the next decade, all with the goal of inspiring financial learning.



Tom Hamza

President,
Investor Education Fund



CELEBRATING
10
YEARS OF PROGRESS

- 2000** IEF is established by the Ontario Securities Commission and incorporated as a non-profit organization
- IEF partners with the Toronto Stock Exchange to develop Taking Stock in Your Future, an in-class resource for grades 9 to 12, and works with Ontario Institute for Studies in Education of the University of Toronto to instruct teachers in how to integrate the resource into the school curriculum
- 2002** IEF develops Taking Stock in Your Future Intermediate Guide for grades 7-8 and Fair Play for grades 9-12 which receive the Curriculum Services Canada (CSC) seal for meeting CSC pan-Canadian curriculum standards
- Working with independent researchers, IEF launches a series of studies designed to set out a framework for building financial literacy based on life events and decision paths
- 2003** IEF holds its first "train-the-trainers" workshop, instructing 100 teacher-trainers on the integration of IEF resources into the school curriculum
- IEF launches its first public information web site InvestorEd.ca

- 2004** IEF partners with the University of Western Ontario Faculty of Education to integrate Taking Stock content into the Additional Qualifications (AQ) curriculum for teachers
- 2006** IEF signs a Financial Literacy Partnership agreement with Toronto District School Board making IEF an official provider of resources and support to teachers providing financial literacy lessons in the classroom
- IEF sponsors a pilot program of Funny Money for High School presentations in 13 Ontario high schools
- 2007** IEF partners with the Toronto Star to develop the Smart Consumer program for teachers of grades 5-12
- IEF partners with MSN Money and Sympatico.ca to broaden IEF online content reach
- 2008** IEF launches a YouTube page and posts Funny Money videos





- 2009**
 - IEF expands its relationship with The Globe & Mail to distribute content on its site, and launch co-production of "Let'sTalk Investing" videos
 - IEF re-launches InvestorEd.ca as GetSmarterAboutMoney.ca with additional interactive tools, calculators, and functionality
 - Funny Money for High Schools program expands nationally through IEF's partnership with Investment Industry Regulatory Organization of Canada (IIROC)
 - IEF works with independent researchers to conduct a Youth Financial Literacy Landscape Survey to better understand the financial education needs of high school students
 - IEF conducts demand-based investor education research to study how Canadians in different life stages seek information about financial matters online

- 2010**
 - IEF launches its first corporate blog, RSS feed, and Facebook page, and begins online tweeting
 - IEF wins IPAC/Deloitte Public Sector Leadership Award (Gold) in the not-for-profit category for leading innovation in the design and delivery of financial literacy programming
 - IEF co-chairs the Ontario Working Group on Financial Literacy that leads to the inclusion of financial literacy in the Ontario curriculum
 - Funny Money for High Schools is presented in French
- 2011**
 - IEF online users surpass 1.3 million annual visits

Investor Education Fund wins Gold for leadership and innovation

The IPAC Deloitte Public Sector Leadership Awards program recognizes organizations that have demonstrated outstanding leadership by taking bold steps to improve Canada through advancements in public policy and management. In 2010, IEF was awarded Gold in the public sector category for our "leadership and innovation in the development and delivery of financial literacy programming."



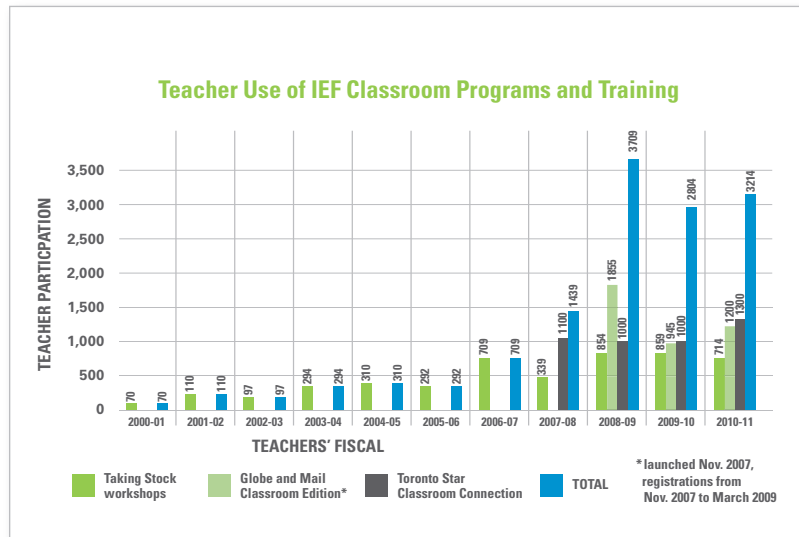
working in our schools and communities

Building teacher resources and broadening student reach

IEF has helped teachers integrate financial literacy lessons into the curriculum since 2002. We initially partnered with the Toronto Stock Exchange (now TSX) to develop the Taking Stock in Your Future program that provided classroom-ready resources and support programs for teachers of grades 9 to 12 to deliver lessons on wealth building and investing.

IEF has since expanded on this program through partnerships with The Globe & Mail, The Toronto Star, Funny Money Inc. (FM) and Investment Industry Regulatory Organization of Canada (IIROC). These partnerships provide curriculum-based classroom-ready resources, and support programs that help teachers across Canada incorporate lessons on money and finance in grades 4 through 12.

This year we further expanded our reach through a partnership with the Financial Consumer Agency of Canada and the Association of Canadian Community Colleges to offer adult students a Financial Basics workshop in colleges across the country.



Working with experts and learning through research

All IEF online and print resources, assembly programs, workshops, and competitions for teachers and students are developed in collaboration with teachers, faculties of education, school boards, and education experts. We are also guided by insights gained through our research into the financial learning needs and habits of various segments of the population – students included.

The resources were fantastic and well received, as was the presentation. ...From the comments I heard in the afternoon, it is evident that our teachers are looking forward to using their new resources."



– Todd Pottle, Kawartha Pine Ridge District School Board

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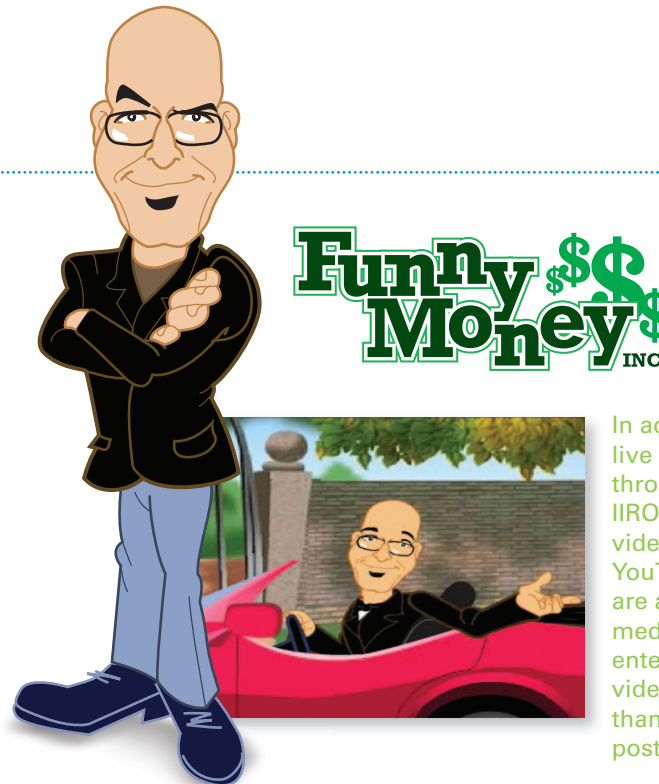
Training Teachers

Integral to the success of integrating financial literacy lessons into schools are teachers' abilities to use our resources effectively and with confidence. IEF supports teachers with customized professional development workshops and an e-newsletter that help them gain the knowledge, skills and instructional strategies to confidently bring all that IEF offers into their classrooms. IEF trained 714 teachers through such workshops this year, bringing the national total to more than 4600 teachers since the program began.

Past partnership with the University of Western Ontario Faculty of Education integrated Taking Stock in Your Future content into the Continuing Teacher Education program, enabling IEF to reach more than 5,400 teachers. We've built on this by working with the University of Ottawa, University of Windsor, and Queen's University Faculties of Education, and Ontario Institute for Studies in Education (University of Toronto), to train teacher candidates in the use of our resources.

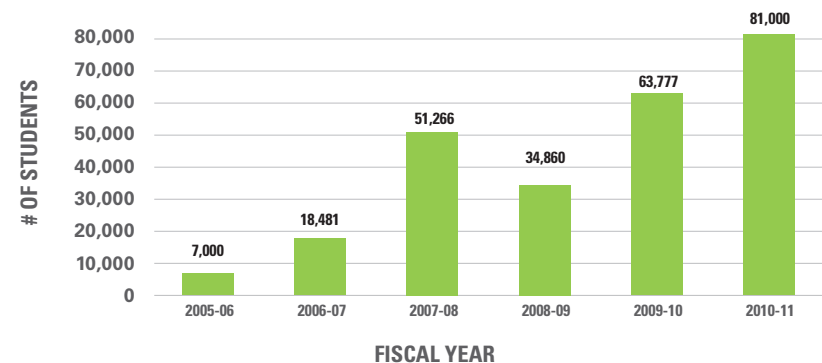
10 YEARS:

- 10,000 teachers and teacher candidates have been instructed in the use of our resources.
- 256,384 students in eight provinces have participated in our Funny Money for High Schools assembly presentations since the program started in 2006.



In addition to delivering the FM live high school presentations through our partnership with IIROC, we have five FM animated videos on our web site and on YouTube. These innovative videos are an example of using the right medium to deliver a message in an entertaining and relevant way. The videos have been viewed more than 74,000 times since the first posting in December 2008.

Student Participation in Funny Money Assemblies



continued



2010/11 QUICK FACTS

IEF education programs

Teachers attending workshops	714
Funny Money presentations (national) ¹	175
Students attending Funny Money presentations ¹	81,000
Teacher registration for Toronto Star Teacher Kits ²	1,274
Teacher registration for The Globe & Mail Class Room Edition ³	1,200
Colleges offering Financial Basics workshop (national) ⁴	10

¹ Funny Money presentations are available nationally in partnership with IIROC.

² IEF partners with the Toronto Star to offer teachers three cross-curricular activity kits to teach students practical lessons about budgeting, saving and borrowing.

³ Globe and Mail, Canadian Foundation for Economic Education and IEF collaborated together to develop Globe and Mail Classroom Edition. GlobeClassroom.ca provides teachers with access to a monthly collection of selected Globe and Mail articles along with accompanying detailed lesson plans.

⁴ Financial Basics workshops are available nationally thanks to a partnership with the Financial Consumer Agency of Canada and the Association of Canadian Community Colleges.

IEF funded community programs

ORGANIZATION	PROJECT
St. Christopher House, Toronto, ON	Sustain Financial Advocacy and Problem-Solving (FAPS) program
Jewish Vocational Service (JVS), Toronto, ON	Sustain financial literacy training for low income communities – at-risk youth, women, newcomers and the disabled
MS Society of Canada (National)	Develop print and online Financial Planning information for individuals and families affected by MS
Planned Lifetime Advocacy Network (National)	Support development and delivery of information on RDSPs

Funding Community Projects

Beyond the student community, there are groups of people with unique financial information and education needs who are often hard to identify and even harder to reach. For this reason, IEF funds the financial education projects of non-profit organizations that already provide services to these communities.

Over the past 10 years, IEF funding and expertise has helped organizations offer contests, hold conferences, provide seminars, develop online and print materials, and conduct research. These programs help people with physical, cognitive and economic challenges and their families; non-English speaking and new Canadians; and others who might not otherwise have access to financial information and education relevant to their needs.

raising awareness online and in the media



Rebranding

In November 2009, IEF launched its rebranded web site, GetSmarterAboutMoney.ca, with a new address, new design and expanded content based on the findings of our research into the online financial learning habits of Canadians. We have since recorded unprecedented growth in the number of people accessing our content. In this fiscal year, visits to GetSmarterAboutMoney.ca content across all distribution channels, including content partnerships, surpassed 1.3 million, up 81% from last year.

This growth is a result of a strategic multi-faceted campaign that included the expansion and timely promotion of relevant, engaging content to key target markets; the nurturing of effective partnerships; and a concerted effort to help people find our content and understand its benefits.

Our recently launched social media activities including postings, polls and contests on our new corporate and student blogs, Facebook page and twitter account are garnering positive growth in engagement.

“

One of the best places to start educating yourself is the Investor Education Fund and its website, GetSmarterAboutMoney.ca. There is a wealth of easy to digest, unbiased information with many articles to help you learn more about all kinds of investing vehicles ...”

– Alison Griffiths, Financial Columnist, The Toronto Star

The screenshot shows the homepage of GetSmarterAboutMoney.ca. At the top, there is a navigation bar with links for Home, Managing your money, Life events, Tools and Calculators, Investor research, Education programs, About us, and Contact us. Below the navigation bar, there are several featured articles and sections:

- Shop and Save at the Grocery Store:** An article by a student blogger about budgeting for groceries.
- School of Savings:** A section with the headline "I have nothing in my fridge but condiments..." and a link to "Read Stacy's Story".
- What's your situation?:** A grid of articles covering topics like "Having a baby", "Buying a house", "Getting a new job", "Getting an education", "Planning retirement", "Getting married", "Caring for a loved one", "Death and dying", "Getting divorced", and "Inheriting money".
- Attend a Financial Basics workshop near you:** Information about upcoming workshops.
- Tip of The Day:** A daily tip about saving money using coupons.
- Calculators:** A section for various financial calculators.
- Tools:** A section for various financial tools.

continued

Distributing content through partners

Our partnership with The Globe and Mail, which hosts IEF content on their web site, significantly increased traffic to our online resources. IEF content was also syndicated by Canada MSN, and we provided content for Yahoo Canada. We will continue to develop and strengthen our media partnerships with these and other outlets going forward.

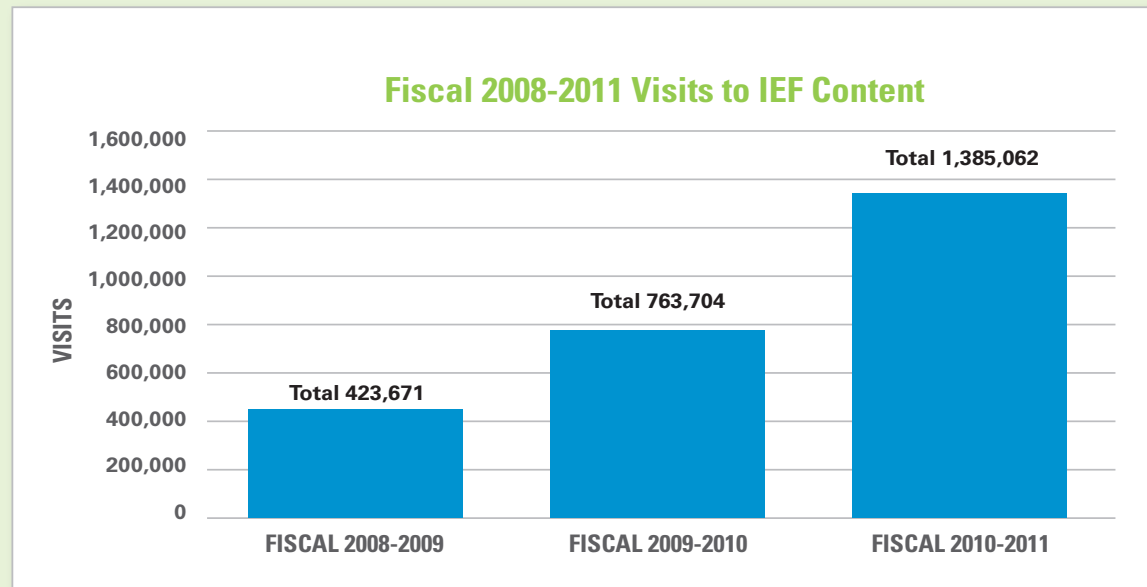
Raising awareness of the importance of getting smarter about money

We increased our multi-media promotional efforts over the year, and this resulted in an 81% boost in traffic. Our online campaign included advertising on major social networks such as Facebook and YouTube,

and across a broad range of other online channels targeting our key audiences. We also gained organic and referred traffic that we can confidently attribute to an increase in the general awareness of the value of our content generated by this campaign.

“The Get Smarter About Money website has some useful tools to help create a financial plan to manage student debt, build a budget and, most importantly, follow it. It is definitely worth a read through, from one stingy student to another.”

– Fanshawe College student newspaper





continued

Similarly, our television and in-theatre advertising campaigns and coverage of IEF's work in the media have increased awareness of our online content and the value of our brand, and correlate with spikes in traffic to our content.

"I think @smarter_money are doing a fantastic job. One of the best financial literacy sites on the web. Well done guys, keep it up!"

– Scott Pape (Nationally syndicated Australian financial columnist), on Twitter

10 YEARS:

Built with the help of content experts and market research, GetSmarterAboutMoney.ca now has more than 2,000 pages of guidance on a full spectrum of financial topics.



GetSmarterAboutMoney television campaign

2010/11 AT A GLANCE

Traffic Growth

- 81% increase in online traffic to IEF content
- Added 1427 subscriptions to our online newsletters, an increase of 36% over the previous year
- 152,000 downloads of Funny Money and Let'sTalk Investing videos on YouTube

New Content

- Added 129 new articles, videos, quizzes, worksheets, case studies and calculators and five new sections to the web site: Life after high school, Tax planning, RDSPs, Raising a family, Financial planning
- Launched a blog, twitter account and Facebook page, and re-branded our YouTube channel; recorded 55,334 visits to our new blog since its launch in October 2010

2010-11 financial summary

For the year ended March 31, 2011

REVENUE

Contributions	\$ 2,968,862
Interest income	20,134
	<hr/> 2,988,996 <hr/>

EXPENSES

Public awareness programs	1,330,486
Education initiatives	477,177
General operating expenses	468,009
Development of on-line resources	340,707
Outreach programs	182,295
Amortization	129,976
Research projects	100,130
	<hr/> 3,028,780 <hr/>

EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	(\$ 39,784)
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This information has been derived from the audited financial statements of the Investor Education Fund for the year ended March 31, 2011.

our governance

Investor Education Fund is guided by a diverse team of Directors. Each has been appointed for his or her experience in the financial services sector, education, and securities regulation. Their expertise is complemented by specialized knowledge internal and external to IEF.

The Investor Education Fund Board:

- provides operational direction to IEF
- decides its business affairs, including decisions on sponsorship requests
- advises on educational content for the public

Our 2011/12 Board of Directors

President

Tom Hamza

Tom Hamza has more than a decade of experience in financial services strategy consulting with Deloitte Consulting and A.T. Kearney Consulting, and as a former member of the executive team at Futura Financial.

Chair

Paul K. Bates, FCMA

Paul Bates is Special Advisor to the President of McMaster University. He was formerly a Commissioner of the Ontario Securities Commission, as well as a former Dean and Industry Professor in Financial Management Services at the DeGroote School of Business at McMaster University, and a past Adjunct Professor at the University of Toronto's Rotman School of Management.

Directors

Mary Condon

Professor Mary G. Condon, Lawyer, teaches securities law at Osgoode Hall Law School, and also directs and teaches in its part-time LLM program specializing in securities law. She is a Commissioner at the Ontario Securities Commission and was appointed a Vice-Chair of the OSC on June 1, 2011.

Julia Dublin

Julia practices corporate and securities law. Her clients include public and private issuers, registrants, individual investors and public sector organizations. Julia is an Adjunct Professor with the Osgoode Hall Law School and has been retained as an expert witness on business and regulatory subjects.

Rozanne E. Reszel

Rozanne Reszel, FCA, CFA, ICD.D, is President and CEO of the Canadian Investor Protection Fund (CIPF), a fund created by the investment industry to ensure client assets are protected if a CIPF member becomes bankrupt.

Elaine Wyatt

Elaine Wyatt is the founder and President of Craib Strategic Directions, a strategic communications consulting firm with diverse clients in Canada and the United States.



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Find us on:



YouTube at youtube.com/InvestorEDFund



twitter at twitter.com/smarter_money



Facebook at facebook.com/GetSmarterAboutMoney



Blog at blog.getsmarteraboutmoney.ca

Contains FSC certified 100% post-consumer fiber. Certified EcoLogo, Processed Chlorine Free,
FSC Recycled and manufactured using biogas energy.

