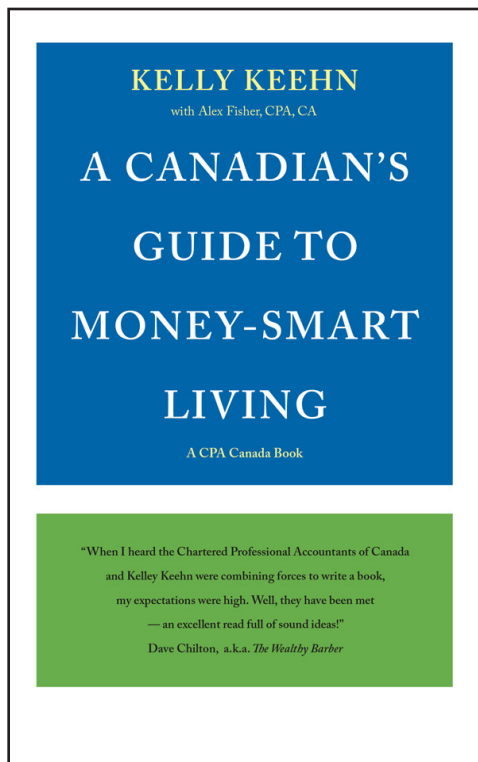


Excerpt from *A Canadian's Guide to Money-Smart Living* by Kelley Keehn



Published by Cormorant Books

Publication Date: May 2019

168 pages

\$19.95

Introduction

The genesis of this project came about from a presentation I gave to the Institute of Chartered Accountants of Alberta in Calgary in 2011. During the Q&A section of my talk, there were a number of interesting comments and conversations from the audience. What struck me most during the question period was the genuine concern that accountants have for the financial education of their clients and their family members as well as for the Canadian public as a whole.

One older accountant lamented about his frustration that our public school systems have incorporated sex education from an early age right up to teenage years, yet not one course is dedicated to financial literacy for our youth. He also noted, interestingly, that even though I write books and make a wide variety of media appearances via television, radio, newspapers and more, that I probably wasn't reaching our youth in furthering my mission to make Canadians **feel good about money**. He commented that his grandchildren and their friends don't get their news from traditional sources; now, they receive most of their information online from Facebook, YouTube and more. So, if we're not reaching them during their years of education and their parents likely also don't have a firm financial foundation, how will financial literacy ever change in Canada?

I was fortunate to chat with Katie Starratt after that presentation who informed me of CPA Alberta's provincial initiatives for financial literacy. She later introduced me to Cairine Wilson, then Vice-President of Member Services with the Chartered Professional Accountants of Canada (CPA Canada), who equally shared the passion of accountants across Canada to educate our nation. From my years in the financial industry, I have always

known how idely respected the accounting profession is (I like to refer to them as the surgeons of the financial industry), but I was thrilled to learn how many volunteer hours (during their own extremely busy tax season) many accountants across the country dedicate to the public by volunteering their time to prepare tax returns for low-income individuals free of charge, many of whom might never be able to reciprocate with payment or become a future client. The accountants do it because they care and want to make a difference.

When Cairine explained that CPA Canada was ready to be the first national organization to roll out a financial literacy education program and that there were accountants ready to volunteer their time to provide free educational sessions to individuals and businesses, I was thrilled to participate. This book is the companion to their much-needed program.

Now, eight years later, CPA Canada has an internationally award-winning program that offers over 40 sessions and workshops conducted at no charge for communities across the country. Each year, CPA volunteers present at thousands of events in their communities from schools to seniors to small business owners. Collectively, we can move the needle when it comes to helping Canadian better manage their money.

Kelley Keehn