

October 22, 2014

Address

Dear Branch Manager:

We would like to invite you to participate in ***Education Savings Week*** which runs from November 17-21, 2014. There are a number of activities taking place during this week, including RESP Sign Up events, a drawing contest and a poster campaign.

Some ways you could participate:

- Post Education Savings Week posters in your branch
- Set up a table in the lobby during this week with brochures and promotional materials
- Have treats that week in the lobby (with the promotional material)
- Have a draw with a prize for people who sign up for an RESP that week

Education Savings Week has transpired through work done by the Canada Learning Bond Champions' Network, hosted by Employment and Social Development Canada (formerly HRDC) which has participants on the network from across Canada. This is the first annual Education Savings Week, and work is in progress to have this proclaimed by the government as an official week next year. November was chosen in part as it coincides with National Financial Literacy Month. Feel free to contact me if you wish more information on this network.

We especially want to promote the "free money" from the Canada Learning Bond, to modest and low income families, where no contributions are required. It is proven, even when Canada Learning Bonds are initially set up without contributions, families tend to contribute as they are able and that children are more likely to pursue post-secondary education. Please note that RESP'S are not considered assets for the purpose of social assistance and will not affect eligibility for Ontario Works, the Ontario Disability Support Program, Social Housing or Children's Services.

The Chatham-Kent Prosperity Roundtable has voted to champion the Canada Learning Bond and the Chatham-Kent Leaders Cabinet has also endorsed the promotions. It is our desire to increase the Canada Learning Bond for eligible families, and to increase the number of residents in Chatham-Kent with post-secondary education.

If you choose to participate, we would like to hear from you. We want to track activities in Chatham-Kent during this week and participation where possible to aid in future activities.

I have enclosed a selection of the promotional materials. If you would like more of these items or would like more information on this event, please do not hesitate to contact me at 519-351-1228 x 2230 or at my email address listed below.

Yours truly,

Mary Alice Searles, Supervisor
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