



October 31, 2014

Branch Manager
TD Canada Trust
150 Millrise Blvd SW
Calgary, AB T2Y 5G7

Dear Branch Manager,

Re: Increasing Uptake of RESPs for Education Savings Week and Financial Literacy Month

Your branch plays a vital and valuable role in the creation of children's education savings accounts. The very first Education Savings Week (ESW) in Canada takes place November 17-21, 2014 to leverage both Financial Literacy Month (November) and National Child Day (November 20).

The Canada Learning Bond (CLB) and the Alberta Centennial Education Savings (ACES) Grant provide up to \$2,500 *free* government money for a child's future education. Too few families are accessing this free money. For example, in Alberta the CLB take up rate is only 27%. Seeing as there is a direct link between access to education and poverty reduction, this presents a huge opportunity to enroll the thousands of CLB eligible children in Alberta who are not receiving it.

This year, Mayor Naheed Nenshi **officially proclaimed November 17-21 as Education Savings Week** in Calgary and there are a number of events happening to celebrate. For example, an online RESP application portal will be piloted at Momentum, a free RESP sign-up event is happening at Bow Valley College, and there will be a month long "RESP Info Blast" contest with a cash prize for the winner. Further information about Financial Literacy Month and Education Savings Week events in Calgary can be found at www.enoughforall.ca/whats-new/financial-literacy-month/.

To help make Education Savings Week a success, we are asking you to:

- Inform all clients about the benefits of RESPs.
- Let families know that your bank can open RESP accounts for free, with no minimum deposit, to access the CLB and the ACES grant.
- Invite your staff to participate in the "RESP Info Blast" cash prize contest.
- Host your own Education Savings Week activity.
- Set goals around the number of children's RESPs you will open at your branch.

Please do not hesitate to contact us if you have questions or would like promotional materials. Thank you for your support in making Education Savings Week a success!

Sincerely,

Courtney Hare, Financial Literacy Manager
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Lora Pesant, Financial Literacy Facilitator
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Encl: Mayoral Proclamation of Education Savings Week
RESP Info Blast Contest guidelines and tracking sheet

momentum

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