



Lilypad Learning

What Is Investing?

Lots of types of investments:

- Stocks: Buying a piece of a company
- Bonds: Lending money to a company or government
- Mutual Funds & ETFs: Basket of companies
- Real Estate: Owning property



Lilypad Learning

Sponsorship Package · 2026

Empowering the next generation with **financial confidence.**

Lilypad Learning is a student-led, Alberta-registered not-for-profit delivering free, peer-led financial literacy workshops to youth across Calgary. This package outlines who we are, what we achieved in 2025, and how your organization can help us reach 200+ youth in 2026.

THE PROBLEM

Canadian youth are entering adulthood without the money skills they need first.

Alberta's curriculum touches on money management, but students consistently report feeling unprepared to apply it. The result is financial stress, avoidable debt, and long-term economic vulnerability that starts before a first paycheck.

73%

of Canadian high schoolers say they lack the knowledge to make informed financial decisions

80%

of students don't understand fundamental concepts like debt

61%

believe their generation will be financially worse off than their parents

OUR MISSION

Empower youth to achieve financial literacy.

By welcoming and fostering a community of collaboration and relatability, we aim to redesign traditional financial literacy, making it more personal and more impactful. Our workshops are facilitated by University of Calgary students who are close in age to the youth they teach, so personal finance feels immediate rather than abstract.

2025 BY THE NUMBERS

150+

youth reached across Alberta

13

workshops delivered in schools and community venues

95%

average post-workshop knowledge score

250+

impact hours of hands-on financial education

Measured, not assumed

Every session includes pre- and post-surveys analyzed by our Director of Educational Psychology. In 2025, overall financial literacy scores rose significantly after a single workshop ($p < 0.001$). 59% of students reported high confidence managing money afterward, and 72% expressed strong intent to take financial action such as opening a savings account or building a budget. The full statistical report is available on request.

"Students who are typically less engaged in traditional classroom settings were actively participating. The interactive, conversational approach resonated strongly with learners."

Educator and community partner feedback, 2025 program cycle

THE PROGRAM

Turn Your Cents Into Sense

A free 60-minute workshop for youth ages 13 to 19, built around the three pillars of financial literacy: **confidence, knowledge and behaviour**. Delivered at schools, rec centres, libraries and community organizations, single sessions or back-to-back for larger groups.

- ✓ **Budgeting and money management:** needs vs. wants, part-time income, saving and goal setting
- ✓ **Debt and credit:** how credit works, credit-score myths, avoiding common traps
- ✓ **Investing basics:** stocks, bonds, ETFs and compounding through our Build Your Stax simulation
- ✓ **Planning for post-secondary life** and everyday money decisions

Also available: curriculum-aligned in-class versions (CALM, Math, Social Studies) and multi-week programs such as Money Moves for newcomer youth.



THE LILYPAD DIFFERENCE

Peer-led

Facilitated by trained University of Calgary students, most from the Haskayne School of Business, who share their own money stories.

Interactive and story-driven

Activities, games and open conversation instead of lectures, so students connect with the content and retain it.

Community-informed

Delivered where youth already gather, with a focus on underserved and newcomer youth, and shaped by community input.

PROUD TO HAVE WORKED WITH



OUR 2026 GOAL

Reach 200+ youth across Calgary and surrounding communities.

Our educators volunteer their time and we never charge schools or community groups. Sponsors cover what gets us into the room: materials and printing, travel to communities, facilitator training, outreach, and the evaluation behind our impact reports.

WAYS TO SUPPORT

SPONSOR A WORKSHOP

\$100

One full session for a class of youth

- ✓ Materials, printing and travel for one workshop
- ✓ Thank-you on our social channels
- ✓ Session summary and photo

SPROUT

\$250

Two to three workshops

- ✓ Everything above
- ✓ Logo on our website sponsors list
- ✓ Logo on closing slide of sponsored sessions

LILYPAD PARTNER

\$500

About five workshops

- ✓ Everything above
- ✓ Logo on all workshop handouts
- ✓ Dedicated social media feature
- ✓ Staff invited to attend or co-present
- ✓ Year-end impact report

PRESENTING PARTNER

\$1,000+

Ten or more workshops, a full semester

- ✓ Everything above
- ✓ "Presented by" on banner, flyers and website
- ✓ Co-branded series in a community of your choice
- ✓ Employee volunteer opportunities for CSR
- ✓ Quarterly updates and year-end showcase

In-kind welcome

Venue space, printing, snacks for sessions, prizes for our investing game, or transportation to communities outside Calgary all make a real difference. Amounts above are a guide; we are glad to build a package that fits your budget and goals.

Partner with us to build a financially confident future.

Connor McQuiston, Director of Sponsorship · Anthony Gomes, VP External Affairs
anthony.gomes@ucalgary.ca · lilypadlearning.ca/sponsor