

## PROJECT SUMMARY

SC-573

### **Programme “L’évaluation de l’École de l’argent” [“The Money School” evaluation program]**

#### **Carrefour jeunesse emploi de l’Outaouais (CJEO)**

*Carrefour jeunesse emploi de l’Outaouais* (CJEO) has almost 25 years of community experience in working with young people (ages 16-35) in the town of Gatineau. The success of its approach, in terms of an integrated service offering, acted as a model when the concept was deployed throughout Québec. There are now 110 *Carrefours jeunesse emploi* (CJE). CJEO’s mission is to improve young people’s living conditions by coaching them as they enter the labour force, go back to school, or start up a small business. For three years now, a program has been offered to young adults to help them succeed in their plans: the *École de l’argent* [Money School].

CJEO has incorporated the issue of finance throughout its service offering. To do so, the organization called on the professionals who were working with young people, noted and drew on the keen interest expressed by the youth who participated in the *École de l’argent*, explained a number of key financial concepts in plain language, designed and tested workshops, developed tools and group approaches, enlisted partners, etc. In short, CJEO has developed a unique approach to financial education. In light of comments from almost 2,000 participants and the fact that substantial behavioural changes were noted in youth, CJEO can assume that the *École de l’argent* is having a clear impact and generating substantial results.

Based on the support that participants and community partners have given the *École de l’argent*, the CJEO also experimented with two complementary lines of action during the year: a school component and deployment of the approach at six CJE. To date, the *École de l’argent* has reached almost 2,000 young adults. At this stage, it is making some great inroads. CJEO is convinced that the project has everything it needs to transition from project to program status. The goal is to offer financial education services to young adults through the CJE or youth organizations.

To do so, the next step is critical and would take two years. The goal is to engage in an evaluation phase while maintaining services and supporting the other six CJE in optimizing the training received during the winter of 2008. The evaluation is designed to measure the actual impact of the intervention, improve and draft the approach philosophy, put together the best tools, consolidate deployment and, lastly, document the process and winning conditions for setting up the *École de l’argent*, and for its activity. CJEO undertakes to give the results of the evaluation to the *Autorité des marchés financiers* and, eventually, to partners as well as to the various audiences interested in the matter.