

University of Waterloo - School of Accounting and Finance
Ministry of Education - RFP Financial Literacy Curriculum Supports for Students
Summary of In Kind Contributions
Nov-23

Partner	Support Area	Value of In-Kind Contributions	Details	Rationale	Calculation
CPA Canada	Development of supplemental Financial Literacy curriculum sessions	120,000	\$10K for the development of a session; 12 sessions are currently available for Ontario Schools to access	CPA Canada accepts sponsorships of \$10K to support the development of a Financial Literacy session, delivered by CPA member volunteers	12 sessions x \$10K cost for third party organizations to sponsor creation of CPA Canada Financial Literacy sessions, delivered by CPA member volunteers
Sagen	Sponsorship of SAF's Financial Literacy Competition and Financial Literacy in the Classroom resource site	33,000	Sponsorship supports licensing costs for competition software, competition prizes and event supplies	Sagen provides \$33K per year in support of Financial Literacy in the Classroom, including the Financial Literacy Competition for students in Grades 9 - 12	Per annual sponsorship agreement with Sagen
School of Accounting and Finance - University of Waterloo	Marketing and Communications Support	3,960	Marketing and Communications support - our MarComm team can support the design for brochures, posters and other communications, including video editing	5% of existing MarComm FTE for 12 months	Comm & Digital Media Coordinator salary - \$6,605/month
School of Accounting and Finance - University of Waterloo	Outreach and Financial Literacy Competition Promotion	9,000	Outreach and promotion -- our existing SAF Competitions Coordinator can assist the promotion of this Project team and leverage existing highschool recruitment channels and events across the province	10% of existing Competitions Coordinator Salary	Competitions Coordinator - \$3,750/month
School of Accounting and Finance - University of Waterloo	Student Support for Financial Literacy Competition	13,344	SAF Student Fellowship or co-op student can assist with social media and general promotion (eg. podcast development for social media channels) and contest preparation, testing, and delivery	50% of a co-op student position for 2 terms; (or SAF Fellowship student)	\$13,344/term x 2 terms x 50%
School of Accounting and Finance - University of Waterloo	Faculty Member Oversight of Financial Literacy in the Classroom initiatives, including the Financial Literacy Competition	24,000	Existing SAF Co-Directors of Financial Literacy in the Classroom initiative will provide guidance to Project Manager, strategic oversight and coordination with existing financial literacy resources and competitions	10% of Co-Director's salary	\$120,000 x 10% x2
University of Waterloo	Office space - 2 offices for a year	5,000	2 offices for Program Manager and Program Coordinator	UW charges a standard rate of \$183.44 per m2 for overhead costs associated with space across campus	2 offices x 14m2 x \$183.44/NASM
TOTAL		208,304			