

Advancing investment literacy for young Canadians

Equipping students with the confidence and financial habits they need for life.

WHY INVESTMENT LITERACY MATTERS



Interest is high.

65% of young Canadians (18 - 34) are highly interested in investing.

Source: 2025 Fidelity Young Canadian Study.



Knowledge gap persists.

54% identify as beginners or novices.

58% do not know the difference between saving and investing.

Source: 2025 Fidelity Young Canadian Study.



Why start early?

96% of university students in a focus group said they needed more financial education in high school.

Source: Fidelity Student Pulse Poll, January 28, 2026



MONEY GAINS OVERVIEW



64 videos available in EN and FR



About 1 million YouTube views



Free access

PLUS:



Lesson plans for each chapter, written by an Ontario-certified educator, aligned with Ontario curriculum—to bring Money Gains into the classroom



Glossaries for each video explaining financial terms



Designed with high school students and educators in mind

VIDEO TOPICS



Budgeting basics



Investing fundamentals



Saving and goal-setting



Risk and return



Credit and debt



DIY vs. advice



Find easy access to the full playlist.



Find the full library with glossaries and lesson plans.

Recognized by:

