

Wealthsimple Foundation Impact Report 2024

Dear Friends,

2024 was a landmark year for Wealthsimple Foundation, and I'm incredibly grateful for what we've accomplished together. It was our best year yet, with a 51.7% increase in Canada Learning Bond sign-ups, over 1.5 million people reached through our Money Master Class, and deeper connections built with youth through campus tours, classroom workshops, and our Foundations Day events.

We started the year with a major victory: the federal government approved a plan to automatically grant Canada Learning Bond benefits to eligible children by 2028-2029—a huge step forward for access to post-secondary education.

In the months that followed, we focused on enhancing financial literacy. From expanding tax programs to helping families access government benefits, to launching the Money Master Class series, and touring campuses across the country with practical, engaging workshops for young people, we made financial education more impactful than we ever had before.

None of this would have been possible without our dedicated team, volunteers, our trusted partners, and the generous support of our founding partner, Wealthsimple.

As we look ahead, we're excited to build on this momentum. Together, we'll continue making personal finance simple, engaging, and accessible for young people.

With gratitude,



Leen, Board Chair, Wealthsimple Foundation



Education can be a life-changer, but it's not equally accessible to all.

Wealthsimple Foundation breaks down the barriers to post-secondary education and expands opportunities for youth across Canada.

2024 in numbers:

→ **362K** people educated

→ **\$3.6M** in CLB benefits

→ **\$53K** in scholarships

1. Improving Financial Literacy

Students need more than post-secondary education to achieve financial freedom.

Through in-person workshops, seminars, and events we meet students where they're at to provide simple, accessible and engaging financial education, so they feel better equipped to begin planning for the future.

From launching the Money Master Class, to providing tax filing support and bringing in-classroom learning to four provinces, we connected with young people wherever they are, online or in person, to create dynamic spaces for interactive finance and career learning

2024 Impact

- **362,599** people educated through **90** workshops and the Money Master Class
- **87%** of survey respondents rated our program engagement level **above 4 out of 5**

Total Impact to Date

- **370,080** people reached through **277** workshops and online resources



“It was truly a pleasure to have these sessions held in person this time, and the students were absolutely captivated by the “wealth” of information and the accessible way it was presented.

My students expressed how much they appreciated the practical, real-world insights and the engaging delivery.

This type of hands-on learning is invaluable, and I know it will have a lasting impact on their financial literacy and decision-making.”

*Dave Dickinson
Grade 11 Teacher, Rockridge Secondary School
Vancouver, BC*

Programming Highlights

NEW **Money Master Class:** Connecting with young Canadians online through relatable, real-life lessons

Impact:

- **1.5M** views and counting
- **9** campus tours across Canada
- **200+** attendees at launch
- **\$6.5K** towards bursaries from Shirley Co. merch

“I usually have a short attention span, but the videos actually kept me engaged.”



Tax Sessions: Empowering participants with the training and resources to file their taxes independently and claim the CLB

Impact:

- **313** attendees from **11** community organizations (+663% yoy)
- **366** beneficiaries (+95% yoy), including 59 young adults (+228% yoy) received CLB

“Their focus on education and action makes such a difference for students to gain the skills they need to file for themselves in the future.”

*Terry Bennett
Mac Money Centre*



Foundations Day: Interactive workshops, panels, and networking for students to gain essential financial skills to take control of their futures

Impact:

- 3 Foundations Days
- 87 student participants
- 76 hours from 37 volunteers in support

“As someone deeply committed to learning about financial literacy, I was truly appreciative of this learning experience.”



“It is really important, I would say, to have essential knowledge, the right mindset, and skills to manage your own finances. These are things that schools often don't teach us, and we realize their importance only after we get to college or even later in life...

That's why it's so important to learn how to manage your finances early on— or at least attend events like this to gain more insight and start taking control of your financial life.”

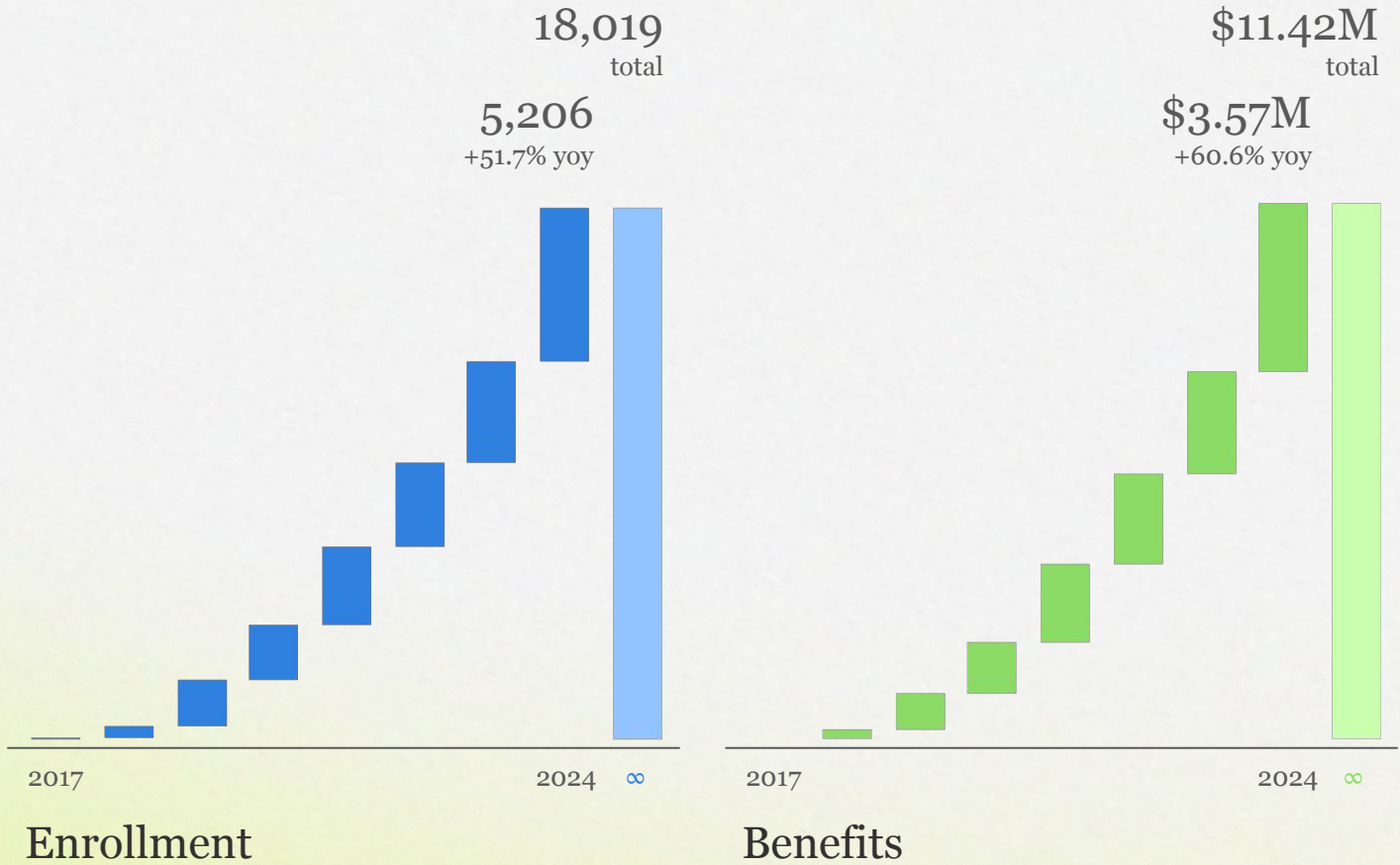
Youth Participant

2. Growing CLB and Education Savings

We help modest-income students and families apply for the Canada Learning Bond (CLB), a \$500–2,000 grant invested in their Registered Education Savings Plan (RESP) that goes towards future education.

This was a big year of CLB, with **51.7% more people enrolled in the benefit in 2024**.

To date, we've helped **18,019 children and youth** access **\$11.42M in CLB benefits**.



3. Distributing Scholarships and Bursaries

We work with colleges, universities, and grassroots organizations to help students with financial need pursue post-secondary education.

This year, with the help of our partners and donors, including the Yves & Cynthia Bled Foundation, we've committed to providing **17 students** with **\$53K in bursaries**.

To date, we've supported **86 students** with **\$187K+ in bursaries**.

This year, in partnership with Wealthsimple, we promoted Canada's Simplest Scholarship - awarding \$15,000 total to three post-secondary students across Canada.

“Receiving this scholarship means a lot to me...

For my community, I hope it's a reminder that opportunities are out there if you're willing to try.”

Zakarya Ali
Recipient of Canada's Simplest Scholarship



A huge thank you to our donors and the people who make our work possible

Systemic changes are needed to make post-secondary education more inclusive, accessible, and affordable. We can't make all those changes immediately, but with the support of our donors, volunteers and community partners, we can take actionable and informed steps towards this goal.

\$787,900 in donations from Wealthsimple, the Yves and Cynthia Bled Foundation, and individual donors.

78 volunteers spent more than 350 hours volunteering in 2024:

Abeer Khan
Abigail Udvari
Adam Saso
Alicia vogan
Amanda Burke
Andy Hoy
Bryanna Sacco
Carly McCready
Chantelle Petrozzi
Celine Mathews-Negash
Clint Lacroix
Courtney Craig
Darshan Bhavsar
Daniel Tersigni
Diana Huynh
Dorra Bouchiha
Dylan Tannyan
Evan Metelski
Fariba Al-Hassan
Fazi Kiani
Fizza Chaudhry
Guilherme Vasconcelos
Guy Tsror
Hailey Martin
Hannah Markovits
Jack Fabregas

Jackie Izzard
Jacklyn Vieira
Jay Young
Jenny Phan
Joann Lai
John Peters
Joseph Kindarji
Josh Hanson
Julianna Cardozo
Julianne Jorda
Kaleem Arjune
Keegan Mongru
Kim McGoldrick
KJ Sitsabesan
Kriti Sodhi
Ky Capstick
Larochelle Poblete
Lena Hirschfield
Lorne Sussman
Lucas Yang
Malvin Lo
Manuel Agudelo
Manvendra Singh
Maryam Jawansheer
Meeral Qureshi
Moiz Divan

Monica Anton
Natasha Anzik
Nathaniel Bates
Narges Afzal
Nicholas Offer
Noah Mifsud-Lattari
Oluwadamilola Bamigboye
Peter Martin
Prince Narciso
Rachel Lam
Rita Choi
Robert Wan
Sahil Gill
Scheherazade Hasan
Scott Simpson
Sofana Sathiyaseelan
Spencer Hazzard
Sudarsan Ramesh
Tahaniya Merchant
Thierry Ambraisse
Tosin Bamigboye
Tyler Hamilton
Victoria Hale
Wasif Hyder
Yusen Wang
Zarmeen Khan

2024 Volunteers of the Year

A special thank you to our top volunteers this year for all of their time, energy and effort to breaking down the barriers to education for everyone living in Canada.



Community Award: **Narges Afzal**

Narges has become an invaluable part of the Wealthsimple Foundation volunteer community. Her commitment to connecting with communities, from facilitating workshops to supporting RESP sign-ups and acting in the Money Master Class, has been instrumental in advancing our mission.



Behind the Scenes Award: **Tyler Hamilton**

Tyler has been a key supporter of the Foundation's lifecycle marketing efforts for two years, helping hundreds of families and young adults access RESPs and the Canada Learning Bond with email campaigns during tax season, back to school and RESP contribution deadlines.



Foundation's Choice Award: **Prince Narciso**

The Foundations Choice Award recognizes a volunteer who has made a lasting impression with their impact. Prince, has been a constant source of support—showing up when needed, tackling tough tasks, and inspiring others to get involved. We're proud to recognize his dedication and contributions to our work.

Our Board



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Wealthsimple Foundation



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Gina Skocaj
Associate, Community
Engagement



Zhané Stimpson
Associate, Youth
Engagement



Maryam Jawansheer
RESP Specialist

We make a difference together

We're lucky to work with incredible community partners.

Together, we support financial literacy, education savings, and bursary funding all across Canada.

Association of Black Canadians
BoostHer!
Brock University Student Justice Centre
CASFAA
Covenant House
Durham Region
Ernestine's Women's Shelter
Employment and Social Development Canada (ESDC)
Federation of Black Canadians
FUNCTION
G3neration Chosen

George Brown College
Grant Me
Launch Okanagan
Laurier University
Marteine
McMaster University
North York Women's Shelter
PennyDrops
RiseinStem
Rockridge Secondary School
SaySomaali
Scholarships Canada
Schoolfinder Group
Sherbourne Health
Target Alpha
The Laidlaw Foundation
The Leacock Foundation
The Mina Project
The Neighborhood Group (TNG)
The Yves & Cynthia Bled Foundation
Toronto Community Housing
Toronto Metropolitan University
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Youthful Cities



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Questions? info@wealthsimplefoundation.com

