



VISION

Strengthen the financial well-being
of Canadians
and their families

by empowering them to...

Goal 1
Manage money
and debt wisely



Goal 2
Plan and
save for the future



Goal 3
Prevent and protect
against fraud
and financial abuse



to accomplish that we will...

STRATEGY

Mobilize and engage public, private and non-profit sectors
to strengthen the financial literacy of Canadians and
empower them to achieve these goals

applying our key priorities of...

**Collaborating
and
sharing**

**Tailoring
programs /
Applying
plain language
principles**

**Reaching
and
engaging**