

Teaching money literacy to children



Teaching your children about money is essential in helping them improve their financial literacy.

“It’s really important to start the conversation around money early,” award-winning entrepreneur, Halton resident and author of the *M is for Money* book series Teresa Cascioli said. “The Financial Consumer Agency of Canada says that if you learn financial skills early it leads to sound financial decisions when you’re an adult.”

After discovering that there were no children’s financial books available, Cascioli set out to create a series herself.

The nine-part book series teaches children rudimentary facts about money by following the financial adventures of twins Tessa and Benji.

“I wanted the books to be used as tools to tell a story as opposed to teaching a lesson,” Cascioli said of the series. “I noticed that some children think their parents are

ATMs and they don’t really have a concept of money.”

The series caters to children aged five to nine and along with educating older children, the books give parents and teachers the tools to talk about money in a fun and inventive way.

Each book tells a different story, exploring concepts like saving, spending, budgeting, banking, loans and even addresses charity.

“I think that there has to be a concept of saving and spending. The books teach them a balance between the two.”

Earning is another a key topic, as Cascioli explains how hard-work can result in earnings that can be rewarding in her book *The Little Lemonade Stand*. In the second book, Benji and Tessa set up a lemonade stand, serving 30 neighbours.

“The books teach children about social responsibility,” Cascioli explained. “They learn about the neighbourhood, neighbours



and types of institutions in the neighbourhood.”

In addition to the book series, a collection of games and activities are also available for download on the M is for Money website misformoney.ca.

Children can actively learn with everything from colouring books and bookmarks to stickers and reward certificates.

All of the books are out now and available online at misformoney.ca. Cascioli said her initial goal is to simply promote the series.

“My immediate short-term goal is to ensure that we get as many books in the hands of children as possible,” she noted.

The series is also available at Indigo/Chapters stores across Canada.