

November 2018

IIROC Financial Literacy and Investor Education Initiatives

Mandate

Protecting investors is core to IIROC's mandate. Because investor education forms an important element of that mandate, IIROC offers various free tools and resources to help investors make informed decisions.

IIROC's **Investor Resource Centre** lists information for all investors, including specific content for seniors, young people and the vulnerable.

IIROC Brochures

- **How IIROC Protects Investors** – Outlines the advantages offered when investing through an IIROC-regulated advisor and firm.
- **Making a Complaint: A Guide for Investors** – Outlines how to make a complaint to IIROC and to an IIROC-regulated firm.
- **How Can I Get My Money Back? A Guide for Investors** – Provides options for seeking compensation.
- **Opening Your Retail Account** – Explains the documentation and personal information required during the account application process.

IIROC Online Tools

- **IIROC AdvisorReport** – This popular resource provides background information about advisors at IIROC-regulated firms to help investors when they are choosing or working with an advisor. Each report provides information about an advisor's educational qualifications, employment history with IIROC-regulated firms, the services and products that he or she is approved to offer, and a record of disciplinary history (if any) with direct links to related documents.
- **Unpaid Fines Report** – This report lists individuals formerly employed at IIROC-regulated firms who have failed to pay fines resulting from disciplinary action against them. This is another tool that investors can use to conduct due diligence when choosing an advisor.
- **Glossary of Financial Certifications** – The glossary is an easy-to-use service that outlines the certifications used by financial professionals and what it takes to achieve them. Investors can access information about 65 commonly used financial certifications in the Canadian financial services industry.

IIROC Videos on YouTube

- **Financial tools for seniors and everyone else!**
- **Financial tools for various life stages**
- **Helpful Financial Tips for Seniors**
- **IIROC and FCAC: Protecting you together**
- **Introducing the Financial Consumer Agency of Canada (FCAC) and Financial Literacy Month**
- **The Life Cycle of a Trade** – How hundreds of thousands of securities transactions are processed every day in Canada

IIROC Investor Bulletins

- **What should you know about your investment advisor?** – Questions to consider when choosing an investment advisor.
- **Are you financially prepared for what's ahead?** – How seniors can make more-informed decisions when working with an advisor.
- **Risk and its impact on your investments** – Different types of risks associated with investments, and how investors can gauge their comfort level with risk and what steps to take to minimize risk.
- **Ensuring your investments are right for you** – What to expect when working with an advisor.
- **What you need to know about borrowing to invest** – What's involved when using borrowed money for investing purposes.
- **Understanding financial certifications: How do you know if your advisor has the right skills to meet your investment needs?** – What certain financial certifications mean, what it takes to achieve them, and resources about advisors' certifications and registrations.

IIROC Partnerships – Current and Past Commitments

- **Canadian Financial Literacy Database** – IIROC was among the first to participate in the Financial Consumer Agency of Canada's (FCAC) online initiative and continues to work closely with the federal agency to educate investors and investment advisors.
- **Prosper Canada** – IIROC provided financial support to a multi-phase research collaboration with Prosper Canada to explore how disruptive forces are influencing the financial behaviours of Canadians – particularly around saving and investing. Having a more complete understanding of income volatility, debt levels and other factors will enable policy-makers, regulators and financial educators to develop solutions tailored to their communities/regions.
- **CARP** IIROC works with CARP (formerly known as the Canadian Association of Retired Persons) to ensure Canadian seniors are well-informed and better-protected as investors. Each year, IIROC participates in CARP's Zoomer shows in Toronto and Vancouver.
- **Canadian Foundation for the Advancement of Investor Rights (FAIR)** – IIROC was the initial sponsor to establish this national non-profit investor advocacy organization, and has recently provided additional financial support
- **Institute of Financial Education and Literacy (iCLEF)** – iCLEF, a personal finance management program, develops financial and investor education tools and materials offered online and throughout Quebec community colleges, as well as some colleges in the Atlantic and Toronto. IIROC provided financial support to iCLEF alongside the Autorité des marchés financiers and Finance Montréal, among others.

- **Funny Money** – IIROC provided financial support to this award-winning program that teaches high school students about financial literacy through interactive, humorous presentations. Lessons use real-life scenarios to teach youth about spending habits and the benefits of investing and saving.
- **JA Canada** – Since 2012, IIROC has been a proud corporate partner with Junior Achievement. Each year, IIROC staff in Vancouver, Calgary and Toronto spend one full day in local schools teaching the JA *Economics for Success* Program.
- **International Forum for Investor Education (IFIE)** – As a member of IFIE, IIROC has hosted and participated in annual conferences, providing regulators and financial educators a forum to share best practices on new research and tools for implementing effective financial education and literacy programs.
- **IOSCO Gateway Initiative** – IIROC is part of the International Organization of Securities Commissions' Investor Education Gateway initiative. This online tool yields investor education materials from IOSCO's members, including IIROC, and aims to enhance information sharing among members and the public.

IIROC provides financial support for some of the above partnerships from its Restricted Fund. Money from fines and settlements go into a Restricted Fund, which can only be used to fund projects relating to investor and industry education, as well as investor protection and other permitted uses. IIROC's Restricted Fund Policy sets out the guiding principles that IIROC uses to allocate Restricted Funds. It also outlines the process by which IIROC management reviews submissions and makes recommendations to the IIROC Corporate Governance Committee for approval to use Restricted Funds.

IIROC is the national self-regulatory organization that oversees all investment dealers and their trading activity in Canada's debt and equity markets. IIROC sets high quality regulatory and investment industry standards, protects investors and strengthens market integrity while supporting healthy Canadian capital markets. IIROC carries out its regulatory responsibilities through setting and enforcing rules regarding the proficiency, business and financial conduct of dealer firms and their registered employees and through setting and enforcing market integrity rules regarding trading activity on Canadian debt and equity marketplaces.

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