

## FACT SHEET

March 2017

### IIROC Financial Literacy and Investor Education Initiatives

#### Mandate

- Protecting investors is core to IIROC's mandate and investor education is an important element of investor protection. IIROC offers a suite of investor education tools and resources to help investors make informed decisions.

#### IIROC Online Tools

- **IIROC Website** – IIROC's website has an investor-dedicated centre with information and helpful resources, including specific information for seniors and young people.
- **Investor Knowledge Quiz** – Launched in November 2014, this free resource features multiple choice questions about interest rates, stocks and bonds, and mutual funds, and is designed to test consumers' understanding of the basics of investing.
- **IIROC AdvisorReport** – This popular resource provides background information about advisors at IIROC-regulated firms to help investors when they are choosing or using 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 by IIROC to offer and a record of disciplinary history, if any, with direct links to related documents.
- **Glossary of Financial Certifications** – The glossary is a free, easy-to-use service that helps investors sort through the large number of certifications in use by financial professionals, and understand what it takes to achieve them. Investors can access information about 65 commonly used financial certifications in the Canadian financial services industry in one central location.
- **Guide to Trading on Equity Markets** – This interactive guide is designed to help investors understand the rules and mechanics involved in trading. The guide features lessons about trading on different marketplaces, the benefits and risks of using different order types, how orders are executed and filled and the rules that protect investors.
- **Unpaid Fines Report** – This report lists advisors and other individuals who had been employed at IIROC-regulated firms, and 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 to work with an advisor.

#### IIROC Videos on YouTube

##### Financial Literacy for Canadians

- [Introducing the Financial Consumer Agency of Canada \(FCAC\) and Financial Literacy Month](#)
- [Financial tools for seniors and everyone else!](#)
- [Financial tools for various life stages](#)
- IIROC and FCAC: [Protecting you together](#)
- **Helpful Financial Tips for Seniors** – features useful tips that can help seniors make more informed financial decisions.

## IIROC Brochures

- **How IIROC Protects Investors** – useful information to help investors understand the advantages and protections offered by investing through an IIROC-regulated advisor and firm.
- **Opening Your Retail Account** – provides investors with detailed information on required documentation and personal information during the account application process.
- **An Investor’s Guide to Making a Complaint** – gives investors information on how to make a complaint to IIROC and an IIROC-regulated firm.

## IIROC Investor Bulletins

- **Risk and its impact on your investments** – helps investors learn about the different types of risk associated with investments, their comfort level with risk and the steps they can take to minimize risk.
- **Ensuring your investments are right for you** – helps investors understand what to expect when working with an advisor.
- **Are you financially prepared for what’s ahead?** – helps seniors make more informed decisions when working with an advisor, and lists resources and tools that seniors can access to learn more about their advisor.
- **What you need to know about Borrowing to Invest** – helps investors learn 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?** - helps investors understand what certain financial certifications mean, what it takes to achieve them and lists resources that provide important information about advisors’ certifications and registrations.

## IIROC Partnerships

- **Canadian Financial Literacy Database** – IIROC was among the first to participate in the Financial Consumer Agency of Canada’s online initiative, which was unveiled at the 2014 National Conference on Financial Literacy.
- **Prosper Canada** – IIROC has partnered with the non-profit group, formerly known as SEDI (Social Enterprise Development Innovations), in developing a financial literacy framework. Prosper Canada has been able to use IIROC’s support to create and distribute a resource kit of evaluation tools that organizations can use to monitor and improve community-based financial literacy programs.
- **Junior Achievement (JA)** – In 2012, IIROC kicked off a corporate partnership with Junior Achievement that saw IIROC staff in Vancouver, Calgary and Toronto, spend one full day in local schools teaching the *JA Economics for Success* Program. In 2015, a number of IIROC employees in Toronto will be in several Greater Toronto Area classrooms to share their knowledge and experience to educate and motivate young people about financial literacy.
- **IOSCO Gateway Initiative** – IIROC is part of the International Organization of Securities Commissions’ Investor Education Gateway initiative available on the IOSCO website. This online tool contains investor education materials from IOSCO’s members, including IIROC, and aims to enhance the sharing of information among members and the public.
- **Better Business Bureau (BBB)** – In 2013, IIROC launched a partnership with BBB to distribute investor-related materials, including 40,000 bookmarks, to consumers across the country to raise awareness

about useful IIROC resources for investors. In 2014, IIROC partnered with BBB to distribute and promote the Investor Knowledge quiz through its networks across Canada.

- **Funny Money** – IIROC began sponsoring Funny Money in 2009 to help expand the program nationally, in conjunction with the Investor Education Fund. This award-winning program teaches financial literacy through highly interactive, entertaining and humorous presentations using language and scenarios to which senior high school students can relate. The program provides lessons on saving, budgeting, debt management and investing by using real-life scenarios to teach youth about spending habits, the dangers of credit card debt and the benefits of saving and investing.
- **Canadian Foundation for the Advancement of Investor Rights (FAIR)** – IIROC has provided \$4.65 million to FAIR Canada, a national non-profit investor advocacy organization.

## IIROC Events

IIROC participates in and sponsors events designed to promote investor education and financial literacy, including Fraud Prevention Month in March and Financial Literacy Month in November.

- In 2015, IIROC sponsored and participated in the ABLE Financial Empowerment Conference hosted by Prosper Canada in Toronto, joining other organizations to foster financial empowerment for people who live on low incomes.
- In 2015, IIROC participated in a National Financial Literacy Roundtable hosted by FLAG – the Financial Literacy Action Group to discuss and develop an Action Plan for improving financial literacy in Canada.
- As a member of the International Forum for Investor Education (IFIE), IIROC hosted the fifth IFIE-IOSCO Global Investor Education Conference in Toronto in June 2013 and participates annually in the international organizations conferences.

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IIROC is the national self-regulatory organization which 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 equity marketplaces.

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