



2019 Annual Report

Your Financial Health & Well-Being



1-888-294-0076

| www.moneymentors.ca

| 6 locations across Alberta

MESSAGE FROM THE EXECUTIVE DIRECTOR

This past year has brought forth many changes to Albertans—from economic struggles to now dealing with a new normal. Whether you're seeing your savings decrease, debt payments increase or don't have enough money to cover everyday expenses, you're not alone. According to a 2019 Scotiabank survey, Albertans spend an average of 2.7 hours a day worrying about their finances.

With so many financial pressures burdening our everyday lives, it's no wonder our mental health has been affected. Debt and financial stress can cause a multitude of issues—such as feelings of guilt, shame, anger, and sleep and relationship problems. In fact, approximately 48% of Canadians say they've lost sleep due to their financial worries (Stats Canada, 2019) and 40% of Canadians say their debt is negatively affecting their mental health (Ipsos, 2018).

That's where Money Mentors comes in.

Only 27% of Canadians consider themselves to be financially healthy (TD Canada, 2019). Your financial health is determined by your relationship with money, financial stress levels, spending and saving plans, and debt management. These factors all play a role in your overall health and wellness, and not only affect your mental health, but your physical and emotional health as well. But a higher income doesn't necessarily translate to better financial health—according to TD Canada, 18% of those with a high annual income (\$150,000+) have below-average financial health.

For 23 years, Money Mentors has been here to support, guide and educate Albertans in wise money management and better financial health. From free credit counselling and money coaching to in-person and online financial education and resources, we are passionate about ensuring you have the tools you need to find financial freedom. Whether you require debt relief, budget help or simply need someone to talk to, our unbiased and understanding counsellors are here for you.

It's important to take care of yourself and give yourself grace during difficult periods. While debt and poor financial health may feel insurmountable right now, there is always a way out. In 2019 alone, Money Mentors helped over 6,000 Albertans find financial freedom and gave more than 44,000 Albertans of all ages the tools and education they needed for better financial lives.

I am proud of the work we have accomplished last year and the work we continue to do. It is my hope that through our many services and resources, we can give Albertans the chance to change their lives and better their financial and mental health.

Thank you for choosing Money Mentors to be a part of your continued financial journey.

— *Jim Thorne*

"I can't speak strongly enough about Money Mentors. The simplest way to put it: they truly care and they truly help."

— *Christian, OPD client* —

CLIENT PROFILE

Top 5 reasons Albertans come to Money Mentors:



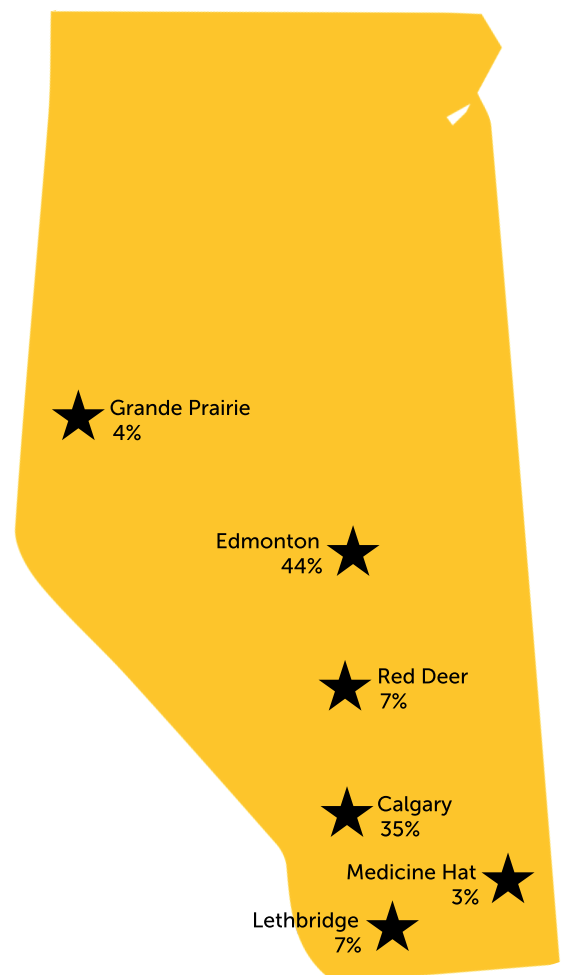
- Employment issues / Income issues
- Financial literacy issues
- Fixed income / Low income
- Government debt
- High interest debt

Average age	45
Female	50%
Male	50%
Single	37%
Married / Domestic partnership	36%
Separated / Widowed / Divorced	17%
Average number of dependents	0.7
Average outstanding debt	\$31,740
Average number of creditors	5.8
Average gross monthly income	\$6,193

What our clients have to say:

"Your services are truly the only saving grace for people in these economic times. There are no words to thank you for giving us our lives back and ensuring that our debts are actually paid, rather than just gotten rid of. We take this help very seriously and really do appreciate everything that has been done for us. Your staff were absolutely wonderful, kind, caring, non-judgmental and always there for us. Thank you, Money Mentors!"

— John and Gloria, OPD clients



OUR IMPACT IN 2019

11,540

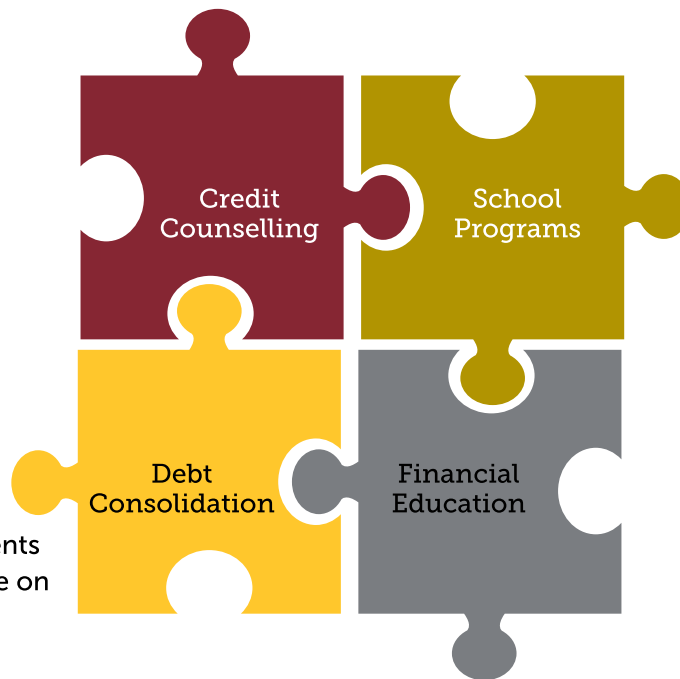
credit counselling and
money coaching
appointments

\$21.2 million

returned to creditors

25%

of our appointments was
invested in our existing clients
to help them succeed while on
the OPD program



42,484

students educated

1,882

classrooms reached

475

in-person class attendees

1,157

online courses completed

302

seminar attendees

What our clients have to say:

"You will never know how much I appreciate Money Mentors. The stress is at an all-time low when it comes to my finances. I am learning how to live within my means and realize what really is important to me. Thank you so much for the best customer service ever. When I first talked to my counsellor, I was at a very low point, but he never judged me for my circumstances. He was the best person in the world for me to talk to. Thank you!"

— *Charlotte, OPD client*

"I attended Money Mentors' free in-person presentation, Break the Cycle, at the Calgary Public Library. I left feeling optimistic and that I could take back control of my situation. Highly recommend attending! It's all realistic advice and seems doable."

— *Mary, in-person financial presentation attendee*

"I had a very great experience with this company. They were very professional and met all of my needs. I have had so much of my stress lifted and I am so thankful for Money Mentors!"

— *Jess, credit counselling client*

"I love the idea of teaching kids about money and finances in school. I thought the Grade 1 presentation was just the right level for my students and the Youth Presenter was fabulous. Thank you!"

— *Teacher, Sunalta Elementary, Calgary*

CLIENT SUCCESS STORY

How one woman overcame depression and overwhelming debt to better her mental and financial health.

Money mishaps

After being in the workforce for over 25 years, Jacqueline was abruptly let go. Not knowing how she would manage, she fell into a deep depression that made it hard for her to see the other side. With no savings to her name or opportunities for new employment, Jacqueline was granted access to her pension early to help make ends meet—unaware that this would cause further financial issues later on with the Canada Revenue Agency.

"I didn't realize that by taking out some money from my pension, I would owe the CRA lots of money," she explained. "Add to the fact that I hadn't been paying my taxes because of my poor mental health and owed money to other creditors, too—I knew I'd committed financial mistakes and was in trouble."

While in the car one day, Jacqueline heard a radio commercial for Money Mentors.

"I hadn't heard of Money Mentors before, but I was willing to try anything to help me out of my financial situation. The commercial came at the right time in my life."

A new start

With \$25,000 of debt looming over her, Jacqueline made the call. And her life was changed.

Jacqueline's first appointment with Money Mentors was the start of a brighter future. Her counsellor, Suzanne, walked Jacqueline through her debts, created a manageable spending plan and enrolled her onto the federally legislated Orderly Payment of Debts (OPD) program. Unlike other debt consolidation options available in Alberta, the OPD program covers government debt, which was important for Jacqueline's unique financial situation.

"Money Mentors was great," she exclaimed. "After I started the OPD program, any time I had an external issue pop up, all I had to do was call Suzanne and we worked together to overcome it. Money Mentors made life so much easier. The best part was that I didn't have creditors calling me anymore!"

Financial skills for life

Throughout her five years on the OPD program, Jacqueline learned a lot—skills and lessons she still applies to this day. With her counsellor's guidance, she learned how to create, manage and regularly update a spending plan. On top of finally opening an RRSP account to start saving money, Jacqueline also became wiser with her credit cards. Not being able to use credit for the entirety of the program, she began to understand the importance of only using credit cards when she has the money to pay it off.

"Things have changed for the better since calling Money Mentors," Jacqueline beamed. "While I was on the program, I was going through serious depression and was at a very low point in my life. But I learned so much and am so thankful for everything Suzanne and the team did for me. Money Mentors gave me hope."

MESSAGE FROM THE CHAIR OF THE BOARD

During the past decade of being on Money Mentors' Board of Directors, I have enjoyed watching this organization change the lives of Albertans by enriching their financial education, helping them become debt-free and giving them the skills to take control of their financial future.

Together with the hard-working team at Money Mentors and the dedicated Board of Directors, we have played a vital role in Albertans' personal finances. From school programs for K-12 students, in-person adult classes, online courses, credit counselling, money coaching and online resources—all of which are free of charge—to the federally legislated Orderly Payment of Debts (OPD) program, we're here to help Albertans at whatever life stage they are at.

This has been the longest recovery from a downturn on record in Alberta as the road to recovery continues to be challenged from lack of market access and investment in the energy sector (Alberta Government Budget 2020 economic forecast). Albertans are finding it increasingly harder to pay their bills on time, find and keep jobs, and manage their debts. Perhaps unsurprisingly, our province carries the largest average debt (excluding mortgages) of over \$29,000 per adult with Calgary, Edmonton and Fort McMurray placing in the top nine most struggling cities across Canada (Equifax, Q3 2019).

In Canada more than half of all insolvencies are due to over-extension of credit, financial mismanagement and unexpected expenses. While the importance of a good emergency fund cannot be overstated, Albertans without proper money management and financial education skills will struggle with their finances.

Albertans are not alone.

Our Money Mentors team is composed of fellow Albertans. This skilled and experienced team works hard every year to meet Albertans where they need us most—whether that's in-person, online or virtually. And in the effort to continue to be Albertans' choice for lifelong learning and enhanced financial well-being, I am proud to announce Money Mentors' new branding with an improved user-friendly and brand-aligned website to provide easy access to debt and credit counselling alongside public and school educational programs and course offerings. Along with a refreshed logo, this new look invokes warmth, professionalism and empathy—just like the service our staff provides.

On behalf of the entire Board, we are honoured to be involved in this wonderful organization. Thank you all for your continued efforts to support Albertans and the positive change you make in their lives. I look forward to seeing the impact Money Mentors makes in 2020!

— *Shawn Graham*

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