



# GLOBAL MONEY WEEK

# FAQS

about GMW



# Global Money Week (GMW) FAQs



## 1 What is Global Money Week (GMW)?

**Global Money Week (GMW)** is a money awareness celebration. The goal is to teach children and youth about money, saving, creating livelihoods, gaining employment and becoming an entrepreneur through interactive and fun activities. Every year, entire communities take action to create awareness, challenge out of date financial policies and give young people the tools and inspiration they need to shape their own future. GMW takes place annually, during the second week of March. The events are organized by schools, universities, government ministries, central banks, financial institutions, companies, members of the civil society and youth worldwide. GMW is initiated and coordinated by Child and Youth Finance International (CYFI).

## 2 What is the theme of Global Money Week 2015?

**GMW 2015's theme is 'Save today. Safe tomorrow.'** Why? Because: social and financial exclusion lead to an unsafe tomorrow where there is excessive spending and no saving. If we want a safer tomorrow we need to do something today. How? Join Global Money Week. Because, to have a safe tomorrow we should begin to save today.

## 3 When is Global Money Week?

Global Money Week (GMW) is taking place in the second week of March each year. The exact dates for the GMW 2015 are: **2015 – March 9-17**

## 4 What has been Global Money Week outreach?

We are expecting around 3 million children and youth participants in over 100 countries during GMW 2015.

### Previous Global Money Weeks have reached:

#### GMW outreach in 2014

- 3 million children and youth
- 118 countries
- 490 organizations
- Over 2000 activities

#### GMW outreach in 2013

- 1 million children and youth
- 80 countries
- 400 organizations

#### GMW outreach in 2012

- 33 000 children and youth
- 21 countries (Child Finance Day/Week)

## 5 Where can you learn more about previous GMWs?

CYFI has published 2 GMW reports:

- GMW Report 2013
- GMW Report 2014

You can find these reports here:

[www.globalmoneyweek.org](http://www.globalmoneyweek.org) under 'Resources' or  
[www.childfinanceinternational.org/movement/publications](http://www.childfinanceinternational.org/movement/publications)

## 6 Where is Global Money Week happening?

**Everywhere.** GMW is an international Week – with many events, activities, projects, launches and competitions taking place in over 100 countries.

## 7 Who can get involved in Global Money Week?

**Anybody. Anywhere. Anytime.** Whether you are a student, undergraduate or postgraduate feel free to invite your friends to join with you. Whether you are from an educational institution, financial authority, central bank, stock exchange, NGO, government institution, company, or community organization, you can play an integral role in advocating for greater economic education and financial inclusion for children and youth.

## 8 Which activities are taking place during Global Money Week?

**VISITS** • Visits to banks • Visits to parliaments • Visits to the stock exchange and ringing the opening bell • Visits to money museums • Visit to local businesses – **ART & CREATIVITY** • Workshops • Theatre • Storytelling • Art Exhibitions • Cartoons • Music • Open market at school – **GAMES, COMPETITIONS & FUND RAISING** • Poster-making, drawing, essay, research, photo and song competitions • Financial education games – **MEDIA** • Radio talk shows • Social Media • TV shows • Video Making – **EDUCATION & PROJECTS** • Expert Hour • Youth Hour • Young entrepreneurs • Project Workshops and financial education lessons • Special book banks • Youth budget to parliament • Debates • Research and Petition – **CYFI INITIATES** • webinars • Star Talks • Youth Talks • Prep Talks

## 9 Why celebrate GMW?

Global Money Week encourages children around the world to unite their voices in support of financial inclusion and financial education, take action, expand their knowledge, and engage with the financial issues that affect them most. We want to make sure that the opinions of the next generation are heard so that the decision makers of tomorrow may take active part in the policy discussions of today.

Besides, by celebrating Global Money Week you:

- Encourage children and youth in your community
- Support financial education for children and youth
- Connect with partners, colleagues, friends, families, children and youth
- Can win a Global Money Week award
- Part of the Movement

## 10 Where can you find helpful materials about Global Money Week 2015?

**GMW Toolkit 2015** is a guidebook that will help you celebrate Global Money Week (GMW) in your community. It provides an overview of the potential activities you can organize to ensure that children and youth in your country participate and learn more about finance and entrepreneurship! This GMW Toolkit is available in English, Spanish, French, Italian and Russian. Portuguese, Arabic and Chinese coming soon! You can download this Toolkit at: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) under 'Resources' or [www.childfinanceinternational.org/movement/publications](http://www.childfinanceinternational.org/movement/publications)

Also, do not forget to check out:

[www.issuu.com/childfinanceinternational](http://www.issuu.com/childfinanceinternational)

**The Print Pack** supplements the Toolkit, and consists of printable promotional resources that will help you manage the promotional process of your GMW 2015 event. The Print Pack is now available to download at: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) under 'Resources'

## 11 How can you connect with Global Money Week?

**Connect with GMW 2015**

[www.childfinanceinternational.org](http://www.childfinanceinternational.org)

[www.globalmoneyweek.org](http://www.globalmoneyweek.org)



### Facebook

Like the [Global Money Week](#) and [ChildFinance](#) pages on Facebook to stay informed and share relevant developments. Use the hashtag [#GMW2015](#) or [#GlobalMoneyWeek](#)



### Twitter

Follow us on Twitter [@GlobalMoneyWeek](#) and [@ChildFinance](#). Use the hashtag [#GMW2015](#) or [#GlobalMoneyWeek](#)



### YouTube

Watch, comment on, and share our YouTube videos to learn more about CYFI and get inspired.

### About Child and Youth Finance International (CYFI)

CYFI is a small organization in Amsterdam, but working globally. Although, the team is small, the impact is huge! We are taking on the challenge of reshaping financial systems – by making sure that everyone helps children and youth to have financial education and inclusion. Therefore, we connect countries' Ministries, CEOs, heads of NGOs, media personalities and children through regional and annual meetings to better influence the policy makers and make the Movement focused on awareness and action. Through this global network of partners, CYFI aims to reach 100 million children and youth in 100 countries through high quality financial, social and livelihoods education and safe, reliable products by the end of 2015.

*Global Money Week is initiated by CYFI.*

### Interesting facts about CYFI and the Movement:

- CYFI with the support of UNCDF held High Level Stakeholders and Youth Meeting at the United Nations Headquarters on the 23<sup>rd</sup> of May, 2014.
- CYFI spread the messages of the Movement by ringing the NASDAQ opening bell for two consecutive years to mark Global Money Week. In 2013 the bell-ringing ceremony was celebrated in collaboration with UNCDF.
- The Second Annual Regional Meeting for Europe and Central Asia, hosted and organized in collaboration with the European Central Bank, was held on November 4-5, 2013.
- In 2012, CYFI's Managing Director Jeroo Billimoria was awarded by the Union of Arab Banks for the achievements of the CYF Movement. Among the other awardees was Managing Director of the IMF Christine Lagarde.
- In 2013, CYFI was listed in the Top 100 NGO list published by the Global Journal. It was also given the honor of "most promising NGO."

To read our publications, please visit:

[www.childfinanceinternational.org/movement/publications](http://www.childfinanceinternational.org/movement/publications)

[www.childfinanceinternational.org](http://www.childfinanceinternational.org)

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