

**PRESS RELEASE**  
For immediate release

**LAUNCH OF THE PERSONAL FINANCE: I'M IN CHARGE! PROGRAM  
A \$50,000 partnership between Desjardins and the  
Conseil de la coopération de l'Ontario**

**Sudbury, October 18, 2016** – Desjardins is proud to announce a \$50,000 financial partnership with the Conseil de la coopération de l'Ontario (CCO) to set up the Personal Finance: I'm in Charge! program. This financial education program was created for young people, ages 16 to 25, who want to learn more about finances and make informed decisions and choices as consumers, students and workers.

Personal Finance: I'm in Charge! takes an interactive approach to learning. It encourages young people to know more about topics that affect them such as:

- Budgets
- Consumer choices
- Cellphones
- Studies and work
- Financial services
- How to avoid overspending and debt

Starting in mid-November 2016, the CCO will offer the program for free to the communities served by the four participating Desjardins caisses: the caisses populaires Vermillon, Vallée-Est and Cochrane-Témiskaming and the Voyageurs Credit Union.

Group training sessions led by CCO contributors help young participants learn how and why it's important to know how to manage their finances.

“Financial education has always been a priority for Desjardins. And given that students are graduating with an average of \$28,000 in debt, it's our duty to give them the information and tools they need to adopt sound financial management practices,” according to Denis Vallée, Chair of the Board of Caisse populaire de Cochrane-Témiskaming.

General Manager of the Conseil de la coopération de l'Ontario, Luc Morin, states that “The Personal Finance: I'm in Charge! program will help young people become financially independent and make responsible choices because the program's 16 modules are based on real-world consumer and financial situations.”

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**About caisses populaires Desjardins de l'Ontario**



Coopérer pour créer l'avenir



Backed by overall assets of \$5 billion and the dedication of 143 elected directors, the 13 caisses in Ontario are driven by their mission to contribute to the economic and social well-being of their members and the community. As part of Desjardins Group, the Ontario caisses offer the full range of Desjardins financial products and services. As the leading cooperative financial group in Canada, Desjardins also offers Co-opme, an education and cooperation program for the benefit of its members and the general public.

### **About the Conseil de la coopération de l'Ontario**

The Conseil de la coopération de l'Ontario is the organization of choice for education, promotion, collaboration and advisory services to ensure the sustainable development of French-language cooperatives and social enterprises in Ontario. The Conseil serves the community from its four offices in Ottawa, Toronto, Sudbury and Timmins.

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