



IMMIGRANTS FINANCIAL COUNCIL, INC.

CONSEIL FINANCIER DES IMMIGRANTS, INC.

IMMIGRANTS FINANCIAL FITNESS WORKSHOPS FACTS REPORT 2021-2022

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ABOUT IFC

The Immigrant Financial Council (IFC) is a non-profit organization under Canadian law. It was formally incorporated into the federal government in December 2022.

Its field activities date back to the beginning of 2021. IFC's overall mission is to contribute effectively to the integration and economic emergence of immigrant communities in Canada.



Andre Felix Bakehe
CEO - IFC

IFF

Immigrants Financial Fitness (IFF) is the department of IFC whose objective is to promote and popularize financial education within communities immigrants to Canada. The organization of weekly financial information and education workshops is one of its main activities.

IHOP & ICBB

Immigrants Home Ownership Program (IHOP) and Immigrants Career and Business Booster (ICBB) are the other two departments of IFC. Their objectives are respectively to Contribute to the facilitation of access to land ownership through information and support - and to inform, supervise and support immigrants for access to employment and to entrepreneurship



FRIDAYS WORKSHOPS

Since March 23, 2021, the current IFC has started organizing weekly virtual workshops (Friday evenings 8 p.m. - Eastern Time), open to anyone interested in the various topics addressed for the primary attention of immigrants. in Canada

March 23, 2021
to
October 28, 2022

- This document retraces in figures, the main elements to remember from the 19-month period of weekly workshops from March 23, 2021 to October 28, 2022
- Throughout this period, topics ranging from the simplest and most basic to the most elaborate were addressed in order to respond to multiple issues.
- Thus, points of interest such as the problem of catching up with the de facto financial delay experienced by immigrants upon their arrival in Canada, adequate protection, taxation, savings and investments, real estate, planning succession or even registered plans were covered, among other things.

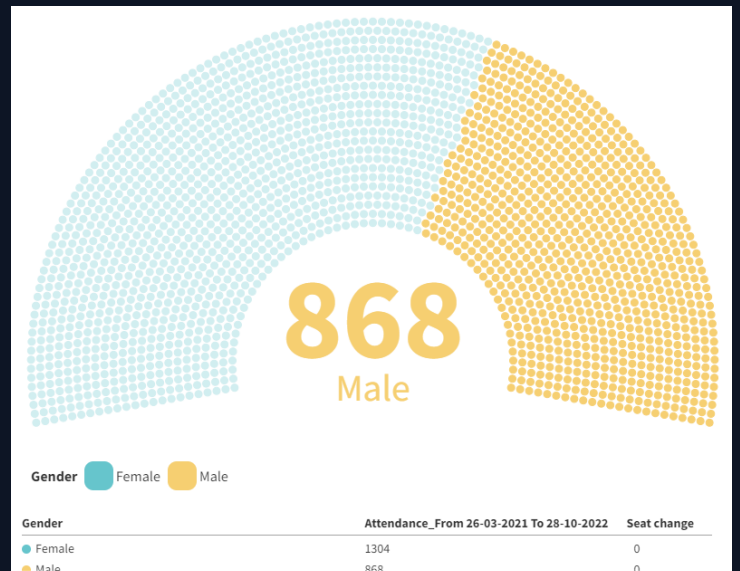
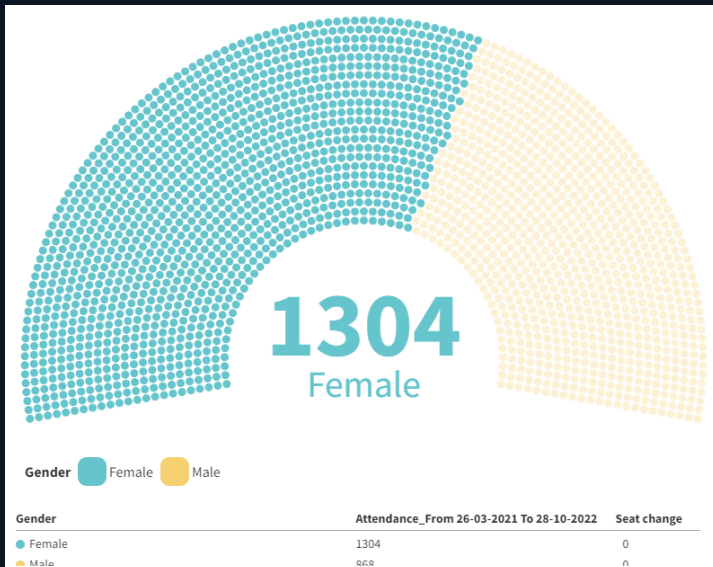


AT A GLANCE

92 workshops took place between March 23, 2021 and October 28, 2022. For the same period 2,172 workshop participations were recorded from 675 distinct participants, i.e. a loyalty ratio of 3.2 representing the average number of workshop participations per person.

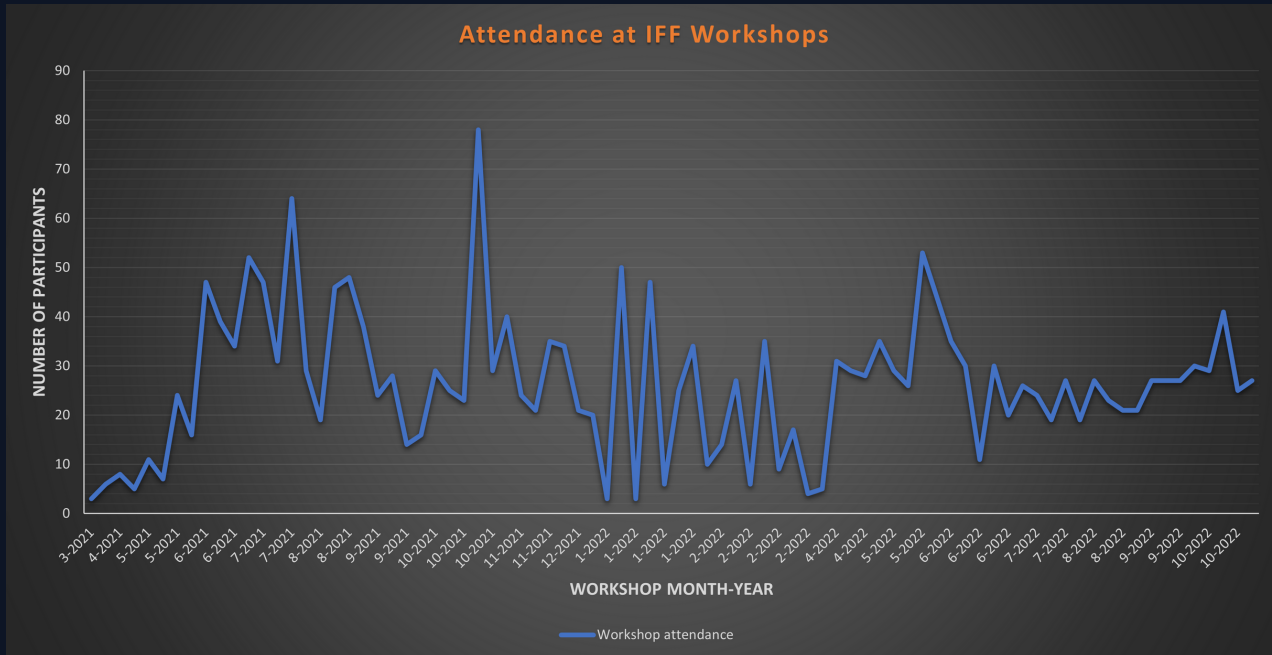


FEMALE VS MALE ATTENDANCE

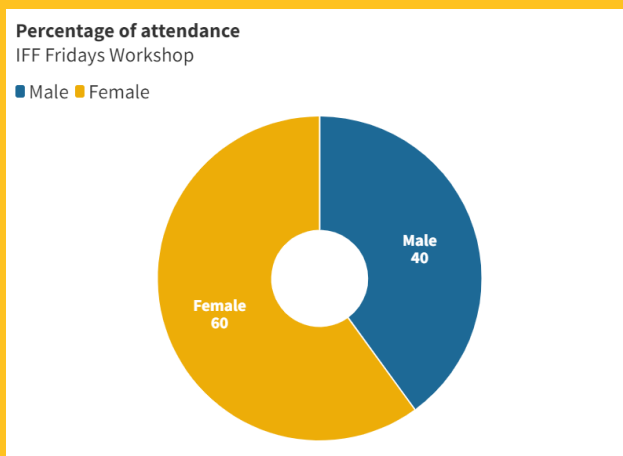




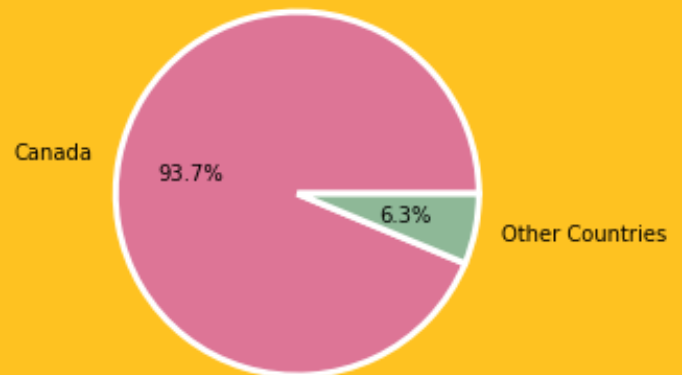
WORKSHOP ATTENDANCE



Although of course variable from week to week, participation to the Friday IFF workshops very quickly found its average, despite some low participation recorded during the months of January and February 2022. These low participations had been recorded in particular during the start-up period. of the English version of the IFF workshops traditionally served in French until now in French.



[3 out of 5 participants are women]
Women clearly recorded a participation rate of 60%, well above the 40% recorded for men. This clear trend highlights a markedly greater interest of women in IFF information and financial education workshops.

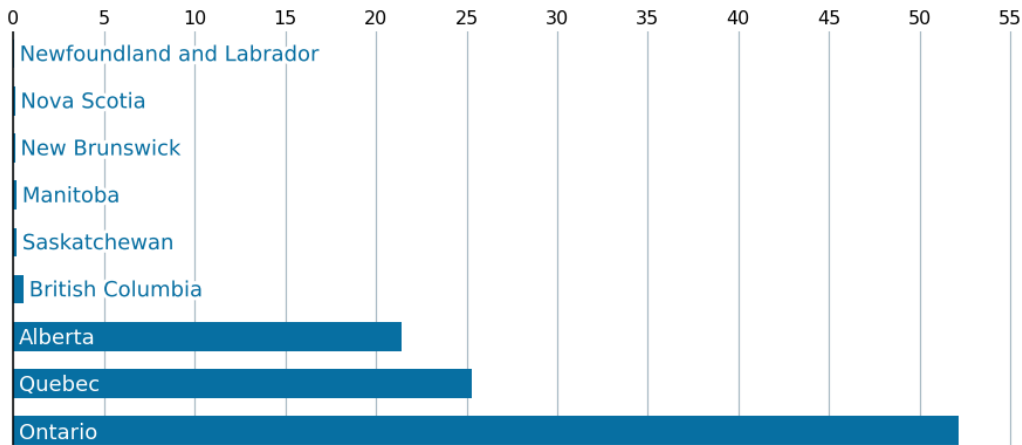


[93.7% attendees were from Canada]
While it is not surprising that a large majority of participants to IFF workshops come from Canada, the significant presence of 6.3% of participants from countries other than Canada is noteworthy. The latter indeed come from countries such as Cameroon, Great Britain, the USA, Burkina Faso, etc. These foreign participants could well be in search of information because of a current or imminent immigration project.



Immigrants Financial Fitness - Fridays Workshops

Percentage Distribution of Attendees, From March 26th 2021 to October 28th 2022



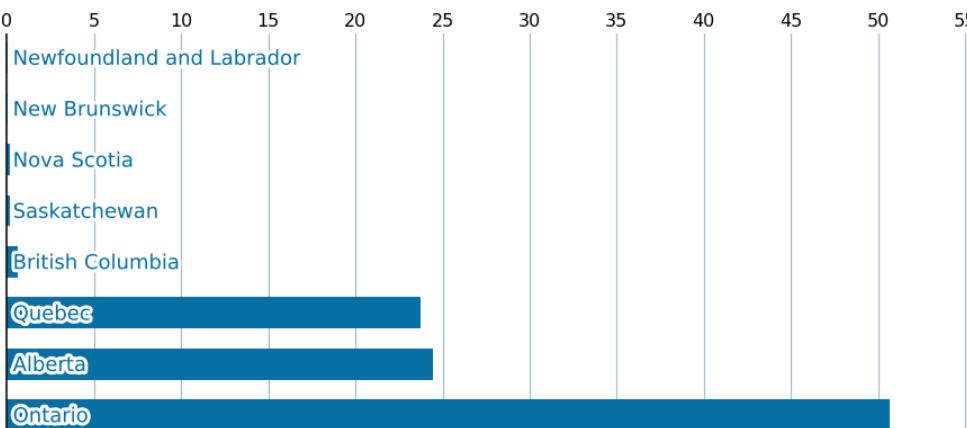
Sources: Zoom Registration Data From March 26th 2021 to October 28th 2022

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WORKSHOP ATTENDANCE BY GEOGRAPHY AND GENDER

Immigrants Financial Fitness - Fridays Workshops

Percentage Distribution of Female Attendees, From March 26th 2021 to October 28th 2022



Sources: Zoom Registration Data From March 26th 2021 to October 28th 2022

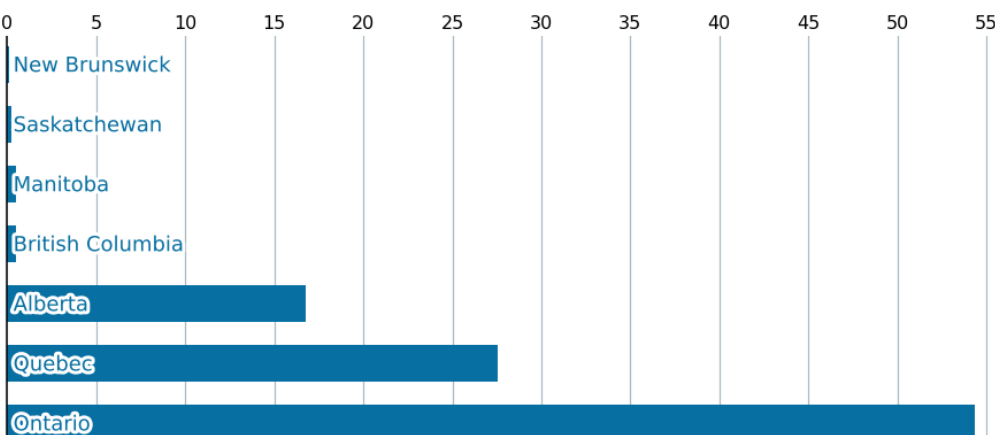
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[Almost 1 of 2 Workshop Attendees is From Ontario]

Ontario(52.14%), Quebec(25.26%) and Alberta(21.41%) are the 3 Canadian provinces attracting the most participants. This trend is confirmed in a slightly different order and proportions among the female participants (Ontario-50.67%, Alberta-24.47%, Quebec-23.76%. The gaps are however more pronounced among male participants with Ontario-54.37%, Quebec-27.54%, Alberta-16.77%

Immigrants Financial Fitness - Fridays Workshops

Percentage Distribution of Male Attendees, From March 26th 2021 to October 28th 2022



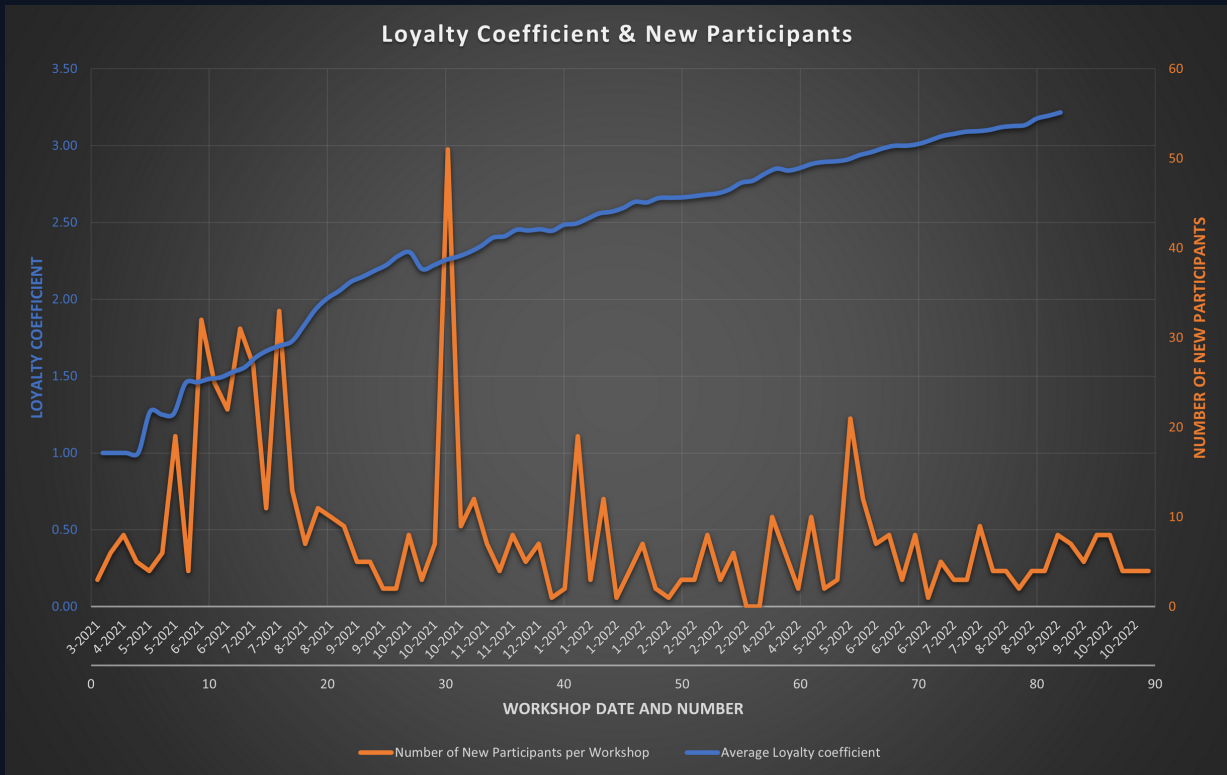
Sources: Zoom Registration Data From March 26th 2021 to October 28th 2022

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[Workshop participants come from 9 different provinces across Canada]



COEFFICIENT OF LOYALTY TO THE WORKSHOPS

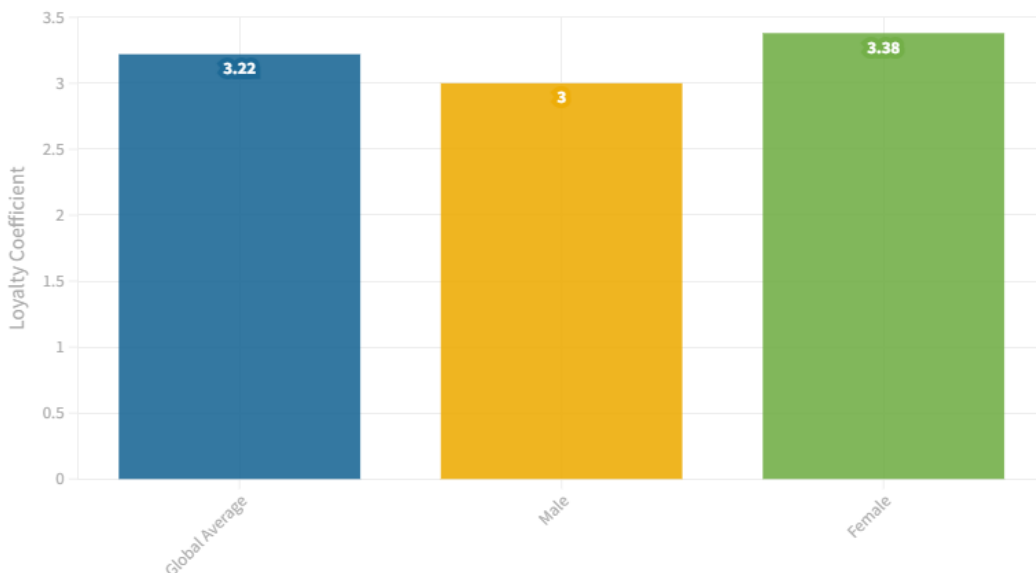


The **workshop loyalty coefficient** is an indicator that represents the average number of times a given participant has taken part in the workshops. In other words, it is a measure of the attachment of the public participating in the IFF workshops. The average number of new participants registered per workshop is 8.2 with a maximum of 50 registered during workshop number 27 during the month of October 2021.

Loyalty Coefficient by Gender

IFF Fridays Workshops From 26-03-2021 To 28-10-2022

The loyalty coefficient is the average number of participation to the workshops



[In Average, a participant attended 3.2 times to IFF workshops]

In view of the numbers obtained, men have a loyalty coefficient slightly above the average (3.0), while that of women is above average (3.38). This denotes the fact that the female population has a greater attachment to IFF workshops than the male population.

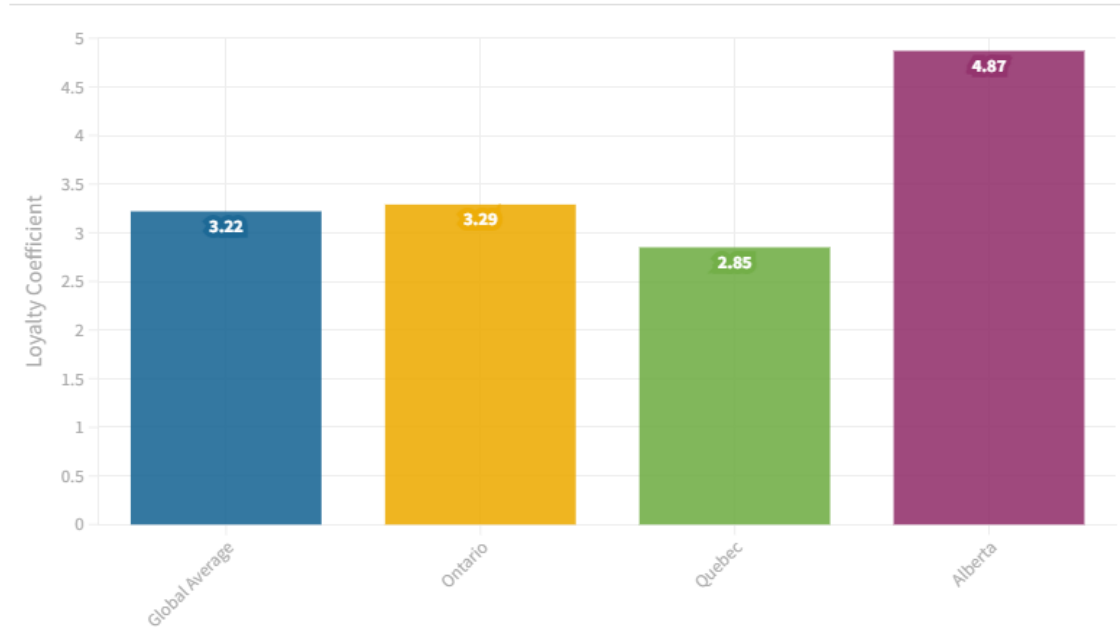
These figures have a similar trend to those for participation, where the number of female participants is also higher than that of male participants in the workshops.



Loyalty Coefficient by Province

IFF Fridays Workshops From 26-03-2021 To 28-10-2022

The loyalty coefficient is the average number of participation to the workshops



**LOYALTY
COEFFICIENT
BY
PROVINCE
AND
GENDER**

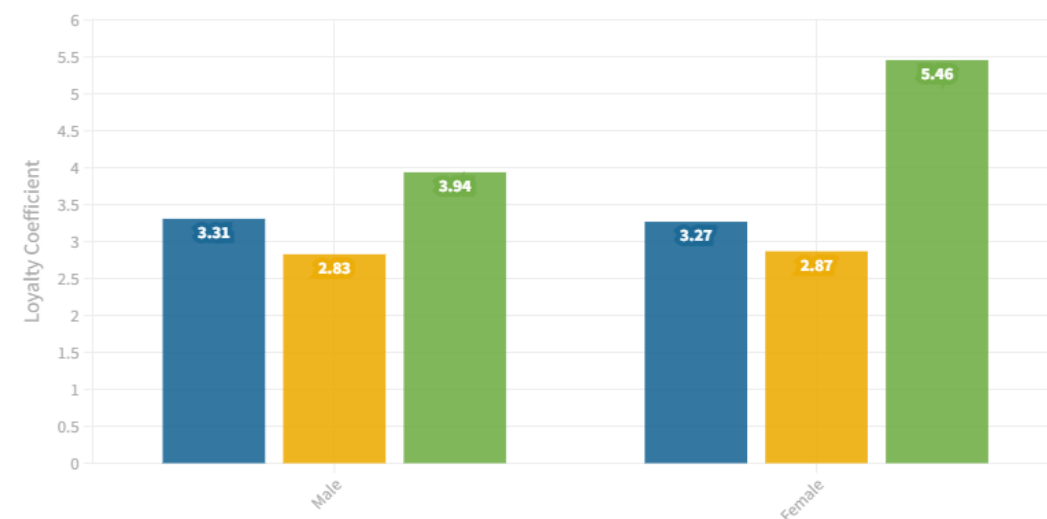
While the loyalty coefficient of Ontario participants (3.28) is almost equal to the overall average, that of Quebec participants (2.85) is substantially lower than said average (3.22). The gold medal for loyalty to IFF workshops goes to Albertan participants (4.87) who considerably exceed the overall average.

Loyalty Coefficient by Province and Gender

IFF Fridays Workshops From 26-03-2021 To 28-10-2022

The loyalty coefficient is the average number of participation to the workshops

■ Ontario ■ Quebec ■ Alberta



[On average, a woman attending the workshops from Alberta will have attended 5.5 workshops, while their Quebec counterparts will have attended 2.9 workshops on average]

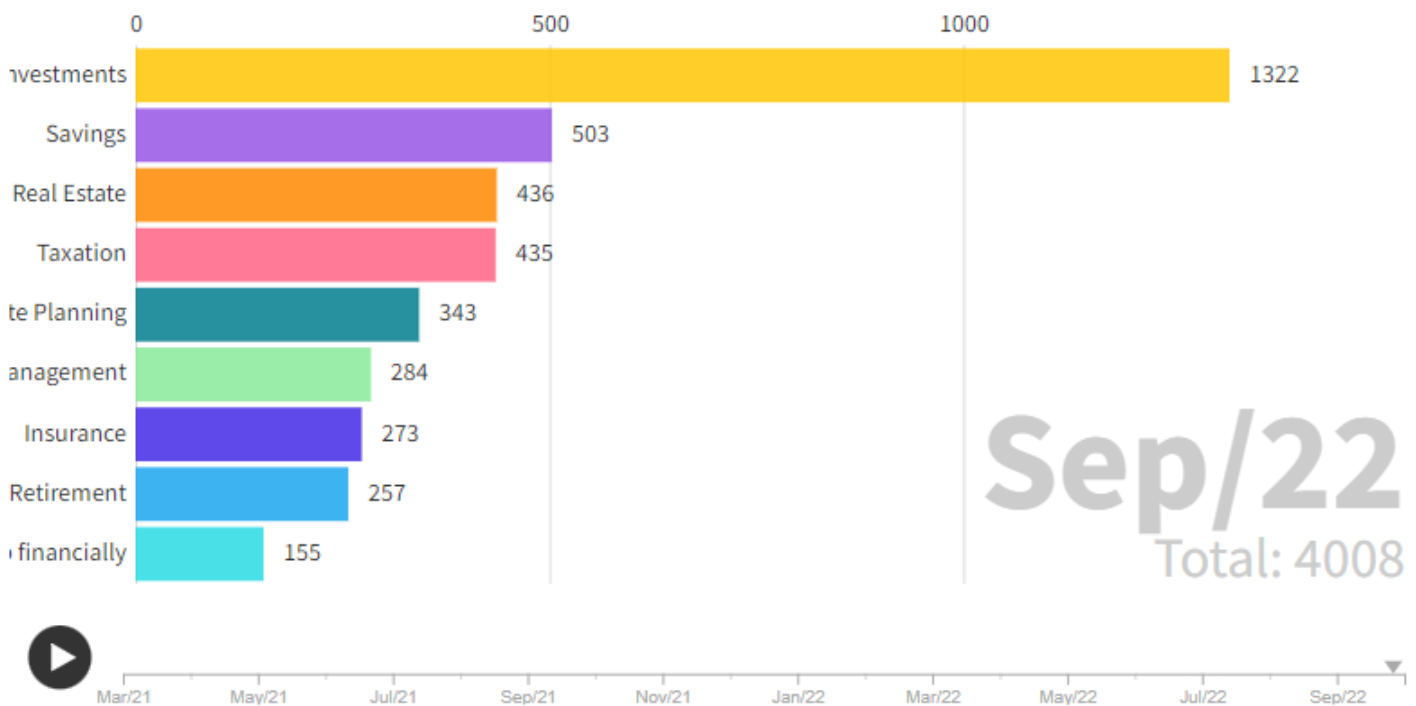


MOST FAMOUS WORKSHOP TOPICS

Most famous workshop topics overtime

IFF Fridays Workshops From 26-03-2021 To 28-10-2022

- Insurance
- Savings
- Taxation
- Real Estate
- Investments
- Estate Planning
- Retirement
- Catch up financially
- Family wealth management



Source: Zoom Registration Data and Topics Covered



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THEY SUPPORT US!



Insurance

