



Financial Consumer Agency of Canada Success Stories



Sophie Miron

Financial Educator, Carrefour jeunesse emploi de l'Outaouais Gatineau, QC

Sophie Miron is a financial educator at the Carrefour jeunesse emploi de l'Outaouais in Gatineau, Quebec, where she works on a project called L'École de l'argent. L'École de l'argent aims to inform Canadians aged 16 to 35, and all new Canadians about personal finances and budgeting.

Most clients seek the Carrefour's services because they find themselves in a financial crisis. Sophie reminds clients that "the distinction between wants and needs is not always clear and often refers to the difference between lifestyle and resources." She has clients evaluate their lifestyle to see if it is compatible with their resources. "What I have noticed about younger people, and what I find a bit frightening, is consumption," says Sophie. "They see things on TV and want things they cannot afford. They end up going and buying things on credit, and then they are not able to pay for them. They create stress for themselves and then 'oops,' they have fallen into the indebtedness trap."

The Carrefour jeunesse emploi de l'Outaouais creates take-home resources for clients that incorporate Financial Consumer Agency of Canada's tools. Sophie explains that she uses the Agency's tools because they are complete, easily accessible, useful and because clients feel comfortable referring to them as they come from a government agency.

This Success Story is part of a series. To view FCAC's other Success Stories, please visit moneytools.ca

With educational materials and interactive tools, FCAC provides objective information about financial products and services and informs consumers about their rights and responsibilities when dealing with banks and federally regulated trust, loan and insurance companies. Through its financial literacy programs, FCAC helps Canadians increase their financial knowledge and confidence in managing their personal finances. FCAC also makes sure that federally regulated financial institutions respect the laws and agreements that protect consumers.