



Financial Literacy

Rotary Club Kyiv International

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The mission of the financial literacy project

- To raise the level of financial literacy among the young population and vulnerable segments of the population of Ukraine, learn to work together to solve financial challenges in society.
- To form a generation of youth who know how to use a wide range of financial instruments, open and develop their businesses, become entrepreneurs and investors starting from school and university.
- To give people a conscious choice to move from a "hired employee" square to a "self-employed", "businessman", "investor" square (according to Kiosaki square).
- To instill skills of joint problem solving, teamwork, mutual assistance.
- To instill charity skills, the ability to take responsibility for others, donate resources to charity, including in the endowment for consolidated assistance.

Prerequisites of the project

The situation with coronavirus and quarantine has exposed the problem in society with the unpreparedness of a huge number of people for financial collapses in the family budget, when it is no longer possible to live "from salary to salary."

It is difficult to go through periods when people are forced to stay at home, not go to work and not earn.

Unwillingness to such challenges has clearly demonstrated to society the need to take care of the "financial pillow" in advance. Now there is no need to explain the importance of financial risk diversification to anyone.

In a situation where people are alive and well, but are forced to be limited in their movements and opportunities to work - the need for financial education, finding alternatives to earnings and "financial pillow" has become particularly acute.

Our goals for the first year:

1. To teach our target audience the basic tools of financial literacy through lecture materials, game tools (board games), internship programs in financial institutions, mentoring from Rotary members in business / startups / entrepreneurship.
2. To teach to solve financial challenges in teams (for example, the game Cash Flow, other board games / modulation programs, brainstorming on financial instruments / miscalculations).
3. To prepare young people for teamwork, the ability to negotiate (development of soft skills) in the form of games. Show the importance of teamwork, not rivalry in solving financial problems.
4. To grow in the first year a community of more than 10 000 young people (age 12-22) who will get into the habit of saving money / reinvesting money / considering entrepreneurship as an alternative to hired labor.



Our goals for the first year:

- The project plans to last for at least 10 years, with an indefinite extension. Only with a long-term approach can we see tangible changes in society.
- In PR the implementation of the project will be covered in 30+ media, including European
- Consultants - opinion leaders will promote the project with their pages
- The project has an interval of 1 year and is measured annually in quantitative terms (number of trainers, number of trained children, the number of open bank accounts, the number of registered crypto wallets, open businesses, money invested in projects)

Target audience and location

- Schoolchildren from 12 to 17 years (grades 7-11)
- Students of 1-5 courses of higher educational institutions (17-22 years old)
- Teenagers with disabilities, children in orphanages, vulnerable segments of the population of Ukraine
- The project takes place on the territory of schools, libraries and universities



Project organizers

- NGO «Rotary Club Kyiv International»
- Rotaract (18-30 age) and Interact (15-17 age)



What resources are already in development Rotary Club Kyiv International:

- Rotary community around the world (USA, Canada, Europe). This will allow you to scale and attract additional resources for club projects. It is also a reputable project thanks to the promoted Rotary International brand with a 115-year history. A network of over 35,000 clubs worldwide.
- Established contacts with Ministry of Education and Science, education departments in each district, libraries.
- Agreements have been made with a number of Rotary lecturers on financial literacy; agreements on training/classes with trainers of cash-flow games and with Rotaract at the first and second stages of the project
- Recruited project team



Who are our trainers for trainers:

- Our certified trainers develop, adjust and improve the methodology of the game and the system of teaching of children in grades 7-11 in the secondary school and translate all the materials
- They provide mentoring and supervision of leaders, help, develop, advise
- They conduct training for trainers and prepare another generation of trainers for more people
- They have experience in conducting board transformation games from - 200 games every trainer

How parent committees and school parliament

- Each school has its own parent committee and school parliament
- We invite children and parents to become leaders at their school
- We offer the school parliament - as an autonomous body - to organize a "Financial Literacy Club" at school and university and join the organization of games
- We offer to cooperate with Rotary Club and other local business clubs in organizing other events for the development of the club: lectures by business mentors, competitions, conferences, and more.



As a result of the project, we strive:

- To cover more than 1 000 schools in Ukraine, all universities
- To open 1000 financial literacy clubs
- To teach more than 10 000 children financial literacy in the first year
- Involve school parliaments and parent committees in the games and the development of the financial literacy club

Our plan for Kyiv, 10 Universities

- We are introducing project in schools orphanages in Kyiv and region
- We sign memorandums of cooperation with 10 universities.

We provide:

- Training for 10,000 students
- Board games and methodology for free
- The duration of each game is 5 hours
- As a result, students receive diplomas after training, list of recommended literature (in online format), opportunity to meet mentors and take internship in one ok local businesses



What we have already achieved

- From the day the project was launched in June 2020 till November 2021 - the total number of volunteers on the lists is more than 3000 people, of whom 1500+ are active in chats (we have viber and telegram chats)
- Since start of the project in June 2020 - more than 1000 games have been held
- Currently, 12-35 full games with a professional trainer are held every week
- More than 300 volunteers take an active part in the training process each week
- 500 volunteers were trained as trainers. They conduct training games in schools
- 50 schools and 11 universities signed memorandums and started work with us

Conducted training with USAID

- 97 volunteers and representatives of Rotary Clubs from other cities were trained online in June 2021, and received certificate of "financial literacy trainer" with the participation of USAID



What we have already achieved

- Conducted more than 50 trainings and seminars for our presenters, including online Financial literacy (Victoria Rolik, Alexey Rogozin)
- Psychological boundaries (Oksana Piskun and team)
- Oratory (Alexander Kovalchuk, Katana Group)
- Management negotiations (Dmytro Lyakhovetsky)
- Wild Office (Angela Topchiy)
- Cinematology (watching movies and discussing with the moderator)
- Fundraising training (Oksana Tyupa)
- Reading Club (every morning at 6 am)

Join our project Thank you!



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