

Financial Education Initiative

Empowering girls through financial education since 2014

The Financial Education for Girls program aims to increase girls' awareness of their social and economic rights, and help girls build better futures for themselves through financial capabilities.

Aligned with the core business of Credit Suisse and our Financial Inclusion Initiative, the Financial Education for Girls program is delivered through our global partners; Plan International in Brazil and China, Room to Read in Tanzania, Teach for All Partners in Cambodia, Colombia and Uganda and Girl Rising in Ghana and Mexico. Aflatoun International is our curriculum and training support partner providing technical expertise in the area of financial and social education.

The program's aims are to ensure that:

- Over 150,000 girls receive Financial Education through Life Skills programs
- Girls demonstrate a measurable, positive change in knowledge, attitudes, and behaviors relating to financial literacy
- Educators' capacity to deliver high-quality financial and life skills education is increased (Partners will report on numbers as well as qualitative information)
- Families, community members and local authorities champion FE & life skills for girls

This work continues the positive work that support from Credit Suisse has been doing with its partners in their Global Education Initiative since 2008.



To date, over 140,000 girls have received financial education in 1,551 schools through programs run by Room to Read and Plan International, using Aflatoun International's financial and social education curriculum. The partners target girls who face poverty and gender discrimination in Brazil, China, Tanzania and Sri Lanka, as well as in India and Rwanda (2014-2017). In 2021 and 2022 two new partners have joined the Financial Education for Girls program: Teach for All, Credit Suisse's longstanding partner, will deliver financial education content to approximately 11,000 girls over the next three years in Cambodia, Colombia and Uganda through their network partners. Girl Rising also joins the partnership, working with local partners in Ghana and Mexico to bring financial education to over 20,000 girls by 2025.

Context

As a global financial institution, Credit Suisse sees first-hand how important financial skills are to enable people to actively participate in the economy and society. Financial education enables economic empowerment; many young people aged 14–25 in developing countries are already economically active but without a basic education in the key tenets of finance. They are, therefore, not only less likely to maximize the benefits from their economic activity, but also risk making decisions that may result in debt and further poverty over time and into adulthood. Girls in developing countries, in particular, face many more barriers to education compared with their male counterparts. Financial education can therefore be transformative for girls.

[Learn more about Financial Education](#)



Here is what two girls say about the impact of learning about financial education



Mariana, Brazil

The project influences my life and helps me to be who I am. I want to be a cook and a pastry chef. I'd like to have a restaurant or a bakery.



Fatna, Tanzania

After joining this club, I learned how to seek out and acquire new spaces in markets, develop new business ideas and get new customers. All of these has lifted my spirits and showed me the untapped potential in running a business.

Partners: International experts delivering impactful programs together

Credit Suisse has chosen specialists to work closely together to deliver the overall aims of the Financial Education Initiative (FEI) program. Girl Rising, Plan International and Room to Read reach girls directly through their long-established gender-focused education and life skills programs; Teach for All focuses on development of the teaching profession whilst Aflatoun International provide technical expertise in financial education.



Aflatoun International is the technical expert in financial & social education, providing support in curriculum development, teacher training and monitoring and evaluation to the partners in-country either directly or through designated partners in their network. Aflatoun's curriculum provides the foundation for the work of all the partners in the FEI.

[Aflatoun International - Child Social and Financial Education](#)



Girl Rising joined the FEI in 2022 and will deliver the program in Ghana and Mexico. The organization works with local partners by providing customized tools and curricula to build confidence and agency in girls and to change attitudes and social norms so that entire communities stand up for girls and against gender discrimination.

[Our Work | Girl Rising Education Nonprofit](#)



Plan International began the first Phase of implementation in Brazil, China, India and Rwanda in 2014, completing activities and reaching a total of 117,350 girls by the end of Phase 1 and has continued to work in China and Brazil through to the present.

[Leading Children's Rights Charity | Plan International UK \(plan-uk.org\)](#)



Room to Read, a long-standing partner of Credit Suisse, joined in 2017 thereby strengthening the financial education component of its 3-year Girls' Education Program curriculum at selected schools in Sri Lanka and Tanzania.

[Nonprofit Supporting Girls' Education & Literacy Programs - Room to Read](#)



Teach For All

Teach for All, a long standing partner of Credit Suisse, joined in 2021 and is supporting three network partners to deliver financial education for girls – Cambodia, Colombia and Ghana. Teach for All aims to capture and share learning with all network partners for the future integration of FE into their programs.

[Teach For All | The Global Network for Expanding Educational Opportunity](#)