

Financial Literacy at the SOS Children's Village

Standard Chartered Bank staff on Saturday March 28th 2015 spent a day at the SOS Children's Village in Bakoteh, mentoring the children. Over 45 staff took part in the event to teach and socialize with the orphans of SOS Children's Village. Staff volunteered their time to teach the children from ages 11 and 17 on "the importance of money" which falls under the bank's financial education for youth programme launched in September 2014 in The Gambia.

The essence of the module "the importance of money" was to give the children a strong foundational knowledge of how money is used in our daily lives and how having access to financial services can help them build better futures.

Awa L. Njie Head of Corporate Affairs Brand & Marketing said 'The Bank's Financial Education for Youth programme aims to benefit the youth population between the ages of 12 to 20. We believe that by providing financial knowledge early in life, we can help prepare the next generation before they formally take part in the economy. Financial Education for Youth ensures that young people have a good financial education so that they will use financial services actively and responsibly which will minimise gaps between the extension of access and actual usage'.

In addition to this, household equipments, and food provisions such as rice, sugar, cooking oil, rakes, cutlasses plastic chairs etc in the tune of over **GMD65, 000.00** was also donated to the village.

Malaika Ashcroft, Financial Education Champion for SCB stated that 'For us at Standard Chartered Bank, our brand promise – Here for good- enjoins us to ensure we remain very committed in delivering benefits to the society and this, we will continue to do. , we are committed to balancing ambition and the pursuit of excellence in how we do business.