



**Making Cents
International**
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YFS-LINK Newsletter

Quarterly updates on the youth-inclusive financial services sector

Winter 2009 - Vol 1, Issue 1

In This Issue

Upcoming Courses and Training

Global Youth Enterprise Conference

MC Hosts Curriculum Design Meeting

YFS-Link Survey Results

Emerging Guidelines

[Join Our Mailing List!](#)

Sign up now for YFS course in Toronto, Canada!

Attend our new course **Youth-Inclusive Financial Services: Implementing Sound Practices in the Field**, offered by Making Cents International and hosted by Plan Canada in **Toronto, Canada, January 13-14, 2010**.

This interactive course offers a practical step-by-step framework for exploring youth-inclusive financial services.

Click [here](#) to learn more and

Welcome!

Where would you be without financial services?

Can you imagine not being able to access cash quickly without your ATM card? Not being able to get a loan to finance your car, home or child's schooling? All too few youth do without these and other critical financial services around the world. We are trying to do something about that by increasing awareness and building the capacity of institutions to offer appropriate, demand-driven, sustainable financial services to youth.

Welcome to the first edition of our quarterly newsletter of the Youth-Inclusive Financial Services Linkage (YFS-Link) Program of Making Cents International. In each newsletter, we will keep you abreast of developments in this nascent sector, and help connect you with resources that you can use to offer financial and related services to youth-or to support those who do. We welcome your contributions to future editions of this newsletter, as we all have a lot to learn about what it takes to do it right and do it well. Best wishes to you for a new year of expanded access and opportunities for all.

Beth Porter
Director, Youth-Inclusive Financial Services Linkage Program
Making Cents International

YFS News

Upcoming YFS Courses and Training - Attend a Youth-Inclusive Financial Services Course!

Be a part of growing and strengthening the youth-inclusive financial services sector by taking these highly interactive

contact us now to register!

**Registration Deadline:
December 24, 2009**

Contact Us

If you have questions, comments, or feedback, please contact YFS-Link Program Coordinator, Rathu Mani, at rathi@makingcents.com.

You can always check out what's happening with YFS-Link by visiting www.makingcents.com/link

courses that provide you with tangible tools, youth-inclusive financial services packages, and action plans tailored to your specific needs and interests. To bring these innovative courses to you or to become a certified trainer, [contact us](#) today!

Course Offerings and [Course Descriptions](#):

- Making the Case for Offering Youth-Inclusive Financial Services (1/2 day)
- Implementing Sound Practices in Youth-Inclusive Financial Services (2 days)
- Market Research with Youth Clients (3 days)
- Adapting and Developing Financial Services for Young People (3 days)
- Partnering for Improved Service Delivery with Young People (2 days)

Dates and Locations:

- January 13-14, 2010: Toronto, Canada (hosted by Plan Canada) **Click [here](#) to Register NOW!**
Deadline: December 24, 2009
- March 15-27, 2010: Accra, Ghana (hosted by SMDP) **Click [here](#) to Register NOW!**

Deadline: February 26, 2010

- May 31-June 12, 2010: New Hampshire, USA (hosted by SMDP)
- October 11-23, 2010: Zanzibar, Tanzania (hosted by SMDP)

Do you have an upcoming events or news focused on youth-inclusive financial services you would like to feature? E-mail Sabrina Dorman at [Sabrina@makingcents.com](mailto: Sabrina@makingcents.com) to get your event on the list to be posted on our website and included in an upcoming newsletter!

Beth Porter is WAM Woman of the Year

Congratulations to Making Cents' Beth Porter, who was named Woman of the Year by Women Advancing Microfinance (WAM) for her years of service in the microfinance industry and for her current initiative at Making Cents to expand youth-focused financial services worldwide.

YFS Updates

**Global Youth Enterprise Conference 2009: "Focus on Finance"
September 30, 2009**



The much anticipated Focus on Finance component of the Global Youth Enterprise Conference kicked off on September 30, 2009 with 318 participants including practitioners, educators, researchers, youth, funders, government representatives, and other partners in youth enterprise, employment, and livelihoods development from 43 countries. Practitioners from around the world shared learning in dynamic presentations, and participants engaged in lively discussions in small break-out sessions. Fifteen high-quality case studies highlighting

and documenting the innovative work of organizations in this sector were shared to all conference participants. Click [here](#) to view abstracts and download case studies.

"I learned that savings for youth are just as important - or even more important than youth credit/micro loans services." **- Focus on Finance Participant**

What is YFS-Link's "20/20" Vision for Youth-Inclusive Financial Services? Based on presentations and discussions during the conference, the following synthesis statement emerged as a vision for this nascent sector:

Tens of millions of low-income youth will have access to a range of appropriate, demand driven financial services, and with opportunities to access supplemental non-financial services that support their ability to maximize use of financial services for productive and secure livelihood.



Making Cents hosts 2-day high-level Curriculum Design Workshop October 1-2, 2009

"We need to move from gambling, to betting, to investing in youth." **- 2009 Workshop Participant**



YFS-Link hosted a two-day curriculum design workshop with practitioners, content experts, curriculum design specialists, and trainers to get valuable feedback on effective methodologies and approaches to consider while designing youth-inclusive financial services curricula.

Participants provided valuable feedback on methodology and approaches for capabilities-building, as well as detailed feedback on youth-inclusive financial services sessions under development. Making Cents was able to forge the nucleus of a community that has already and will continue to prove vital to the development of state-of-the-art training in youth-inclusive financial services



First-ever online community dedicated to Youth-Inclusive Financial Services

Thank you to all those who gave us valuable feedback on what you would want out of an online community dedicated to those working in or supporting youth-inclusive financial services. YFS-Link Online will be a go-to place for this emerging community of practice for information and exchange on youth-inclusive financial services. Stay tuned for more information regarding the development of the online platform to be launched early 2010!

YFS In Depth

Preliminary Results Are In! Global Youth-Inclusive Financial Services Sector Snapshot

Making Cents International undertook a global survey to learn more about the current state of the youth-inclusive financial services sector. Responses from youth-serving organizations, financial service providers, microfinance associations, international NGOs, TA providers, training institutes, funders, and researchers formed the basis of the preliminary results.

Did you know?

- 27% of the respondents are true pioneers with three or more years of experience in providing financial services to youth.
- Of those organizations providing financial services, 85% are providing credit, 63% providing savings, and 28% offering insurance-directly or through linkages.
- 72% of financial service providers cited that engaging in YFS would build their client base and increase market share, as well as build long term customer loyalty.
- Many respondents felt that some non-financial services were needed to enhance the ability of youth to effectively utilize and manage their financial products: 84% cited business training and 78% cited financial education, which highlights a key role for youth-serving organizations and other providers of non-financial services.

What is the greatest challenge in offering youth-inclusive financial services?

The top challenge identified in reaching youth is interestingly enough - attitudinal - and attitudes that are held by providers' own staff! Youth are consistently perceived as a high risk market. Click [here](#) to download full presentation of survey findings.

Haven't taken our survey yet? Don't miss this opportunity to highlight your organization as an emerging leader in youth-inclusive financial services! Click [here](#) to take our survey and get on the map!

Get Involved

Share your Feedback on the Revised *Emerging Guidelines* in Youth-Inclusive Financial Services

Practitioners and experts from around the world have weighed in on the emerging guidelines in youth-inclusive financial services. Now it's time for you to tell us what you think! Are these appropriate guidelines for those working in the YFS sector?

Youth-Inclusive Financial Services Emerging Guidelines December 2009

1. Involve youth in market research and product development.
2. Develop products and services that reflect diversity of youth.
3. Ensure that youth have safe and supportive spaces.
4. Provide or link to offer youth complementary non-financial services.
5. Focus on core competencies through partnerships.
6. Involve community.

The guidelines can be found [here](#). How can we improve these guidelines? Contact Rathi Mani (rathi@makingcents.com) and share your feedback.

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