



# 2023

**Empower yourself to make  
informed financial decisions.**



**FINANCIAL AND  
CONSUMER SERVICES  
COMMISSION**







# What does it mean to be financially resilient?

Financial resilience is the ability to adapt or persevere through both predictable and unpredictable life events that impact your finances, such as unemployment or a sudden health issue.<sup>1</sup>

Financial literacy plays a key role in a person's ability to build resiliency and weather life's storms. This was exemplified during the pandemic when many people lost their jobs, became caregivers for family members, or experienced major financial struggles due to decreased savings or inflation.<sup>2</sup> A disproportionate number of women suffered negative financial impacts from the pandemic.

Women face unique financial challenges compared to men. They statistically have shorter work experiences, lower incomes, and live longer than men, which may contribute to some women being unable to prepare for retirement and more vulnerable to financial hardship. Increasing financial knowledge can help overcome these challenges and empower more women on the road to financial resiliency.

This calendar was created by New Brunswick's Financial and Consumer Services Commission to encourage female consumers to gain confidence, take control of their personal finances and build good saving habits to help grow their financial resilience.

Visit [FCNB.ca](https://FCNB.ca) for more tips on how to build your financial knowledge.



[1] *Make Change that Counts: National Financial Literacy Strategy 2021-2026 - Canada.ca*

[2] <https://www150.statcan.gc.ca/n1/pub/36-28-0001/2021005/article/00005-eng.htm>





# Learning about payday loans

A new year is meant to be a fresh start, but your bank account may not agree.

Payday loans are promoted as a way to help cover expenses and tide you over to your next payday. In New Brunswick, a payday loan can cost you up to \$15 per \$100 borrowed. Payday loans are a very expensive way to borrow money. Before you take out a payday loan, carefully consider the expense and any other options available to you. Also consider how you can adjust your budget to help make sure you don't fall short of money before your next paycheque.

**Pro tip:** Automatic savings are a great way to save for specific budget goals. This can include saving for a trip or buying a new car. Talk to your financial institution about creating automatic savings in a dedicated savings account.



## Learn how payday loans work

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Learn more at [fcnb.ca/personal-finance/payday-loans](https://fcnb.ca/personal-finance/payday-loans)

# Create a budget that works

Mastering the basics of money management is important for everyone. When you manage your financial resources effectively, you improve your economic stability and your quality of life.

The first step to managing your finances with confidence is understanding how you spend. Look at your bank account statements and categorize your spending. You might be surprised by how much you are spending on certain items. You can then create a budget that works for you.

Not sure where to start? We have a free monthly budget template on our website to get you started.



# FEBRUARY

## Take control of your finances

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
29	30	31	1  Black History Month Begins	2  Groundhog Day	3	4	
5	6  Tu B'Shevat (Arbor Day)	7	8	9	10	11	
12	13	14  Valentine's Day	15	16	17	18  Isra and Mi'raj	
19	20  Family Day	21	22  Ash Wednesday	23	24	25	
26	27	28	1	2	3	4	
5	6	7	8	9	10	11	



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## Learning the red flags of fraud

Fraud is everywhere: online, over the phone, text messages, social media and even at your doorstep. Although frauds and scams evolve and change, common warning signs stay the same.

Knowing how to spot a scam can give you the confidence to say no when approached by a fraudster or when feeling pressured into a financial situation that doesn't feel right.

Learn more about common frauds and scams by visiting our website.





# MARCH

Become a master at spotting fraud

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
26	27	28	1 Fraud Prevention Month Begins	2	3	4	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
5	6	7 Purim	8 International Women's Day	9	10	11	
12 Daylight Savings Time Begins	13	14	15 World Consumer Rights Day	16	17 St. Patrick's Day	18	
19	20	21	22 Ramadan Begins (tentative)	23	24	25	
26	27	28	29	30	31	1	
2	3	4	5	6	7	8	
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Learn more at [fcnb.ca/frauds-and-scams](https://fcnb.ca/frauds-and-scams)

# How to raise financially literate children

Did you know? Children who have financial discussions with their caregivers early on have higher financial literacy scores by the time they are in university.<sup>1</sup>

Talking about money doesn't have to be intimidating or complicated. Teaching children about money can easily be integrated into daily family activities. In fact, teachable moments can be a parent's best friend.

Shopping, planning a trip or going to the bank are opportunities to introduce financial concepts like wants vs. needs, saving vs. spending, and how to budget.



[1] Agnew, S., & Cameron-Agnew, T. (2015). The influence of consumer socialisation in the home on gender differences in financial literacy. *International Journal of Consumer Studies*, 39(6), 630-638. doi:10.1111/ijcs.12179

# APRIL

Talk to your kids about money

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
26	27	28	29	30	31	1	
2  Palm Sunday	3	4	5	6  First Day of Passover	7  Good Friday	8	
9  Easter Sunday	10  Easter Monday	11	12	13  Last Day of Passover	14  Orthodox Good Friday	15  Orthodox Holy Saturday	
16  Orthodox Easter	17  Orthodox Easter Monday Laylatul Qadr (Night of Power)	18  Yom HaShoah	19	20  Eid ul Fitr (Tentative)	21	22  Earth Day	
23	24	25	26  Yom Ha'atzmaut	27	28	29	
30	1	2	3	4	5	6	



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Learn more at [fcnb.ca/guides/how-to-raise-financially-literate-children](https://fcnb.ca/guides/how-to-raise-financially-literate-children)





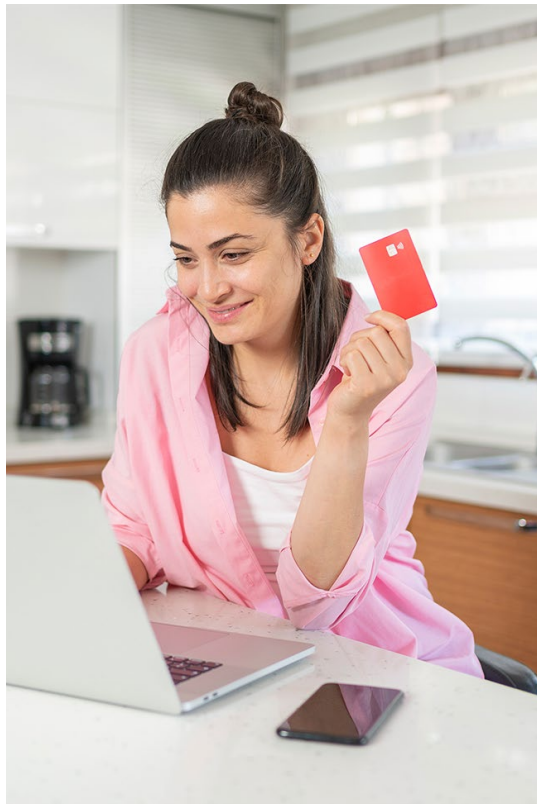
## Being a smart consumer

Being a smart consumer is more than just getting a great deal on a product. It's also knowing your spending limits, your rights as a consumer and when to walk away from a flashy red sale sticker.

Before you buy, make sure it fits within your budget. Also, when buying a product or service, do your research. Reading reviews and asking questions are great ways to become an informed consumer.

Sellers have the right to set their own return and exchange policies, decide how long a consumer has to return a product, and whether the consumer's refund will be given in cash or a store credit. If the product you bought falls short of reasonable expectation, you can usually take steps to get a refund or replacement.

Learn more about your rights and responsibilities as a consumer on our website.



# MAY

Learn your rights and responsibilities as a consumer

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
30	1	2	3	4	5	6	
7	8	9 Lag B'Omer	10	11	12	13	
14 Mother's Day	15	16	17	18	19	20	
21	22 Victoria Day	23	24	25	26 Shavuot	27	
28 Pentecost	29	30	31	1	2	3	
4	5	6	7	8	9	10	



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Learn more at [fcnb.ca/consumer-protections](http://fcnb.ca/consumer-protections)

# Empowering older adults to prepare financially

At some point in their lives, many New Brunswickers will find themselves caring for an older loved one or assisting a family member who's in a vulnerable circumstance.

The roles and responsibilities that come with acting as a caregiver – particularly assisting with financial matters – can be overwhelming, especially if the older adult has not previously communicated their financial wishes. Talk with your loved ones about how they want their finances to be managed later in life, should they request your assistance.

It is always a good idea to consider your future financial affairs, regardless of age and life stage. Visit our new website, [Finances50plus.FCNB.ca](https://Finances50plus.FCNB.ca), to download our Record Keeper and get started.





# JUNE

## Learn how to recognize the signs of financial abuse

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
28	29	30	31	1  Pride Month Begins (Canada)	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15  World Elder Abuse Awareness Day	16	17	
18  Father's Day	19	20	21  National Indigenous People's Day	22	23	24	
25	26	27	28  National Insurance Awareness Day	29  Eid al-Adha	30	1	
2	3	4	5	6	7	8	



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Learn more at [finances50plus.fcnb.ca](http://finances50plus.fcnb.ca)



## Understanding credit

Credit cards provide instant gratification by allowing us to buy a product or service right away and delay the payments. However, if you aren't careful, credit card debt can pile up faster than you're able to pay it off. If you don't pay your monthly bill on time or make only the minimum payments required, you will be charged interest on the balance owed. Interest can quickly drive up the cost of whatever you are buying and end up costing you a lot more than if you paid for the item upfront.



With low inventory on many consumer goods due to the pandemic, you may feel pressured to act fast without fully considering the purchase. Don't succumb to the fear of missing out or rush to sign a financial contract you haven't had time to review or understand. It is best to understand the true cost of borrowing and have a plan to pay off the debt before you make a purchase.

Learn more about managing credit on our website.

# JULY

Understand the true cost associated with credit

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
25	26	27	28	29	30	1  Canada Day International Day of Cooperatives	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19  Muharram/Islamic New Year (tentative)	20	21	22	
23	24	25	26	27  Tisha B'Av	28  Ashura (Tentative date)	29	
30	31	1	2	3	4	5	



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Learn more at [fcnb.ca/personal-finance/managing-credit](http://fcnb.ca/personal-finance/managing-credit)

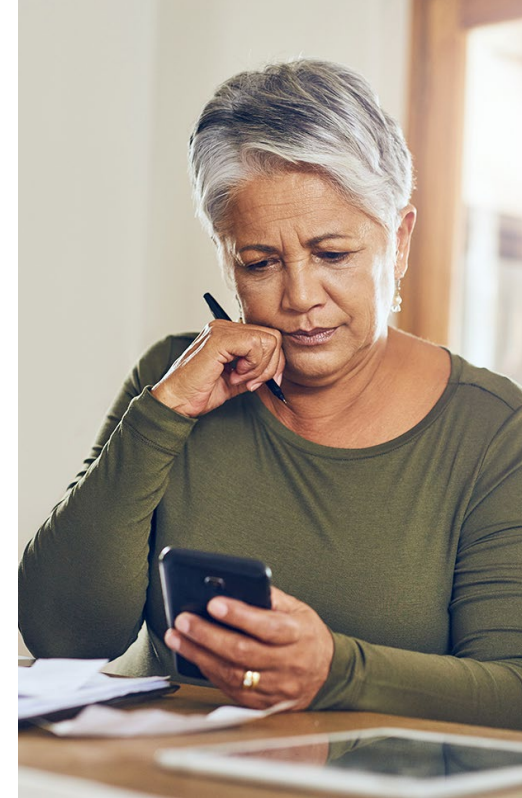


# Order a copy of your credit report

When you apply for a car loan, rental agreement, mortgage or even a cable subscription, your financial institution, lender or service provider will likely review your credit report.

It is important to check your credit report regularly to make sure no one has applied for credit in your name without your knowledge and to have an accurate picture of your credit health. Check that your credit report is free from any mistakes. Errors not only negatively impact you when you apply for credit, but they may also indicate that you have been a victim of identity theft.

You can order a copy of your credit report at no charge once per calendar year from Canada's major credit reporting agencies, TransUnion and Equifax.



# AUGUST

Check your credit score

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
30	31	1 Pride Month Begins (New Brunswick)	2	3	4	5	
6	7 New Brunswick Day Terry Fox Day	8	9 International Day of the World's Indigenous Peoples	10	11	12	
13	14	15 Acadian Day	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31	1	2	
3	4	5	6	7	8	9	



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# Creating an emergency fund

An emergency fund is money that you've put aside "just in case". It can help you be better prepared for life's unexpected financial challenges, such as a major home repair, job loss or a medical emergency.

The recommended amount to have in an emergency fund is three to six months worth of expenses. Where to start? Make a list of expenses that would need to be covered in a regular month, such as rent/mortgage, insurance, car payments, debt repayment, food, etc. The number might seem intimidating, but remember, you don't need to create an emergency fund overnight.

**Pro Tip:** With the high cost of living, creating an emergency fund may seem like an impossible hill to climb. If you can't contribute large amounts right now, start small. Set aside as much as you are able. The act of saving even a small amount each month can help build important habits and contribute to a savings goal. Having funds saved up can help you avoid resorting to expensive forms of credit to cover emergency expenses.





# SEPTEMBER

Prepare for a rainy day

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
27	28	29	30	31	1	2	
3	4 Labour Day	5	6	7	8 International Literacy Day	9	
10 Grandparents Day	11	12	13	14	15	16 Rosh Hashana	
17	18	19	20	21	22	23	
24	25 Yom Kippur	26	27 Milad un Nabi (Mawlid) (Tentative date)	28	29	30 First day of Sukkot National Day for Truth and Reconciliation	
1	2	3	4	5	6	7	



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# Investing in your future

Everyone has a different idea of what money and investing means to them. For many, investing is a means to achieve personal freedom, a sense of security, or the ability to afford the things they want in life.

Whether you are new to investing or a seasoned investor checking in with your investment plan, it's important to set clear financial goals, understand your risk tolerance and research both who you are working with and the types of investments you are considering.

Regardless of who's managing your investments, only you will know if you are comfortable with the investment choices and the level of risk involved. It's up to you to stay on top of your investments and keep your investment plan up to date as your life changes.

What is a financial goal? A financial goal may be saving for retirement, funding your child's education, buying a home, or leaving a legacy.



# OCTOBER

## Investing doesn't have to be scary

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
1  Investor Education Month Begins International Day for Older Persons	2	3	4	5	6  Hoshana Rabbah	7  Shemini Atzeret	
8  Simchat Torah	9  Thanksgiving	10  World Mental Health Day	11	12	13	14	
15	16	17	18	19  International Credit Union Day	20	21	
22	23	24	25	26	27	28	
29	30	31  Halloween	1	2	3	4	
5	6	7	8	9	10	11	



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# Believe in yourself

While a woman's ability to access financial services has improved greatly in recent decades, research indicates a gap still exists between men and women in their financial knowledge.

A third of this gap may be explained by low self-confidence among women.<sup>1</sup> In a 2021 poll conducted by FCNB, only 46 per cent of New Brunswick women said they feel confident when it comes to managing their finances, compared to 62 per cent of men. However, of this same group, 75 per cent of women passed a financial literacy quiz, compared to 80 per cent of men, indicating women know more than they think.



Your financial attitude contributes to your overall financial knowledge. One of the best ways to build your confidence with money is to talk about it. Take an active role in your finances and don't be afraid to speak up when talking about money with your family, friends, financial advisor or lender. Ask questions so you can make decisions on how to best manage your money.

Our website has great tips on how to build your financial knowledge.

[1] Bucher-Koenen, T., Alessie, R., Lusardi, A., & Rooij, M. V. (2021). *Fearless Woman: Financial Literacy and Stock Market Participation*. doi:10.3386/w28723

# NOVEMBER

## Financial Literacy Month

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
29	30	31	1 Financial Literacy Month Begins	2	3	4	
5 Daylight Saving Time Ends	6	7	8 Indigenous Veterans Day	9	10	11 Remembrance Day	
12 Diwali/Deepavali	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	1	2	
3	4	5	6	7	8	9	



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# Taking control of your road to financial success

A great way to equip yourself with financial knowledge is to build a network of peers who are keen to share their financial tools and know-how. Many women have built knowledge on past experiences and have overcome financial barriers themselves.

As the year wraps up, reflect on your spending habits and start planning ahead for the New Year. What worked? What didn't work? Rework your budget and make the most out of your money!





# DECEMBER

Becoming financially resilient

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
26	27	28	29	30	1	2	
3	4	5	6	7	8 First Night of Hanukkah	9	
10	11	12	13	14	15 Last Night of Hanukkah	16	
17	18	19	20	21	22	23	
24 Christmas Eve	25 Christmas Day	26 Kwanzaa (first day) Boxing Day	27	28	29	30	
31 New Year's Eve	1	2	3	4	5	6	



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## Providing New Brunswickers with the knowledge, skills, and confidence to make informed spending and investing decisions.

Whether you're getting a mortgage, buying insurance, making a purchase at your door or investing for your future, the professionals you deal with may need to be licensed or registered with FCNB.

**Knowledge is power.** While most of the people who work in these industries are fair and follow the rules, licensing and registration adds a layer of protection because FCNB will only register or license those who meet the requirements in the relevant Acts.

**Checking licensing and registration is a simple first step you can take to protect yourself.**  
Make sure to check licensing and registration on our website. Do your research to make sure you know who is working with you and your money.