



--- For Immediate Release ---

CONNECTED CANADIANS RECEIVES FUNDING FROM TD BANK GROUP TO SUPPORT A LAUNCH INITIATIVE TO ENHANCE ONLINE FINANCIAL LITERACY AMONGST CANADIAN SENIORS

Ottawa, Ontario, Feb 1, 2024– In an effort to bridge the gap between digital and financial literacy amongst older adults in Canada, Connected Canadians is excited to announce its latest initiative, "Increasing Online Financial Literacy of Canadian Seniors," with support from TD Bank Group (TD) through the TD Ready Commitment, the Bank's corporate citizenship platform. This program aims to empower Canadian seniors with the skills and confidence needed to navigate the digital world of online banking and e-commerce.

Canadian seniors will have access to specialized one-on-one virtual support, provided free of charge, enabling them to confidently manage online banking tasks and e-commerce activities. This initiative is a significant step towards creating an inclusive, digitally empowered society that caters to people of all ages, ensuring that seniors are not left behind in our rapidly evolving digital world.

"This program is centered around empowering our clients to master online banking, from basic account setup to the convenience of depositing cheques from the comfort of their homes, especially during the colder Canadian months ahead," said Tania Maljar, Volunteer Engagement Manager at Connected Canadians. "We recognize the importance of this skill, especially in a time when digital proficiency is not just a luxury, but a necessity."

Connected Canadians, known for its commitment to enhancing digital literacy, takes this initiative a step further by offering tailored support for experienced mentors. The program includes comprehensive policies and protocols to ensure the highest standards of privacy and security for both mentors and clients.

This collaboration between Connected Canadians and TD is more than just a program – it's a commitment to helping empower Canadian seniors by helping them to stay connected and financially savvy in a digital age.

"In a world that continues to advance digitally, we want to help people develop the critical skills to manage money safely in a digital age," says Robyn Small, Senior Manager, Philanthropy, Sustainability & Corporate Citizenship. "That's why through the TD Ready Commitment, we are proud to support financial literacy programs that promote digital skills through organizations like Connected Canadians. Together, we want to help address the unique needs of vulnerable populations including seniors across Canada."

To Register for a Free Session:

Visit <https://www.connectedcanadians.ca/one-on-ones> to sign up for an online banking one-on-one session with one of our mentors.


About Connected Canadians:

Connected Canadians is a national nonprofit organization that provides free technology training and support to Canadian seniors. Our mandate is to foster digital literacy skills to reduce isolation and loneliness, and improve quality of life. By 2030, our goal is for all Canadian seniors to have access to free technology training and support.

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For media inquiries, please contact info@connectedcanadians.ca.

Associated Links


[Connected Canadians](#)

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