

“I SEE ME! I hope the world sees me too!”

Brothers Who Care is giving away \$10,000 to Students Grades 4-6 to invest in RESP's

TORONTO, June 5, 2022 – Brothers Who Care have collaborated with One Voice One Team, and CIBC Wood Gundy (specifically the McDonald Group, Commerce Valley Financial Group and Edward Dodig) to create the **“I SEE ME”** Project – A: Career Campaign, Summer Camp and a Youth Investment Competition. They are excited to share their incredible journey with the community on June 11th 2022 at 5pm for the **“I SEE ME”** Documentary Premiere and Youth Investment Competition Ceremony.

One of the best ways to build wealth over time is to invest; not investing, or not doing it properly, can mean a longer working life. Research has shown that learning how to invest at a young age can improve success down the road. Through the help of CIBC Make A Wish Foundation, we are making **“I SEE ME”** possible, and showing Black youth that if they take investing seriously, the returns generated will provide financial stability in the future.

“While I may have 30+ years in the financial services industry, I started out at ground zero. I truly believe that if you work hard and have a passion to learn, you’ll be successful. If you add to that the right programs to support you and raise you up, you’ve got the winning combination,” says Edward Dodig, Managing Director and Head, CIBC Private Wealth and Wood Gundy. *“Through “I SEE ME”, we want Black youth to not only take control of their financial future, but also recognize that wealth management can be part of their career path.”*

“We were excited to get this competition going,” explains David Griffiths, founder of Brothers Who Care. *“Financial literacy can empower youth to break cycles of poor wealth management and poverty. By sparking an interest in financial literacy, we are cultivating bright futures for our children ensuring they have financial tools to enable their success.”*

Brothers Who Care have compiled three projects into one that are aimed at elevating the way young BIPOC girls and boys see themselves. The projects include:

The “I SEE ME” Career Promotion Campaign & Documentary

Through stimulating dialogue, and storytelling, the students' eyes are opened to how life would look if they choose to follow the path less chosen. The film matches students (Grades 4 – 6) with a role model in their chosen career path, and showcases ways to support young BIPOC boys and girls to dream big and see themselves in those dreams.

I “SEE ME” Youth Investment Competition

The “I SEE ME” Youth Investment Competition ran from March 7th, 2022 to June 3rd, 2022. A total of 25 students learned about money, applied it to real world simulations in the stock market (using **The Stock Market Game™**). Students had the chance to trade and manage their own virtual \$100,000 investment portfolio, and winners will be announced at the release party on June 11th, 2022. The event will enable youth, parents, and community members to network, dialogue, and see exactly how effective strong mentorship can be.

S.W.O.L.E. Leadership & Financial Literacy Summer Camp

We have added a twist on the idea of a traditional summer camp, by having financial literacy as the focus. Delivered by One Voice One Team (OVOT), we motivate students to work alongside one another to overcome learning challenges, and engage youth in a series of cognitive and physical activities designed to empower them to become strong leaders.

“The possibilities that Canada has to offer are boundless. Inspiring, empowering, exposing, and teaching our BIPOC community to capitalize on their potential is a personal mandate of mine”, said Andrew McDonald, First Vice President and Portfolio Manager at CIBC Wood Gundy. *“A successful life requires that you make smart decisions with your money. The earlier you start, the better your lifetime results will be.”*

“OVOT equips youth to see beyond their current circumstances and see possibilities and then act on those possibilities. This project equips students to learn and make educated decisions with money”, said Orlando Bowen, Executive Director, One Voice One Team. *“Students will learn about financial literacy and incorporate that knowledge in their everyday life.”*

Interested in learning more about the **“I SEE ME”** project? Email us at info@brotherswhocare.com, or you can follow us on Instagram: @canbwc, or Facebook: @brotherswhocare.can.

About Brothers Who Care

Brothers Who Care uses storytelling, positive imagery & videos to change the social, financial and psychological health of the black community. Their quarterly events leverage the power of collective fundraising to impact key issues affecting the Black Community. **SHARE! LEARN! ACT! For more information visit:**

<https://brotherswhocare.com>

About CIBC Wood Gundy Group

With over 1,000 Investment Advisors in more than 80 locations across the country, the CIBC Wood Gundy Group is committed to building relationships with their clients based on trust and integrity, and will work with you to find the investment solutions that meet their unique needs. **For more information visit: <https://cibc.com>**

About McDonald Group

The McDonald Group is a premier wealth advisory team based in the core of downtown. Toronto. They provide personalized investment portfolios, wealth strategy, and financial stewardship for private investors and institutions across Canada. **For more information visit: <https://woodgundyadvisors.cibc.com>**

About Commerce Valley Financial Group

Commerce Valley Financial Group helps their clients better integrate their strategies for their business, with those for their wealth. This helps improve financial efficiency, while gaining clarity on where their business is headed. **For more information visit: <https://commercevalleyfinancialgroup.com>**

About One Voice, One Team

One Voice One Team is a non-profit organization providing youth leadership workshops, assemblies and community service programs created to empower the youth of today for a better tomorrow. Their programs help youth make the necessary decisions that move them towards success in their personal lives and allow them to have a positive impact in the lives of others. **For more information visit: <https://onevoiceoneteam.org>**