# Financial Education for Financial Inclusion

# Goud la se pa m'

*Haitian Currency is mine*



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# Organization Information

NON-PROFIT ORGANIZATION

### Organization’s Name:

REGROUPEMENT CHRETIEN POUR UNE NOUVELLE SOCIETE

### Acronym

RCNS-HAITI

### Sector/ Type

Education/ Volunteerism

### Date of Incorporation:

December, 28 2018

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# STATEMENT OF PURPOSE

Financial Illiteracy

In fact, Haiti remains the poorest country in America, experiencing negative growth since 2020.
One of the main factors of Haiti's economic downturn is the lack of Financial Inclusion. Indeed, a vast portion of the population lacks basic financial knowledge, preventing them from making informed decisions about saving, investing, and credit management.

*Consequences of Financial Illiteracy*
The effects are on both individuals and the national economy:

- Weak Financial Inclusion – More than 50% of Haitians remain excluded from the formal financial system, limiting their access to banking, credit, and investment opportunities. This exclusion reinforces cycles of poverty. Over 80% of Haitians lack access to formal financial services, according to the World Bank. Only 10% of small businesses in Haiti have access to credit facilities.

- Limited Purchasing Power – Poor financial decision-making reduces the ability of individuals to manage personal budgets, save, and invest in income-generating activities, restricting economic mobility.

- Strain on National Budgets – A financially illiterate population leads to inefficient tax collection and limited domestic investment, weakening state revenues and reducing the government’s capacity to fund essential services.

- High Unemployment Rates – Youth unemployment continues to rise as young entrepreneurs struggle to secure funding or manage businesses due to poor financial management skills. Haiti ranks 170 out of 190 countries in ease of doing business (World Bank, 2022).

- Growing Socioeconomic Disparities – The wealth gap continues to widen, as financial literacy is often concentrated among privileged groups, while the majority remains excluded from economic opportunities.

# GOUD LA SE PA M' PROJECT

## Overview

### DESCRIPTION

The "GOUD LA SE PA M" literally meaning Haitian currency is mine is designed to address financial illiteracy in Port-de-Paix by providing **financial education to 2,000 individuals**. The program will improve financial inclusion, increase access to banking and investment opportunities, and provide business support.

**Location :** Port-de-Paix, North West, Haiti

**Duration :** 1 year

**Focus Areas :** Education

### Goals

**Enhance financial literacy and inclusion among 2,000 individuals** in Port-de-Paix, particularly targeting youth, students, and small business owners, to foster economic empowerment.

*Specific*

1. Launch and manage Financial Education digital campaign. To Educate the target audience on essential financial concepts such as budgeting, saving, investing, and managing debt.
2. Conduct four Open Economic Conferences per year, reaching 500 people per session, covering budgeting, saving, investments, and credit management.
3. Develop adapted financial education materials, including:
   - Short Creole videos explaining core financial concepts.
   - Academic documents integrated into partner school curriculum.
4. Train 50 volunteer trainers from 5 social associations, equipping them to sustain financial literacy efforts within their communities.

| Deliverable | Description | Completion Timeline |
|---|---|---|
| Open Economic Conferences | 4 large sessions with 500 participants each | Quarterly |
| Financial Education Videos | 12 short Creole videos (savings, investment, credit) | Monthly |
| Printed and Didital Training Materials | Pamphlets and curriculum integration for schools | Ongoing |
| Trainer Workshops | Training for 50 volunteer trainers | Monthly |
| Impact Assessment Report | Evaluation and recommendations for sustainability | Monthly |

# STRATEGY

## Implementation

### DESCRIPTION

The project will be executed in a structured, participatory, and community-driven approach, leveraging partnerships with local institutions, financial experts, educators, and community leaders. The methodology is designed to maximize engagement, impact, and knowledge retention

### Stakeholder Engagement & Partnership Building

- Identify and establish formal partnerships with local banks, credit unions, schools, NGOs, and government institutions (e.g., BRH - Banque de la République d'Haïti).
- Define roles and responsibilities for community leaders and financial institutions to support training and dissemination.

### Train the Trainers : Recruitment & Training of Volunteer Trainers

- Recruitment & Training of Volunteer Trainers
- Select 50 volunteers from 5 local social associations.
- Conduct a train-the-trainer workshop, equipping them with financial education techniques, public speaking skills, and community engagement strategies.

### Development of Financial Education Materials

- Design short, interactive educational videos in Creole covering key financial topics:

Budgeting & Expense Tracking /Saving & Investment Strategies / Accessing Credit / The Role of Local Financial Institutions / Entrepreneurship

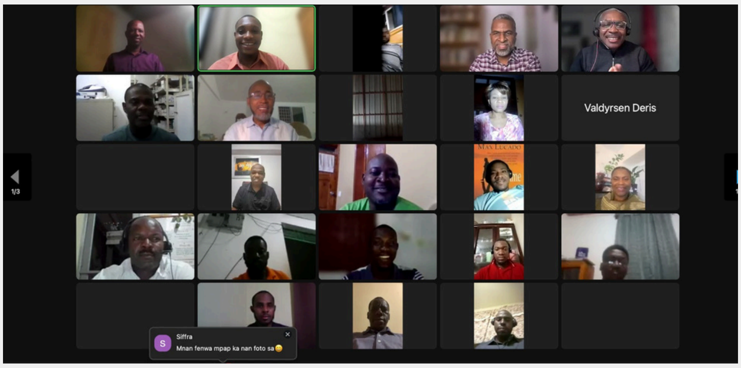
- Create printed financial literacy guides & workbooks for distribution at training sessions.
- Develop adaptable academic documents to integrate into the curricula of 3 partner schools.

## Open Economic Conference in Port-de-Paix

- Expected Participants: 500 attendees
- Description:

This free type of conference will bring together economic experts, entrepreneurs, and community members to discuss current economic challenges and opportunities in Haiti. Topics included microfinance, entrepreneurship, and economic policies, aim at improving financial literacy and fostering economic growth. Due to insecurity, we will manage to realize it in hybrid format (virtual & presential)

- Results:
    - Strengthened economic knowledge of 500 participants.
    - Promotion of entrepreneurship and local economic initiatives.
    - Networking opportunities for entrepreneurs and investors.
    - New Client for the local financial cooperative


## QuickBooks Seminar for Small Business Owners

- Target: small business owners
- Description:

As part of our financial education strategy, RCNS-HAITI will organize multiple QuickBooks seminar to equip small business owners with essential skills in financial management and bookkeeping. This workshop will be focused on providing practical training in using QuickBooks to help participants manage their finances more effectively, track their expenses, and improve their business decision-making.

Results:

- Enhance financial literacy among 50 small business owners.
- Improve participants' ability to manage and track their business finances using QuickBooks.
- Empower small business owners with tools to make data-driven decisions.
- Strengthen relationships between local entrepreneurs and financial institutions through the integration of professional accounting practices.