

News

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CSI Launches Initiative to Promote Better Financial Health for Seniors

TORONTO, November 28, 2019 – The Canadian Securities Institute (CSI), a Moody's Analytics company, is pleased to announce the launch of its *Financial Health for Seniors* project. Through this initiative, CSI will equip financial advisors with free resources for advising seniors and their families.

"Seniors form an increasingly large and important group of clients for financial advisors in Canada, possessing diverse and distinctive priorities," said Marie Muldowney, Managing Director of CSI. "All investors face money management challenges, but seniors may also be challenged with complicated family situations, elder abuse, and cognitive decline. Our new initiative helps ensure these clients get the support they need from our designation holders to manage their savings and wealth in the face of these and other potential obstacles."

Over the next 20 years, Canada's population of seniors aged 65 and older is expected to grow by [68%](#). By 2030, this demographic could represent [23%](#) of Canada's total population.

To understand the issues financial advisors in Canada face when advising seniors, CSI sought feedback from a representative sample of its 9,000 designation holders. Many of the respondents indicated that they find it difficult to recognize and properly handle the unique challenges facing their senior clients.

The *Financial Health for Seniors* initiative will address these challenges by providing advisors with free resources through:

- A [dedicated website](#) for advisors to access resources tailored for seniors and their families
- A series of webinars covering the issues facing advisors when working with seniors in their client practice

Overseeing this project is an Advisory Council and a Content Committee comprising CSI designation holders who advise seniors on a daily basis. Several also work with non-profit organizations that serve seniors.

"As a director of the board for Elder Abuse Prevention Ontario and financial planner, I am well aware of the challenges faced by financial services professionals in providing guidance

to Canadian seniors and their families," said Tiffany Harding, Vice President, Wealth Planning at Gluskin Sheff and member of the *CSI Financial Health for Seniors Advisory Council*. "CSI is well positioned to reach the broadest network of advisors and provide them with relevant resources. It is an honour for me and the other members involved to contribute to this important initiative."

"I am very pleased to participate on the Advisory Council and to be able to bring more than 20 years of financial services experience with senior clients to CSI's *Financial Health for Seniors* project," said Daniel Plouffe, Director Wealth Solutions, Sun Life. "It is essential that financial advisors understand the mindset of their clients, who need to make important decisions on their hard-earned savings. This initiative will certainly help designation holders from coast to coast support our seniors in their quest for long-term financial security."

The Financial Health for Seniors initiative represents an important pillar of CSI's commitment to promoting fairness and responsibility within Canada's financial community. It is an equally important priority for [Moody's corporate social responsibility](#) as part of its goal to empower people with the knowledge, resources and confidence they need to create a better future - for themselves, their communities and the environment. The Financial Health for Seniors initiative aligns with Moody's signature financial empowerment initiative, [Reshape Tomorrow™](#).

[Click here](#) to learn more about CSI's *Financial Health for Seniors* initiative.

About CSI

The Canadian Securities Institute (CSI), is Canada's leading provider of financial services education and credentials. CSI offers more than 170 courses, such as the well-known Canadian Securities Course (CSC®), twelve certificate programs, five renowned and specialized financial designations, the PFP®, CIM®, CIWM, MTI®, and the Fellow of CSI (FCSI®). CSI is the primary provider of regulatory courses and examinations for the Investment Industry Regulatory Organization of Canada's (IIROC) and is accredited by several Canadian securities and insurance regulators. CSI operates as a Moody's Analytics company. For more information, please visit www.csi.ca.

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