

THE FINANCIAL
Empowerment
INITIATIVE



**Annual
Report**
2024-2025



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Executive Summary

The Financial Empowerment Initiative Network (theFEI.ca) doing business as The Financial Empowerment Initiative is a non-profit organization dedicated to promoting financial literacy and empowerment within communities in Edmonton and Calgary.

Our mission is to foster economic well-being by enabling individuals to make informed and confident decisions about their finances, leading to a brighter and more secure future.

Programs and Services:

Tax Clinics

We offer annual community tax clinics to assist individuals in navigating financial systems and maximizing their returns.

Financial Literacy Workshops

Our workshops, including the signature Money and Marriage Seminars, provide practical financial education tailored to diverse community needs.

Community Events

We organize events such as Leadership and Business Evenings and Financial Literacy Nights to engage and educate the community on financial matters.

Achievements in 2024:



Expanded Outreach: We successfully extended our programs to reach a larger audience, impacting over 1,500 families through our services.



Collaborations: We established partnerships with local organizations to enhance the effectiveness and reach of our programs.



Resource Development: We developed new educational materials and resources to better serve our community's financial literacy needs.

Who is thefei.ca

The Financial Empowerment Initiative (theFEI.ca) is a non-profit organization dedicated to fostering financial literacy and empowerment within communities in Edmonton and Calgary. Since its inception, theFEI.ca has been committed to helping individuals and families gain the knowledge and tools they need to make informed financial decisions, achieve stability, and build prosperous futures.

Through a variety of innovative programs and services, theFEI.ca addresses critical financial needs in the community. Their offerings include annual tax clinics, financial literacy workshops, and specialized events like the renowned Money and Marriage Seminars, which explore the intersection of financial management and relationships.



Mission

The Financial Empowerment Initiative (theFEI.ca) is dedicated to empowering individuals and families through financial literacy, education, and access to resources. Our mission

is to foster financial independence, promote informed decision-making, and build resilient communities by providing the tools and support needed to achieve financial stability and well-being.



Vision Statement

To create a future where individuals and families are empowered with the financial knowledge, resources, and confidence to achieve lasting economic stability and build thriving, inclusive communities.



LAND ACKNOWLEDGEMENT

We would like to respectfully acknowledge that our work takes place on the traditional lands of many Indigenous Peoples.

In Edmonton, we honour and acknowledge that we are on Treaty 6 Territory, the traditional lands of the First Nations and Métis peoples, including the Cree, Saulteaux, Blackfoot, Métis, Dene, and Nakota Sioux.

In Calgary, we acknowledge that we gather on Treaty 7 Territory, the traditional lands of the Blackfoot Confederacy — including the Siksika, Kainai, and Piikani Nations — as well as the Tsuut'ina Nation and the Stoney Nakoda Nations, consisting of the Chiniki, Bearspaw, and Goodstoney First Nations. Calgary is also home to the Métis Nation of Alberta, Region 3.

We recognize the enduring connection Indigenous Peoples have to these lands and reaffirm our commitment to learning, respect, reconciliation, and meaningful relationships with Indigenous communities.

THANK YOU

HONOURING OUR VALUED FUNDERS



Your remarkable support empowers our mission.
We deeply appreciate your commitment, standing
with us every step of the way.

THANK YOU TO OUR ESTEEMED COLLABORATORS

We extend our sincere appreciation to our valued partners—
Africa Centre, Dexteritas, The Family Advocates, and all other
community organizations. Your continued support, partnership,
and shared vision make our work possible and propel our
mission forward.

Board of Directors



Tayo Elnathan

Tayo Elnathan is the Executive Director and Board President of the Financial Empowerment Initiative (theFEI). Under her leadership, theFEI has expanded its impact through community tax clinics, financial literacy workshops, and signature programs like the Money and Marriage Seminars.



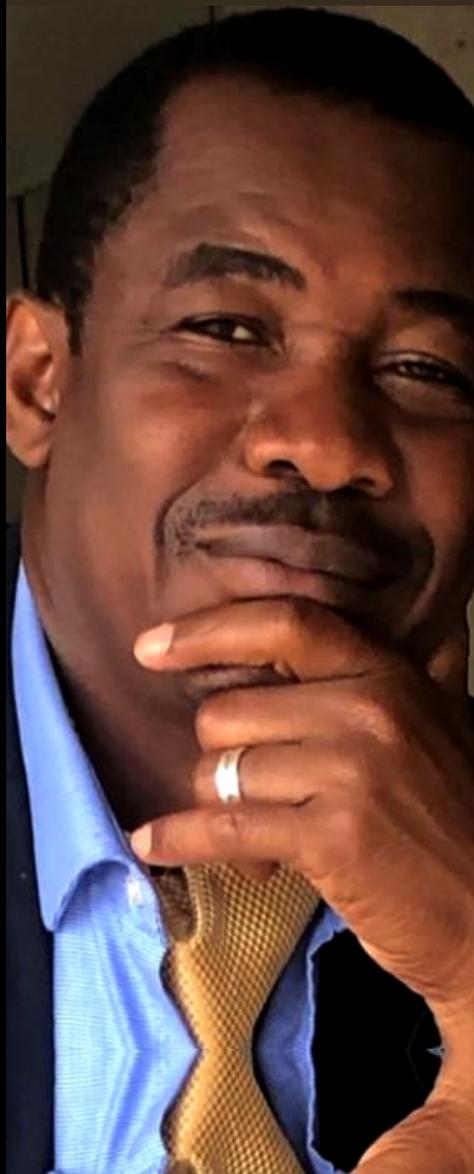
Yinka Adeoye

Yinka Adeoye is the Community Relations Director at the Financial Empowerment Initiative (theFEI). With a strong commitment to fostering meaningful connections, Yinka plays a pivotal role in building partnerships that support the FEI's mission of financial literacy and empowerment.



Kemi Aina

Ahmad Sanni is a seasoned IT professional with an impressive track record spanning over three decades. Originally from Nigeria, Africa, Ahmad and his family embarked on a journey to Edmonton, Alberta, Canada, in 2007, eventually making the picturesque city of St. Albert their cherished home in 2009.



Ahmad K. Sanni PMP

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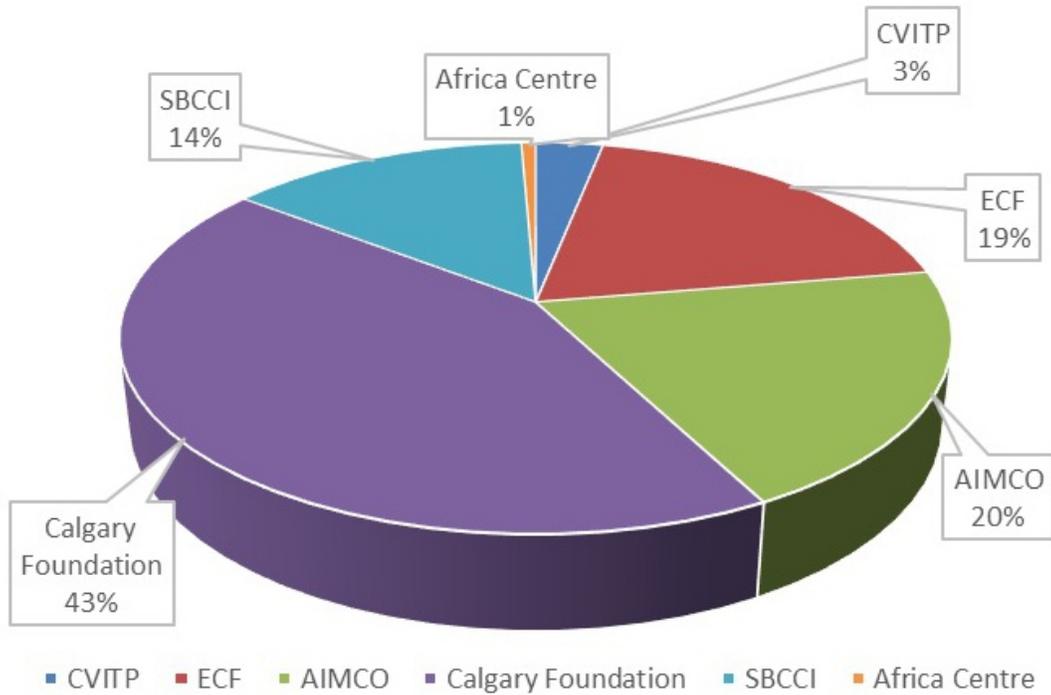


Ikenna Nduaguibe

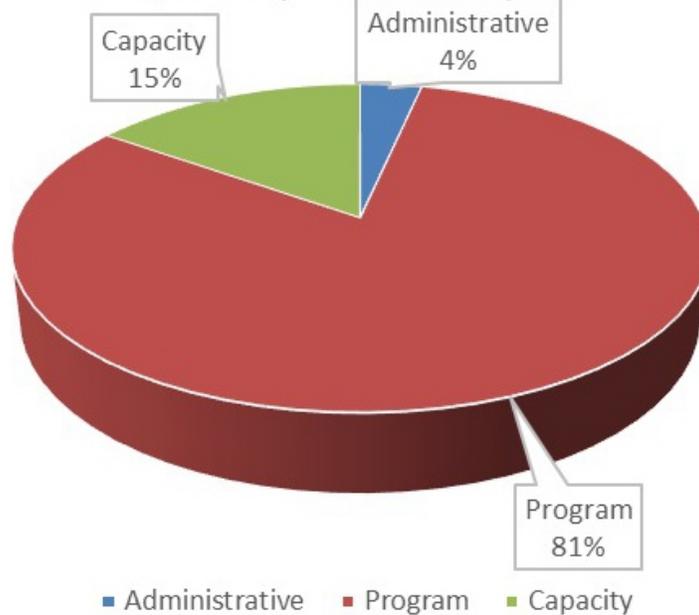
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Impact

2023/24 Grants by Funder



2023/24 expenditure by nature



Strategies for 2024

A man with a beard, wearing a blue button-down shirt and light-colored pants, is standing and speaking to a group of people. He is gesturing with his hands. The background is a blurred indoor setting.

■ ■ ■ ■ **Reach to Universities & International students**

We plan to broaden the reach of our financial literacy programs by introducing new workshops and seminars tailored to diverse community needs.



■ ■ ■ ■ **Community Engagement**

We aim to strengthen partnerships with local organizations to enhance program delivery and community involvement.



■ ■ ■ ■ **Resource Development**

We will develop and distribute new educational materials to address emerging financial literacy topics and challenges.



■ ■ ■ ■ **Volunteer Training**

We intend to expand our Financial Literacy Club by recruiting and training more volunteers to facilitate sessions and assist with tax clinics.

Words from the Executive Director

TAYO ELNATHAN

As the Executive Director of the Financial Empowerment Initiative (theFEI.ca), I am pleased to share the significant strides we've made in promoting financial literacy within our communities over the past year.

In addition, we have published four financial literacy books, each tailored to address different aspects of personal finance. These publications serve as valuable resources for individuals seeking to enhance their financial knowledge and make informed decisions.

Our annual community tax clinics have continued to assist numerous individuals in navigating tax systems, ensuring they receive the benefits they are entitled to. Our signature Money and Marriage Seminars, along with events like Leadership and Business Evenings and Financial Literacy Nights, have provided valuable insights to participants, enabling them to make informed financial decisions.



Words from the **Executive Director**

TAYO ELNATHAN



Our collaborations with local organizations have been instrumental in enhancing the effectiveness and reach of our programs. By fostering these partnerships, we have been able to provide comprehensive resources that help individuals and families navigate financial systems, improve financial well-being, and build sustainable futures.

Looking ahead, we remain committed to deepening our community engagement and expanding our programs to meet the evolving needs of those we serve. We believe that by empowering individuals with financial knowledge, we can contribute to building a financially inclusive society where everyone has the opportunity to achieve economic stability and success.

I extend my heartfelt gratitude to our team, volunteers, partners, and community members for their unwavering support and dedication. Together, we are making a tangible difference in the lives of many, and I am confident that our continued efforts will lead to even greater accomplishments in the future. For more information about our programs and initiatives, please visit our website at theFEI.ca.

Words from the Outreach Director

YINKA ADEOYE

As the Outreach Director at the Financial Empowerment Initiative (FEI), I am honored to reflect on our achievements over the past year. Our mission to empower individuals through financial literacy and economic resources has been at the forefront of our efforts.

This year, we expanded our culturally appropriate financial literacy workshops and free tax clinics, enabling us to assist more individuals and families in achieving financial stability and generational wealth. It has been deeply rewarding to witness the direct impact of our initiatives, particularly among seniors, youth, and newcomers navigating the complexities of financial systems in Canada.



Our work is grounded in trust and collaboration. We have cultivated partnerships with Black-serving organizations, community leaders, and grassroots networks to ensure our programs resonate with the unique needs of the communities we serve. By mentoring Black business owners, supporting leadership development in community organizations, and addressing systemic barriers to economic security, we are laying the foundation for long-term success.

Looking ahead, I remain committed to advancing FEI's mission with transparency, fairness, and integrity. Together, we will continue building a financially inclusive future for everyone.

Words from the Technical Director

DOTUN AYODELE-BAMISAIYE

As the Technical Director of the Financial Empowerment Initiative (FEI), I am proud to reflect on our achievements over the past year. Our mission to empower communities through financial education has been at the forefront of our efforts, and we have made significant strides in this regard.

One of the highlights of the year was our tax assistance program, where we supported 1,576 individuals and families with their tax filings. This initiative not only helped participants navigate the complexities of tax season but also ensured they received the refunds and benefits they deserved, directly contributing to their financial stability.

Beyond tax assistance, we made remarkable progress in our training programs. Over 200 participants gained valuable skills in financial literacy and entrepreneurship, equipping them with the knowledge to make informed financial decisions and pursue their entrepreneurial aspirations.

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partnerships, we have been able to provide comprehensive resources that help individuals and families navigate financial systems, improve financial well-being, and build sustainable futures.

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Why is Financial Literacy important?

The Financial Empowerment Initiative (theFEI.ca) plays a crucial role in enhancing financial literacy within our communities. By providing accessible education and resources, theFEI empowers individuals to make informed financial decisions, fostering economic stability and independence.

Through workshops, seminars, and community events, theFEI addresses the diverse financial needs of the population, from budgeting and saving to understanding credit and investments. This comprehensive approach equips participants with the necessary skills to navigate the complexities of personal finance effectively.

Moreover, theFEI's initiatives contribute to reducing financial disparities by targeting underserved communities, ensuring equitable access to financial education. By doing so, the organization promotes financial inclusion, enabling individuals from all backgrounds to achieve economic well-being.

In essence, theFEI's commitment to financial literacy not only benefits individuals but also strengthens the broader economy. A financially literate population is better equipped to make sound financial choices, leading to increased savings, prudent investments, and overall economic growth.



Financial Literacy education



The Financial Empowerment Initiative (theFEI.ca) is dedicated to enhancing financial literacy across diverse communities through targeted outreach and education. Our efforts encompass a range of programs designed to meet the unique needs of each group we serve.



BIWEEKLY FINANCIAL LITERACY CLASSES:

Our biweekly classes offer continuous learning opportunities for individuals seeking to improve their financial understanding. These sessions cover a broad spectrum of topics, including credit management, budgeting and debt reduction, tailored to address the financial challenges faced by our participants.

COMMUNITY OUTREACH

Recognizing the importance of cultural relevance in financial education, we actively engage with Somali, Sudanese, and Nigerian communities. Through workshops and personalized sessions, we address specific financial concerns and provide guidance that respects cultural contexts, thereby fostering trust and effective learning.

Our commitment to these initiatives reflects our belief that financial literacy is a cornerstone of economic empowerment. By reaching out to schools and diverse communities, we strive to build a financially informed society where individuals are equipped to make sound financial decisions for themselves and their families.



Money and Marriage seminars

The Financial Empowerment Initiative (theFEI.ca) launched its Money and Marriage Seminars as a proactive response to issues identified during an intimate partner violence session conducted in collaboration with the Africa Centre. Recognizing the critical role that financial stress and mismanagement play in marital conflicts, theFEI developed these seminars to equip couples with the knowledge and tools necessary to foster financial harmony within their relationships.

These seminars provide a comprehensive curriculum covering essential topics such as budgeting, asset management, financial capacity building, and conflict resolution. By addressing these areas, theFEI aims to empower couples to make informed financial decisions together, thereby reducing the likelihood of disputes arising from financial misunderstandings. The inclusion of discussions on preuptial

agreements further ensures that couples are prepared for all aspects of financial planning within a marriage.

A key feature of the seminars is the emphasis on open communication between partners regarding financial matters. By fostering an environment where couples can openly discuss their financial goals and concerns, theFEI helps to build trust and mutual understanding. This approach not only addresses immediate financial challenges but also contributes to the long-term stability and health of relationships.

The success of the Money and Marriage Seminars is evident in the positive feedback from participants, who report increased confidence in managing their finances and a deeper understanding of their partner's financial perspectives. By transforming insights from intimate partner violence sessions into proactive educational initiatives, theFEI demonstrates its commitment to addressing the root causes of financial discord in relationships and promoting overall community well-being.



Community Tax Clinics (2024)

In 2024, The Financial Empowerment Initiative (theFEI) delivered two months of free community tax clinics across Edmonton and Calgary, ensuring individuals and families had access to reliable, culturally responsive tax support during the tax season.

The tax clinics were designed to remove barriers to financial services for seniors, newcomers, low-income families, and individuals navigating complex tax situations. By offering in-person support in trusted community spaces, theFEI helped participants access tax credits, benefits, and refunds that directly support household stability and financial security.

LOCATIONS

The 2024 tax clinics were hosted at five community-based locations:

Africa Centre (Edmonton)

The Africa Centre clinic served a diverse population of African, Caribbean, and Black community members. Many participants were seniors and newcomers who required hands-on support to navigate tax filing, benefits eligibility, and government forms.

Black Canadian Women in Action – Orange Hub (Edmonton)

At the Orange Hub, theFEI supported women, families, and caregivers, providing a welcoming and safe environment for participants who may otherwise face barriers to accessing financial services.



Calgary Full Gospel Church & Virtual Location

The Calgary clinic extended theFEI's reach beyond Edmonton, supporting community members through a trusted faith-based partner. Participants benefited from personalized tax assistance and guidance on available benefits and credits.

POP-UP LOCATIONS

- Somali Center
- Uganda Center

IMPACT AND OUTCOMES

Across all three locations, the tax clinics:

- Provided free, in-person tax filing support
- Helped participants access refunds, credits, and government benefits
- Supported financial confidence and literacy through one-on-one guidance
- Strengthened partnerships with community organizations serving equity-deserving populations

By meeting people where they are, theFEI's tax clinics reinforced the organization's commitment to financial empowerment, dignity, and access—ensuring that community members are not left behind when navigating essential financial systems.



Money & Marriage

SEMINARS

The Financial Empowerment Initiative (theFEI) hosted two Money and Marriage Seminars, reaching a total of 100 participants across Edmonton and Calgary. These full-day and half-day learning experiences were designed to strengthen financial understanding within households and relationships, while creating space for open, practical conversations about money.

EDMONTON: IN CHAPELLE

The first-ever Money and Marriage Seminar was held in Chapelle, Edmonton, marking a significant milestone for the program. Approximately **70** participants attended the session, coming together to learn about financial planning, money management, and the role of financial communication within relationships.

The seminar provided a welcoming, community-centred environment where participants engaged in meaningful discussions about budgeting, saving, and shared financial goals. To foster connection and hospitality, a local Nigerian dish was served to all attendees, reinforcing theFEI's commitment to culturally inclusive programming.



CALGARY: FULL GOSPEL CHURCH

The second seminar took place at Full Gospel Church in Calgary, with approximately 50 participants in attendance. This session ran for the full day and offered in-depth financial education covering key topics such as credit and debit management, credit cards, mortgages, and responsible borrowing.

Participants spent the day learning practical tools and strategies to improve their financial decision-making, with opportunities to ask questions, share experiences, and deepen their understanding of how financial choices impact families and long-term stability.

Impact and Outcomes

Across both seminars, participants:

- Gained practical knowledge about household finances and credit
- Strengthened financial communication within relationships
- Learned tools to support long-term financial planning and stability
- Experienced learning in a safe, respectful, and culturally responsive environment

The 2024 Money and Marriage Seminars demonstrated the FEI's ongoing commitment to building financially informed households and empowering individuals and families to make confident financial decisions together.

Community Education and Outreach Engagements

The Financial Empowerment Initiative (theFEI), led a wide range of community education sessions focused on financial literacy, household stability, and the intersection between money, safety, and well-being. These engagements took place across Edmonton, Calgary, and online, reaching women, families, youth, and community members at different stages of life.

Each session was rooted in practical education, lived experience, and culturally responsive delivery, ensuring that complex topics were accessible, relevant, and actionable.

INTIMATE PARTNER VIOLENCE (IPV) & FINANCIAL ABUSE PRESENTATIONS

Africa Centre – Edmonton & Calgary

In 2024, we delivered Intimate Partner Violence (IPV) and financial abuse presentations in partnership with the Africa Centre in both Edmonton and Calgary. These sessions focused on the often-overlooked financial dimensions of abuse and control, particularly within immigrant and racialized communities.

Participants explored:

- How financial abuse shows up in relationships
- The role of money in power and control dynamics
- Barriers faced by individuals attempting to leave unsafe situations
- Practical steps toward financial independence and safety planning
- Accessing community resources and supports

The sessions created safe, respectful spaces for honest conversation, allowing participants to ask questions, share experiences, and better understand the connection between financial literacy, autonomy, and personal safety. These presentations were especially impactful for women navigating complex family, cultural, and financial pressures.

Reach: 25 women.

YOUNG GIRLS & WOMEN'S EMPOWERMENT TALK

Ladies in the Family Foundation

We also facilitated a Young Girls and Women's Financial Empowerment Talk with Ladies in the Family Foundation in 2024. This session focused on equipping girls and young women with early financial awareness and confidence, helping them understand money beyond spending.

Topics covered included:

- Building healthy money habits early
- Understanding income, saving, and budgeting
- Navigating peer pressure and social expectations
- Financial confidence, self-worth, and decision-making
- Preparing for adulthood with financial clarity

The session encouraged open dialogue and reflection, allowing participants to ask real questions about money, independence, and future planning in a supportive and relatable environment.

Reach: 45 girls.

Weekly Online Financial Literacy Sessions

In addition to in-person engagements, we facilitated weekly online financial literacy sessions throughout 2024, extending theFEI's reach beyond physical locations. These sessions provided consistent, accessible education for individuals and families unable to attend in-person programming.

The online sessions covered a wide range of core financial topics, including:

- Budgeting and household money management
- Credit and debit fundamentals
- Credit cards and responsible borrowing
- Understanding credit scores and reports
- Mortgages and homeownership basics
- Debt management strategies
- Financial planning for families and couples
- Long-term financial stability and goal setting

Participants joined from different cities and backgrounds, benefiting from clear explanations, practical examples, and opportunities to ask questions in real time. The weekly format allowed for continuity, deeper learning, and relationship-building between facilitators and participants.

Overall Impact

Across all speaking engagements in 2024, Tayo Elnathan:

- Reached diverse audiences across multiple cities
- Addressed both financial literacy and financial safety
- Delivered education in trusted community spaces
- Created learning environments that were inclusive, practical, and culturally responsive
- Strengthened theFEI's role as a go-to resource for financial empowerment

These outreach efforts reflect theFEI's commitment to meeting communities where they are and ensuring that financial knowledge is not only available—but meaningful, respectful, and empowering.

Reach: 250.

Executive Director's Talk

LEADERSHIP & ENTREPRENEURSHIP SERIES

In 2024, The Financial Empowerment Initiative (theFEI) deepened its commitment to leadership development and economic empowerment through ED's Talk and a series of Leadership and Entrepreneurship Evenings held throughout the year. These gatherings created intentional spaces for learning, dialogue, and practical skill-building for community members at different stages of their personal and professional journeys.

ED's Talk served as a platform for honest conversations around leadership, business, and community responsibility. One of the standout sessions in 2024 featured Sharif Haji, who spoke candidly about leadership, business, and public service. His talk offered participants a grounded perspective on navigating leadership roles, balancing responsibility, and building credibility in both community and professional spaces. Attendees appreciated the opportunity to engage directly with a leader who understands the realities of governance, entrepreneurship, and community advocacy.

Following the summer period, theFEI hosted Leadership and Entrepreneurship Evenings designed to re-engage the community and support momentum as participants returned to work, school, and business planning. These post-summer sessions focused on practical themes such as leadership development, entrepreneurial thinking, and long-term planning. The evenings were interactive and discussion-driven, allowing participants to ask questions, share experiences, and learn from one another in a supportive environment.

A key component of the 2024 programming was the Grant Writing Course, which responded to a growing need within the community for funding literacy and organizational sustainability. The course equipped participants with a clear understanding of how grants work, how to identify suitable funding opportunities, and how to structure strong applications. Participants learned how to articulate their ideas, align projects with funder priorities, and develop realistic budgets. This training was particularly valuable for grassroots organizers, emerging nonprofits, and community leaders seeking to turn ideas into funded initiatives.

The year also included Black Women Entrepreneurship events, which created space for Black women to come together to learn, connect, and share experiences. These sessions addressed the realities of entrepreneurship, including access to capital, confidence-building, business planning, and navigating systemic barriers. Beyond the formal content, the events fostered peer connection, mentorship, and encouragement – elements that many participants identified as just as important as technical knowledge.

Across ED's Talk, leadership evenings, training courses, and entrepreneurship events, theFEI consistently prioritized accessibility, relevance, and community voice. The programs were not designed as one-off talks, but as part of an ongoing effort to build capacity, confidence, and leadership within the community.

Together, these initiatives strengthened networks, supported emerging leaders, and reinforced theFEI's role as a trusted space for learning, dialogue, and growth in 2024.

Reach: 350 community members.

Black Women Entrepreneurs



The Financial Empowerment Initiative (theFEI.ca) is dedicated to supporting Black women entrepreneurs through its Black Women Entrepreneurs (BWE) program. Based in Calgary, the program provides resources, mentorship, and networking opportunities tailored to the unique challenges faced by Black women in the business world.



Recognizing the systemic barriers that often impede access to funding and business education for Black women, theFEI.ca offers financial literacy workshops and strategic savings programs designed to equip entrepreneurs with the knowledge and skills necessary for sustainable business growth. These initiatives aim to bridge the gap in financial education and empower Black women to make informed decisions about their ventures.

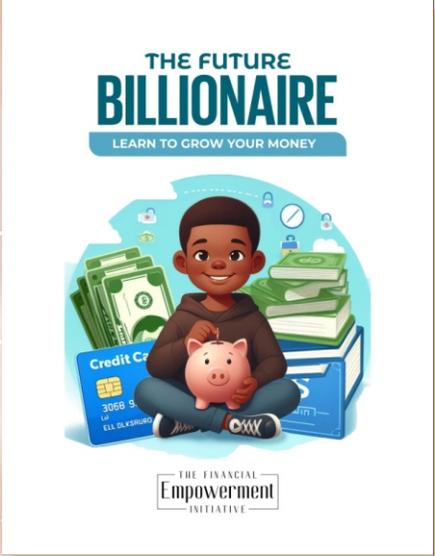
In addition to educational resources, theFEI.ca fosters a supportive community where Black women entrepreneurs can connect, share experiences, and collaborate. By organizing events such as Leadership and Business Evenings, the organization creates platforms for networking and peer support, which are crucial for personal and professional development.

Through its comprehensive approach, theFEI.ca is committed to empowering Black women entrepreneurs, enabling them to overcome challenges, achieve financial independence, and contribute to the economic vitality of their communities. By addressing both educational and systemic obstacles, the organization plays a pivotal role in fostering an inclusive and equitable entrepreneurial landscape.

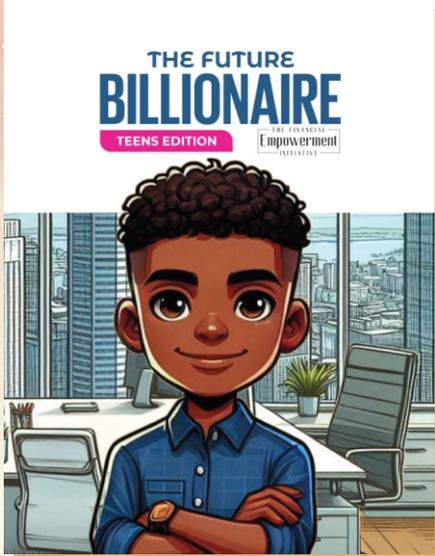
PUBLICATIONS



YOUR STARTUP BUSINESS PLAN (Teens Edition)



THE FUTURE BILLIONAIRE (Learn to grow your money)



THE FUTURE BILLIONAIRE (Teens Edition)



EMPOWERING ENTREPRENEURSHIP

thefei.ca



Contact Information

 (825) 333 3900

 thefei.ca

 operations@thefei.ca

 Suite 3400, 10180 101 Street NW

Connect with us on social media

 thefei.ca

 The financial literacy initiative