

The importance of financial planning



Helping plan members
build healthy habits

2004



2024



Definition of *financial planning*

Financial planning services involve analysing an individual's or a business's financial situation and creating a comprehensive strategy to achieve specific goals. This typically includes budgeting, investment planning, retirement planning, tax optimization, and risk management. Financial planners assess assets, liabilities, income, and expenses to develop tailored recommendations for clients to secure their financial future.



Investment planning?

Tax optimization?

Budgeting?

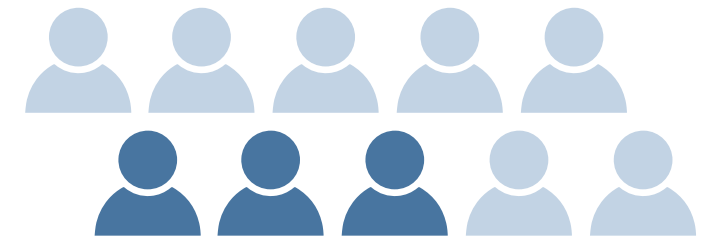
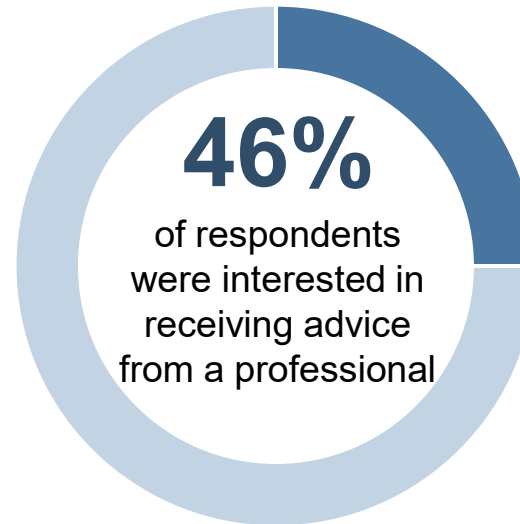
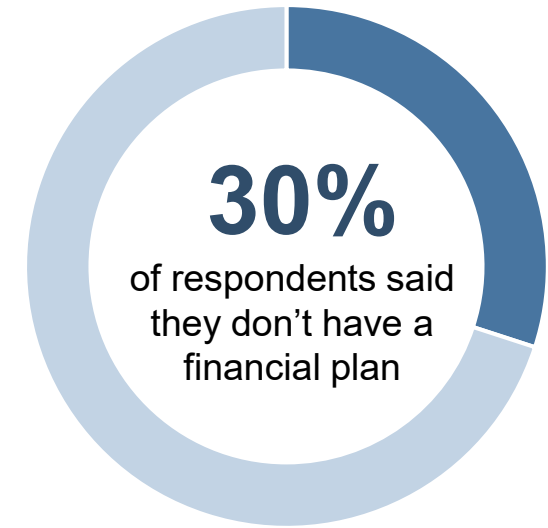
Risk management?

Retirement planning?

In conversation with plan members



Poll on financial advice



3 out of 10

Canadians have actually worked
with a professional on a financial
or retirement plan.

Enhancing the financial wellness of Ontario Midwives

Presenter:

Nicole Mellin
Executive Director, AOMBT





Association of Ontario Midwives Benefits Trust (AOMBT)

- Offers a benefits plan and retirement savings plan to support midwives and their families & those connected to the midwifery community
- Includes a GRSP, TFSA, non-registered investment a/c, Group RRIF



AOMBT Membership

- > Self-employed front-line healthcare workers
- > 1,100+ midwives in Ontario plus multi-employer groups
- > Midwives catch more than 20% of babies in Ontario
- > Midwives are culturally and gender diverse
 - 98%** = Women
 - 13%** = Indigenous
 - 15%** = Black or Person of Colour
 - 7%** = Person with a Disability

Financial Journey of Midwives

Which of the following best describes where you're at right now when it comes to saving and investing for your future?



Just starting out:

Age 23-30

17%+ IBPOC

36%



Increasing wealth:

Age 31-49

42%

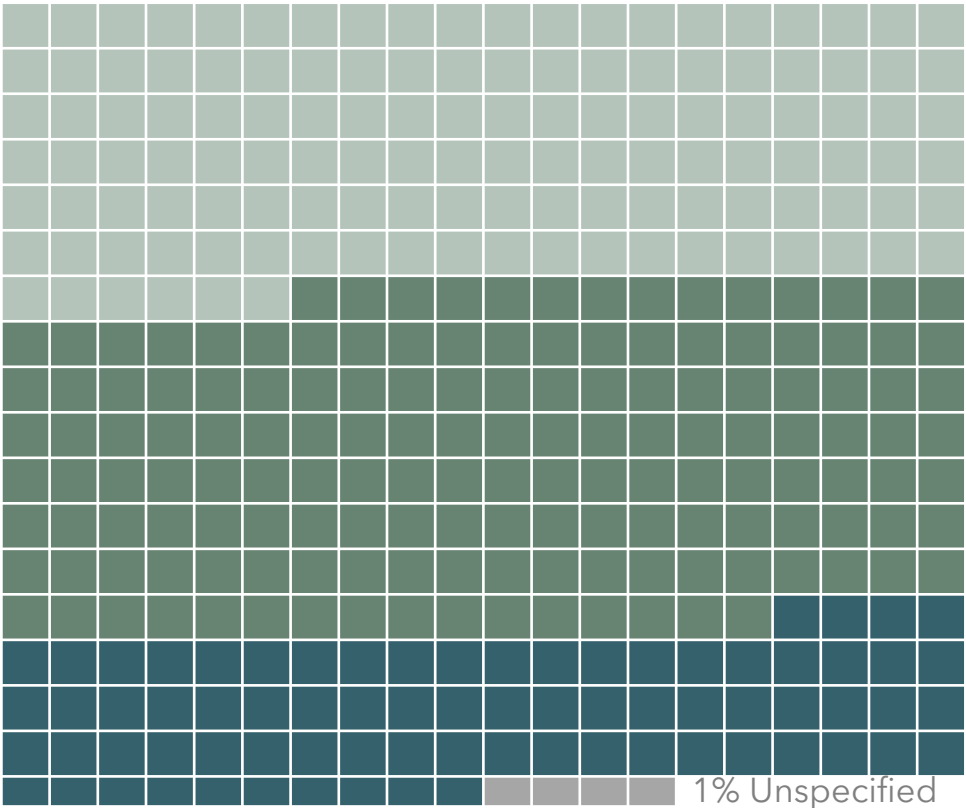


Approaching retirement:

Age 50+

14%+ PwD

21%



1% Unspecified



Why is financial literacy important for Midwives?

- Women earn less than male counterparts; significant delta in retirement income for women.*
- Women invest differently:
 - Lower risk tolerance
 - More episodic income earning trajectory
- Midwives + equity-seeking groups (IBPOC, 2SLGBTQIA individuals, PwD)
 - Often experience a higher rate of financial insecurity

*According to the Government of Canada Pay Equity Office, in 2022, women make 87 cents on average for every dollar made by a man.

Why introduce financial planning services?

- > Self-employed contractors



- > 75%+ primary or sole income earners



- > Practice business owners



- > Predominantly female population including those from equity-deserving groups



It is imperative for the AOMBT to empower & educate Midwives to learn how they can take charge of their financial future.



Implementing the financial planning services program



Digital marketing campaign (e-blasts, newsletters, short video series).

Created diverse group of Champions to spread the word.

AOMBT staff participated in the program.

Increasing member confidence

“When I first reached out and met the Advisor, I was nervous, but she let me know that I was not alone.”

“I was very apprehensive at first. I was embarrassed to admit that I am extremely ‘green’ when it comes to finances & have never been good at managing money.”



“I learned some very valuable information about estate tax deferral & insurance products that I was not aware.”

“The Advisor was patient and accommodating, and available. The report was comprehensive and made sense to me with some good recommendations.”

“This gave me confidence to better understand what I need for the future.”

108/10% AOMBT plan members have participated in the financial services program.

Lessons Learned



**Understand
Individual needs**



**Personalized
services**



**Early financial
education**



**Plan sponsor/
Advisor
collaboration**

Financial Planning for plan members



How Financial Planning can support plan members

Early Career

Save for a specific goal

- Vacations
- First house/condo
- New car
- Marriage/Union
- Emergency fund
- Insurance needs

Mid-Career

Family Savings

- RESP (individual)
- 2nd property (e.g.: cottage/rental property)
- Return to school
- Managing an inheritance
- Spousal RRSP

Approaching retirement

Are you thinking about retirement?

- Estimate retirement income
- Consolidate assets
- Review investment allocation

At / Post-retirement

Put the plan into action

- Retirement advice for decumulation
- Stay in touch through retirement

Key takeaways

Revisit your plan's objectives

Understand your member's needs

How do they get there?



Thank you & questions

