

# Insure Your Success

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The Insure Your Success project helps young people aged 12 – 18 years understand the risks associated with certain financial choices. Through different hands-on activities, interactive tools and discussions led by local AXA Hearts In Action volunteers students learn how to budget, plan and save, but also how to anticipate the financial consequences of risks they will face during their lives. To help them make informed decisions in the future, students get an understanding of the advantages of protecting one's assets and become more familiar with the concept of insurance.

The Insure Your Success project combines Junior Achievement's international expertise in developing hands-on and real-world learning programmes with AXA Group's strong position in risk management. Together they aim to give practical training to young people and better prepare for modern economic challenges. It's a partnership that teams educators with business people to make financial risk education interesting and fun.



## About Risk Management Education

The economic uncertainties of today have made financial education more important than ever.

JA's curricula teach age-appropriate concepts around spending, sharing and saving money. Students learn about managing risk: taking responsibility for financial decisions, how to make those choices based on prioritizing needs and wants, and then develop a plan for spending and saving. They need to consider real life scenarios and plan for them.

If we want to ensure that the next generation is well-equipped to succeed, the education and business communities need to work more closely together and while students are still in school. JA provides a framework within which business people can interact with students and present important concepts in the classroom in fun and memorable ways. Students have to apply other skills such as math and problem solving and they soon see the relevance of their core subjects.

Junior Achievement (JA) (JA-YE Europe is the Regional Operating Center for JA Worldwide®) is the ideal partner with experience in curriculum development for financial education as well as a global delivery system. INSURE YOUR SUCCESS combines the industry expertise of AXA with JA's experience in how to engage with schools and young people. INSURE YOUR SUCCESS takes students from 12-18 through a short series of lessons led by local AXA volunteers. Such activities give young people a wonderful opportunity to explore and gain confidence in what is often seen as a complex and mystifying topic.

## About the INSURE YOUR SUCCESS Initiative

INSURE YOUR SUCCESS targets students in two groups: age 12-15 and 15-18. The younger students do lessons 1, 2 and 3 and the older ones do 1, 3 and 4.

1. Balancing Act
  - a. Create a family budget
  - b. Describe the advantages of having a planned budget
  - c. List the choices a family has to make when spending and budgeting
2. Risk-Taking
  - a. Identify the ways in which people try to avoid risks
  - b. Explain the benefits of insurance
  - c. Identify the opportunity cost of purchasing insurance cover
3. Risk and Insurance
  - a. Identify different types of insurance and understand their importance in everyday life
  - b. Understand the benefits of using insurance to cover the risks they are faced with during their lifetime
  - c. *Extended learning:* Loan Protection
  - d. *Extended learning:* Over insured
4. Benefits and Risks
  - a. Identify different forms of investment
  - b. Understand that some forms of investment carry more risk than others
  - c. Understand the role of insurance in financial decisions

Local JA offices can determine which age cluster to target. Each lesson is approximately 45-50 minutes. The lessons can be presented once-a-week for 3 weeks or as a “done-in-one-day” format (all 3 lessons at one time.) Extended learning activities can be conducted either by a teacher or by an AXA volunteer in additional time.

The project is designed to have the following positive “spin-offs”:

- Provides opportunities for AXA employees to engage in the communities in which they work by volunteering;
- Provides teachers with an opportunity to develop improved links with business and provides them with real life examples of how their teaching relates to the students futures;
- Raises awareness in the community (government, media, parents) of the need for enhanced financial education and how businesses like AXA can contribute positively to meeting that need

