



LARRY WONG, THE JOURNAL

Karen Gingras, executive director of the Edmonton Community Loan Fund, with the board game Cashflow 101

Non-profit hopes to achieve world record fundraiser

750 board game players may earn group a spot in Guinness Book of Records

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The Edmonton Community Loan Fund is aiming to enter the *Guinness Book of Records* by packing the AgriCom on Saturday with a record number of board-game players.

The game is *Cashflow 101* — which tests and teaches money management

skills. To build interest, "volunteers have been playing the game in Second Cup shops around the city," says Karen Gingras, executive director of the loan fund.

Already, more than 250 people have put down \$50 deposits to participate on Sept. 18 — which Mayor Bill Smith has proclaimed to be "Financial Literacy Day."

Gingras has contacted *Guinness*, and expects them to list the event if it attracts

at least 750 players. She hopes to promote financial literacy and to raise public awareness of the loan fund, which makes small business loans to low-income earners who can't get bank loans.

The fund has been supported by the federal government, charitable foundations and private individuals. In the past 10 years, it has made more than 100 loans, totalling more than \$740,000.

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Event offers participants financial skills, advice and prizes

CASH FLOW

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"We wanted to hold an event that is related to our activity," Gingras says. So they chose a board-and-dice game in which players compete in managing their debts and investments.

"The idea is to get out of the rat race and onto the fast track," Gingras says. "You have to do some record keeping, and that's where a lot of the learning comes in."

Everyone who paid a \$50 deposit and shows up to play will qualify for a \$40 refund, Gingras says. But she hopes many players will let the loan fund keep that amount — in exchange for a charitable donation receipt.

Activities also will include speeches by Mike Percy, University of Alberta dean of business, on corporate social responsibility, and Greg Zeschuk, co-founder of BioWare, on the challenges of starting a business. Donated prizes include personal financial coaching, admission to a business conference, and a \$500 GIC. Registration information is available at www.makingcents2004.com

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