

***"When children save a single coin, it does not represent much more than what they carry in their pockets, but once they save a few more, it begins to represent something very different, a choice." (Ms. Jeroo Billimoria)***

### **HRH Princess Maxima launches Aflatoun Campaign**

On 17th March 2008, Aflatoun's global Campaign for Child Social & Financial Education was launched at the Tropen Museum in Amsterdam by HRH Princess Maxima (2005 UN Ambassador for Microfinance), Tom Miller (Executive Director of Plan International), Yanghee Lee (Chair of the UN CRC), and Fazle Abed (Executive Director of BRAC International). They come together in support of Aflatoun's mission: "Inspiring children to socially and economically empower themselves and become agents of change in their own lives and for a more equitable world."

Working with local implementing partners, Aflatoun seeks to equip children with "building blocks for life" based around self exploration, rights and responsibilities, saving and spending, planning and budgeting (both finances and other resources), and enterprise (both social and financial). Together they make a meaningful difference to their futures and the futures of their communities.

In doing so, the Aflatoun programme provides children with the ability to manage their lives and resources more effectively, and creates a further springboard to a new generation with the skills to effectively utilise microfinance.

Aflatoun was founded in 2005 by Social Entrepreneur Jeroo Billimoria with the aim of bringing Child Social & Financial Education to 1m children in 75 countries by 2010. Aflatoun is already working with local partners to reach over 200,000 children in 14 countries, and by the end of 2008 it aims to reach more than 400,000 children in 40 countries.

Aside from the direct work with children in the programmes, Aflatoun is also working to ensure the recognition of children's economic rights, to create the availability of appropriate banking products and services for young people around the world, and to have Social and Financial

Education included in the curricula of governments around the world as part of quality education for all.

For more information on the Aflatoun campaign, please visit the Aflatoun web site:  
[www.aflatoun.org](http://www.aflatoun.org)

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