



Common Cents

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BOMBARDED DAILY!

Have you ever wondered how many ads you see or hear in any given day? It's really mind boggling when you start to consider our daily exposure to these messages. TV, internet, newspapers, magazines, brand names on clothing, bus/taxi ads, radio ads, billboards, receipts, telemarketing...to name just a few. Apparently they are starting to put ads in the bottom of golf holes and stamping logos on beaches too! There seems to be no end to the marketing opportunities out there.

A Google search came up with some numbers. It seems that the average North American sees between 250—3000 ads daily! Some of us apparently see in 1 year what the average person would have seen in their lifetime 50 plus years ago. Wow! Whether the stats are accurate or not.....it's clear that unless you live under a rock, we are bombarded with regular invitations on ways to go about spending our hard earned cash.

To avoid impulse buying, ask yourself when shopping, "Am I buying a need right now or a want?" "Can I do without this product or find a less expensive equivalent?" Try shopping with a list; especially for groceries. By monitoring day to day out of pocket purchases you will hold on to more of your resources.

30 Second Quiz

Would it make cents to...

- Save for retirement before you retire?
- Put money aside before your kids go away to school?
- Pay for your vacation after you have come back?
- Pay for your vehicle's gas after you have used it?
- Take a loan to buy lunch?

Need answers?

Call us today @ 705-254-1424 to set up your free confidential appointment!

My child's education is going to cost *how much* ???

Post-secondary education is expensive but the investment lasts a lifetime. Many students have experienced running low on cash at one time or another. This can be due to many factors, and certainly a student budget requires flexibility to adapt to changing circumstances. In order to make your student finances as effective as possible, you need to plan before you go.

According to the National Student Loan Service Centre website, the estimated cost of a year of post-secondary education can be as much as \$14,500. This figure is a guideline, the actual cost will vary (<http://www.canlearn.ca/eng/postsec/cost/index.shtml>). Before attending school you need to plan out what it will cost you and how you will be able to afford it.

Sample Expense Breakdown : In order to establish a spending plan, one needs to determine all available income. This would include money from student loans, money earned over the summer or already saved for school, money that parents may provide, allowances, gifts, etc. Student loans (OSAP) are generally paid in two lump sums at the beginning of each semester, this makes the spending plan all the more important. You should add up all the income that you expect to have available, then subtract the large fixed costs. Using the above example, we will assume that you will have \$14,500 available. Your fixed costs are the tuition, compulsory fees, residence, meal plan, and books (\$4900 + \$300 + \$6000 + \$800) **In other words, \$14,500 minus \$12,000 leaves you with \$2500 for personal expenses.**

Province	Tuition	Compulsory Fees	Residence & Meals	Texts & Supplies	Personal Expenses	Estimated Costs
ONTARIO	\$4,900	\$300	\$6,000	\$800	\$2,500	\$14,500

This may seem like a lot in the beginning of the year, but we need to take into account that the money is to last approximately 9 months (September to May). This means you should only withdraw \$280 per month (\$2500 personal expenses divided by 9 months). That \$280 per month needs to cover all your additional living expenses such as transportation, recreation, toiletries, etc.

If \$280 will not be enough for your spending plans, then you can either reduce your expenses or increase your income (or do a little of both). When you are at school you want to be able to focus your energy on studying, not worrying about money. You will avoid a lot of unnecessary stress by planning your finances properly before stepping foot on campus.

The National Student Loan Service Centre website offers an 'Education Cost' calculator and an online 'Budget Planner'. Check it out at: <http://tools.canlearn.ca/cs/sgs-scpsc/cln-cln/40/fp-pf/fp-pf.clindex-eng.do>

SUMMER ENERGY SAVINGS

- Proper window blinds will help keep heat out and cool in.
- Try using a clothesline instead of your dryer.
- Air dry dishes instead of using the dry cycle on your dishwasher.
- Use a fan in conjunction with an air conditioner to spread cool air.
- Seal the leaks! Draft proofing will help keep your home cool.
- Compact fluorescent light bulbs use less power & produce less heat.
- Apply sun control reflective film on south facing windows.
- Turn your hot water heater down a few degrees.
- Wash full loads of dishes and clothes instead of partial loads.
- Turn off lights and appliances when not in use.
- Pay attention to Time of Use Meter rates @ www.ssmruc.com

$$C = \$ +++$$

Convenience Equals More Money

Ok... so maybe it's not the theory of relativity...but it's still a good tip to keep in mind! As a rule of thumb, convenience items tend to cost you more money.

Ask yourself,
'How much money is my time worth?'



Depth on Debt

Make no mistake, my friend, it takes more than money to make men rich. - *A.P. Gouthey*

The person who doesn't know where his next dollar is coming from, usually doesn't know where the last one went. - *Unknown*

Money doesn't make you happy. I now have \$50 million but I was just as happy when I had \$48 million.

- *Arnold Schwarzenegger*

The art of living easily as to money is to pitch your scale of living one degree below your means. - *Sir Henry Taylor*

Money grows on the tree of patience. - *Proverb*

Put not your trust in money, but put your money in trust. - *Oliver Wendell Holmes Sr.*

If you would be wealthy, think of saving as well as getting. - *Benjamin Franklin*



We're over halfway there!

**Chri\$ma\$ is coming...
are you ready?**

CREDIT COUNSELLING SERVICE

2010/2011 FISCAL YEAR STATS

- New Cases Seen: 553
- Total New Client Debts: \$1,153,045.23 (excluding mortgage debt)
- \$ Disbursed Through Debt Management Program: \$1,810,017.06
- Average Client Debt: \$24,082.90 (Excluding Mortgages)
- Average Number of Creditors: 4.6
- People attending educational presentations: 829
- Gross Average Income: \$ 35,833
- Ratio of Debt Load to Income: 67%



Credit Counselling Service of Sault Ste. Marie & District

298 Queen Street East, Sault Ste. Marie, Ontario

(705) 254-1424

Email: info@creditcounsellingssm.ca

Website: www.creditcounsellingssm.ca

Since 1969, Credit Counselling Service of Sault Ste. Marie and District has been providing assistance to the people of Sault Ste. Marie who are experiencing the stress of financial difficulties. This non-profit, registered charity, and United Way Member Agency helps people from all walks of life. There are no fees for debt and money management counselling sessions. Professional counsellors work with clients in a relaxed and fully confidential manner. The Agency is an accredited member of the Ontario Association of Credit Counselling Services and the Canadian Association of Credit Counselling Services.

While the information herein is believed to be accurate, Credit Counselling Service of Sault Ste. Marie & District assumes no responsibility for errors, omissions or actions based on this information.

