

MAGNUSCARDS

Logos: Magnusmode and CIBC

CIBC introduces MagnusCards - Using technology to empower those with special needs to bank independently

Nadia Hamilton, *Founder & CEO, Magnusmode*, and Troy Hamilton

Nadia Hamilton:

"Financial management and literacy is important for all communities but in particular the special needs community including my brother, Troy who has autism. Everything involving money is a huge barrier to participation and independence and inclusion for members of this community.

Magnus cards break down these barriers by breaking down activities into manageable steps. Magnus cards has 12 life skills categories in the app. These include personal care, health, money management, etc.

And a fun character named Magnus also guides the individual through and provides them with that reinforcement and that step by step support. We're so excited for people to be able to have the content in the banking category from CIBC surrounding financial literacy like using a debit card, withdrawing money from an ABM and also receiving an e-transfer."

Martha Moen

CIBC Vice-President, Business Management

Persons with Disabilities Client and Communities Lead:

"This is a great example of how we've made banking more innovative and inclusive. We're bringing banking in a very day to day transactional way to our clients. We also wanted to make sure we injected into the digital card decks an element of light topics of financial literacy. Helpful Points from Percy as he shares his financial advice with the clients of CIBC."

Mike Robillard,

CIBC Program Executive, Infrastructure Business Services

Co-chair, WorkAbility Employee Network:

"My role is really to bring visibility and transparency to persons with disabilities but I also have a daughter who has a disability called Kleefstra Syndrome which is a genetic disorder and the MagnusCards are really providing day to day support for her. We're looking specifically with this partnership on how to help her with day to day banking activities and now that she's 18 she's striving to have independence. You just see the smile on her face being able to pay for her own stuff just like we all do."

Martha Moen:

"It's about banking that truly fits your life. We're helping people that need the use of some digital cards and they're able to now navigate the city and manage their money and do all kinds of amazing things that gives them financial independence, physical independence and it builds their confidence. It's a great win."

CIBC cards are now available.

Download the MagnusCards app today!

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