

# Skint2mint 2021



My name is Kennedy Campbell. I set up the business, Skint2mint last year when I was a 17-year-old student. I was determined to create a new way of thinking for young people who have always wanted to know more about money, savings and owning a house. Lockdown provided me with space to really think about what I wanted to do. Before the pandemic, I was studying a BTEC to get a career in sports but a conversation with my Jamaican nan changed my direction of my life. My nan told me what life was like when she came to the UK. I discovered that she had used a partner to save money to get their first property. This is where many people save together a certain amount and then every month, one-person gets the share. It was the only way that they could save as immigrants. I thought this could really help young people like me.

At school, I struggled to find maths interesting and relevant. I want to change that experience for young people so that they see how

money, property and investments impacts their lives whatever age they are. So, Skint2Mint was born. I have started a property partner which was featured on BBC News, BBC digital and BBC Midlands Today which got over 200,000 views (*Saving the Jamaican Way*). I also set up a video group chat called MONEY MISTAKES – where older people tell us their mistakes with money, savings, and property and their advice to young people to do better.

I have also created a Skint2mint card game which allows young people to learn about savings, investment and property terms and phrases. I am humbled, delighted, and proud that the Coventry Building Society have supported me in this venture. I have introduced my money card game to some primary school pupils over zoom and in covid-friendly face to face sessions. It is great to see how engaged they have been in the learning and I have learnt from them too! Here are a few comments from teachers:

***Keep on being ace and inspiring my lovely pupils.***

*Mrs Frankish- Headteacher, Broad Heath Primary School*

***The children had two great sessions with Kennedy.....They are all becoming finance experts.***

Our Lady of Assumption Primary School

From pupils:

***" we want to do this every day".***

***" I want to do this twice a week".***

***" this is good".***

***"this is better than being at maths".***

From Parents:

***...we really appreciate this. My child looks forward to the session.***

Broad Heath Parents

With discussions ongoing with other primary schools to work with their pupils like Seva, Longford Primary and Stivichall, I am so proud that my goal to help young people become more financial literate seems to be working. Thank you for reading. For more information, please contact me on 07944686762. Or via my email:

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Socials: @skint2mint on Instagram/ Twitter/ Snapchat.

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A handwritten signature in black ink, appearing to be 'K. Campbell'.