

# Content Pack 25 OVERVIEW

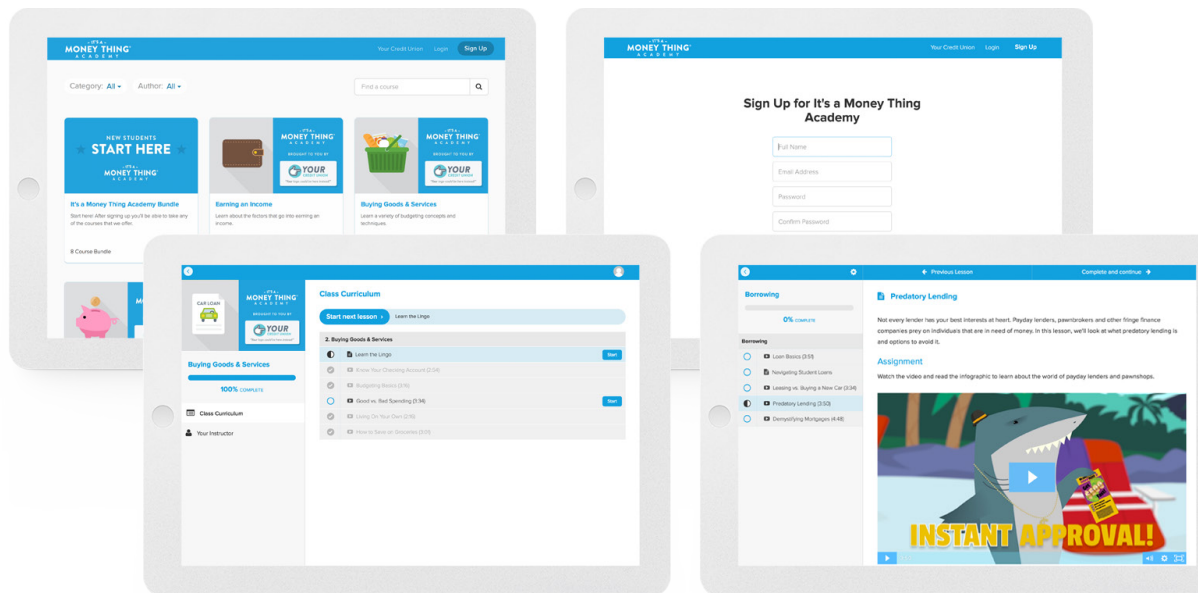
- IT'S A -  
**MONEY  
THING**®

## Understanding what drives income

The materials in **Content Pack 25: Income Essentials** explain the connection between four interconnected factors: career, education, skills and trends.

## Have you considered adding the It's a Money Thing Academy?

The It's a Money Thing Academy online courses follow the National Standards for Financial Literacy by the Council for Economic Education. Your stand-alone website presents all of your branded content in a gorgeous, easy-to-use, module-based learning environment. It's a fantastic way to increase young people's financial capability while putting your credit union front and center. To learn more, visit [currencymarketing.ca/premium](http://currencymarketing.ca/premium)



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