



A few things everyone should know about **Junior ISAs**

We've put together The Children's ISA little book of savings to give you a better understanding of what a Junior ISA is and a few tips to make smarter investments.



About **The Children's ISA**

Who we are

We are a Junior ISA provider determined to make saving for your children or grandchildren easier to understand with a better range of options too! We hope you like our Children's ISA.

Our customers

Our clients are all types of investors, large and small who are looking to save for their child's futures.

Our people

We have used our significant and extensive experience to challenge the rules of financial product provision to provide smart, simple solutions to today's investment challenges.

Our difference

We invest our own savings in the funds we have chosen for you and we never forget that your family's future successes are our first priority.



thechildrensisa.com

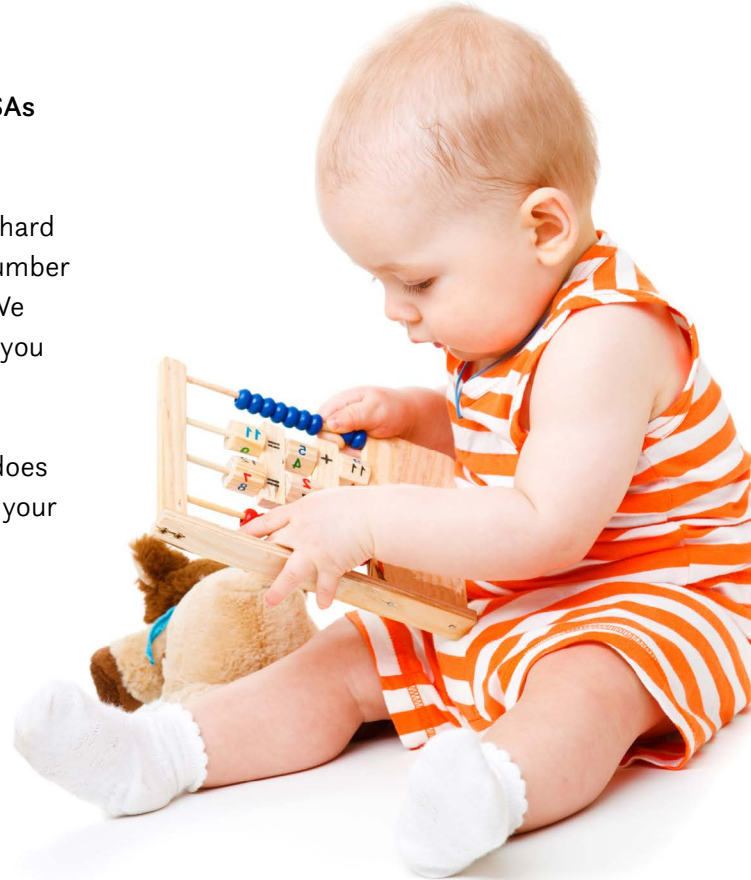
Introduction

The aim of this book is to give you information about Junior ISAs and also give you top tips on how to save most effectively.

Investment is a scary subject to many people. It involves your hard earned savings and has risk and complexity. But there are a number of tips that can help everyone to make smarter investments. We have used our knowledge to create our own Children's ISA for you and also to write this little book.

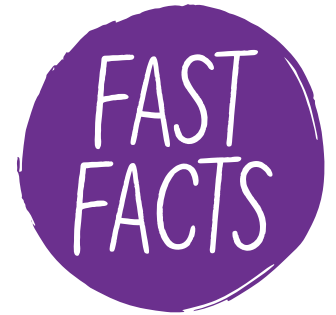
The Children's ISA offers a Junior ISA for you to save into but does not give individual financial advice, so make sure you speak to your own financial adviser to discuss your specific circumstances.

However, please use these top tips to guide you when deciding what to invest in and they should help to ensure you are on the right path.



Junior ISAs **Fast Facts**

Junior ISAs were launched on 1st November 2011.



Did you know...

- The Junior ISA is like an ISA, providing tax free savings for children.
- Any child who is resident within the UK and under the age of 18 can hold a Junior ISA Account. If your child was born between September 2002 and the 2nd January 2011 they will have a Child Trust Fund. If your Child holds a Child Trust Fund they will need to transfer this into a Junior ISA to become eligible.
- You can open our Junior ISA with a minimum investment of £10.
- The amount you can invest into a Junior ISA increases each year. Please check our website for this year's Junior ISA allowance.
- Any parent or guardian can open it and anyone can make contributions to it.
- Management can pass to the child from age 16 but they can only access funds when they turn 18 and it becomes an ISA.
- There is no government contribution to the Junior ISA.
- Applications can be submitted online or by post.



Don't put all your **eggs in one basket**

We all know that there's no such thing as a free lunch but there's also no such thing as a sure-fire bet on the stock market. Even the most fantastic looking investment opportunities can and do go wrong.

Therefore make sure that you own a good spread of investments as the best way to spread your risks. This is called diversifying. Remember also that not all types of investments move in the same direction at the same time.

So when one part of your portfolio is doing badly, you should be comforted that other bits of it are doing well.

“DIVERSIFYING BETWEEN ASSET CLASS PORTFOLIOS AS WELL AS WITHIN PORTFOLIOS IS MORE ‘EFFICIENT’ THAN DOING ONLY ONE OF THOSE, OR NEITHER”

H.Markowitz*, M.Hebner, M. Brunson.

Does Portfolio Theory Work During Crises? July 2009

**Nobel prize winner*



Time and **time again**

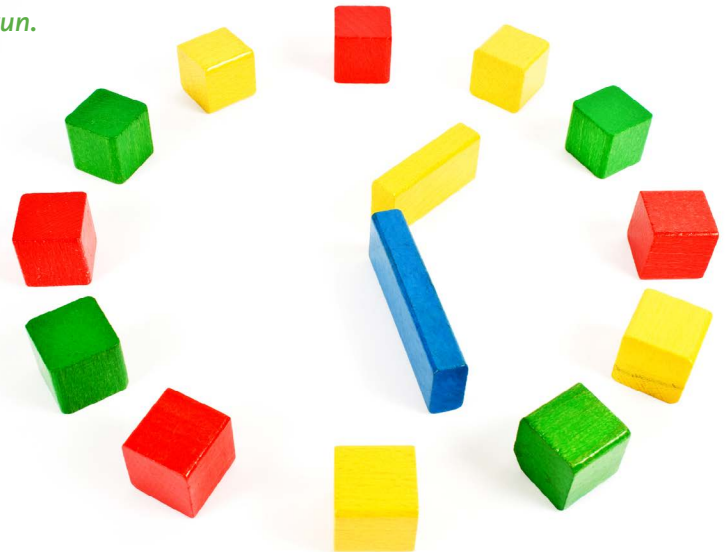
Markets are volatile so one way to invest is to drip-feed your money into the market over a period of time.

If you are very risk averse, regular saving is a good way to invest as it slowly adds your money to the market rather than investing all in one go, smoothing the up and downs of your investment.

But don't forget, less risk may means less return in the long run.

“LITTLE AND OFTEN
FILLS THE PURSE”

Proverb



Stay off **the road to nowhere**

Start with the end in mind. Unless you know what you are aiming at, how will you know whether you are on track?

It is no different with investment. It is important to understand your goals, the amount of risk you are prepared to take (how big the ups and downs along the way can be), how long you have to invest for, etcetera before you set off.

If you are not sure, then some independent professional advice is a good first step.

“WOULD YOU TELL ME, PLEASE WHICH WAY I OUGHT TO GO FROM HERE?”
- “THAT DEPENDS A GOOD DEAL ON WHERE YOU WANT TO GET TO” SAID THE CAT.

The Cheshire Cat
Alice in Wonderland. Lewis Carroll



Our customers are all types of investors, large & small who are looking to **save for their children & grandchildren's futures**

We've teamed up with some of the best names in the industry to look after your children's savings...



actively managed

With our actively managed investment, the fund manager makes specific decisions designed to meet different investment objectives and deliver long term performance. Our actively managed fund partners Prudential and Verbatim Asset Management provide a complete range of funds to suit all investment approaches.



PRUDENTIAL

by Prudential

The multi-asset team are a well-established team of experts who are entrusted with the day to day asset allocation decisions for approximately £170bn as at 31 December 2018.



by Verbatim

Asset Management

They screen the whole market, through a rigorous fund selection process, to select the most appropriate funds to match the risk mandates in order to maximise potential returns.



low cost

With a low cost fund option the investment team focuses on reducing costs to boost returns and meet long term objectives.



by Verbatim

Asset Management

The DMS Verbatim Multi-Index Funds from Verbatim Asset Management deliver a range of risk-managed multi-index portfolios that aim to reduce cost while delivering a diversified investment solution.



ethical

With an ethical Junior ISA it means that the money is socially responsibly invested in ethical products and companies.



by Eden Tree

Since March 1988, Eden Tree Investment Management Limited has been at the forefront of socially responsible investing. Today with £2.4 billion* currently under management they are financially secure and confident that their socially responsible investment approach.



shariah

A Shariah Investment is also an ethical fund, governed by the requirements of Shariah law and the principles of the Muslim religion.



by Aberdeen

Aberdeen Asset Management is a global asset manager and a FTSE 100 company. We are based in 26 countries with 37 offices, over 750 investment professionals, and around 2,790 staff overall. Our assets under management were £283.7 billion as at 30 September 2015.



Why save into a **Junior ISA?**

- Help your child save for education or their first home from an early age.
- Provide a sum that will reduce the burden of debt on your child's life.
- Make saving rather than borrowing habitual for your children.
- Provide for your children who have missed out on the government contributions.
- Provide a savings vehicle for friends and family to pay into - no more unwanted gifts.
- Benefit from the tax advantages of a Junior ISA.

Visit us at thechildrensisa.com



ChildrensISA



ChildISAs

The little book of Children's Savings is not investment, legal, credit, accounting or tax advice, or a guide to suitable investments appropriate to your individual goals. The price and value of investments can go down as well as up, and you may not recover the amount of your original investment. Past performance really isn't a guide to future performance.

The Children's ISA limited is authorised and regulated by the FCA (FCA No: 563043).

The Children's ISA Limited is a company registered in England and Wales.

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