the Children's ISA

saving up for when they grow up

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

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Who we are

We are a Junior ISA provider determined to make saving for your children or grandchildren easier to understand with a great 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

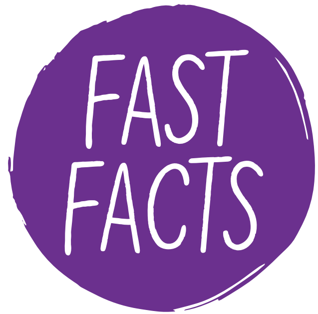
Introduction

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 and 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 provides tax free savings for children.
- Any child who is resident within the UK and under the age of 18 can hold a Junior ISA. 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 in a Junior ISA may change each tax 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.

TOP TIP 1

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 making sure that you own a good spread of investments can be a good way of spreading your risk. This is called diversifying. Remember also that not all types of investments move in the same direction at the same time.

> "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*

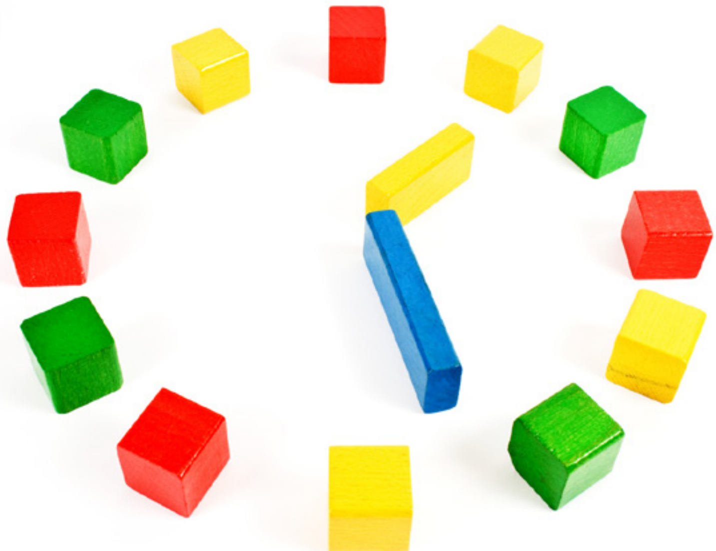
Time and **time again**

TOP TIP 2

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

If you are risk averse, regular saving may be 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.

> "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 financial advice is a good first step.

TOP TIP 3

> "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...

defensive

With our Defensive investment option we use a low risk investment approach aimed at producing long term returns above inflation.

balanced

With our Balanced investment option we use a medium risk investment approach, investing an a mix of fixed interest, property, alternatives and stocks & shares aimed at producing returns above inflation.

adventurous

With our Adventurous investment option we use a higher risk investment approach, investing mainly in stocks & shares, aimed at producing returns above inflation.

SARASIN & PARTNERS

by Sarasin & Partners

An Investment Partner You Can Trust

Sarasin & Partners is a global investment manager that invests £20.5 billion for a wide range of clients (as at 31st March 2022). These include intermediaries, charities, institutions, pension funds and private clients, from the UK and around the world. Established in 1983, they currently employ over 246 people, including around 89 investment professionals.

Sarasin operate as a partnership, with local management owning 40% of the equity of the firm. The remainder is owned by Bank J Safra Sarasin, a leading sustainable Swiss private bank founded in 1841. They themselves are responsible for managing over £144 billion of assets.

shariah

A Shariah Investment is also an ethical fund, governed by the requirements of Shariah law and the principles of the Muslim religion. Shariah-compliant funds are a type of socially responsible investing.

HSBC Global Asset Management

by HSBC Global Asset

Management are a global asset manager with a strong heritage of successfully connecting clients to global investment opportunities. The Fund aims to track as closely as possible the returns of the Dow Jones Islamic Market Titans 100 Net Total Return Index.

The Fund follows an investment process that has been approved by an independent Shariah committee. The Shariah committee monitors the Fund throughout the year and issues an annual. Shariah certificate on the Fund's compliance with Shariah principles.

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Why save into a **Junior ISA?**

- Help your child save for education or their first home from an early age.
- To provide a lump sum for your child in the future.
- 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**

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