

Great Canadian Treasure Hunt

**QFUND
FINDERNB**

by The Financial and Consumer
Services Commission of
New Brunswick

**MES
FONDSNB**

par la Commission des services financiers
et des services aux consommateurs
du Nouveau-Brunswick



A program by the

Challenges

- **Canada's newest unclaimed property program**
- **Unique problems:**
 - Small Jurisdiction
 - Bilingual marketing
 - Not a scam!
- **Not so unique problem:**
 - Limited budget



**FINANCIAL AND
CONSUMER SERVICES
COMMISSION OF
NEW BRUNSWICK**

**COMMISSION DES SERVICES
FINANCIERS ET DES SERVICES
AUX CONSOMMATEURS
DU NOUVEAU-BRUNSWICK**



Resources for property holders

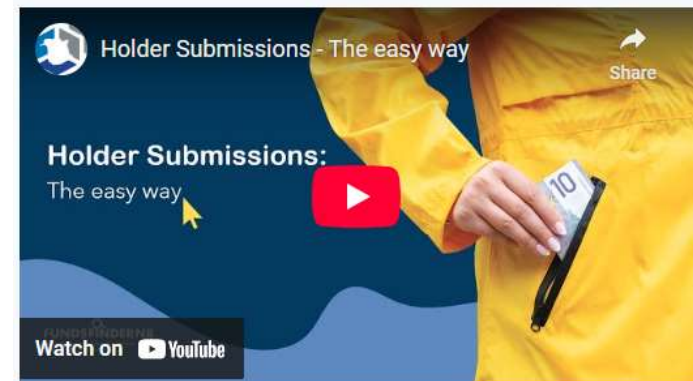
Introduction to the Unclaimed Property Program for Holders:



Webinar: Understanding Your Obligations as a Holder



Holder Submissions: The Easy Way



Landing page

The screenshot shows the English version of the FUNDSFINDERNB website. The header includes a language selector (EN, FR), social media icons, a link to updates, and the organization's name in both languages. The main navigation bar has links for Search, Claims, Report, and a MENU. The hero section features a background image of floating Canadian dollar bills and the headline "Reconnect with your forgotten money." Below the headline is a paragraph explaining that hundreds of thousands of dollars go unclaimed annually in New Brunswick. A bottom navigation bar contains four icons with corresponding text: Search for Unclaimed Property, Manage Claim, How it Works, and Report Unclaimed Property.

EN FR Updates and notices regarding the Unclaimed Property program. [Learn more.](#) FINANCIAL AND CONSUMER SERVICES COMMISSION / COMMISSION DES SERVICES FINANCIERS ET DES SERVICES AUX CONSOMMATEURS

FUNDSFINDERNB Search Claims Report MENU

Reconnect with your forgotten money.

Every year, hundreds of thousands of dollars go unclaimed in New Brunswick, forgotten in credit union accounts, uncashed cheques, security deposits and more.

Search for Unclaimed Property
Search our FundsFinderNB database for unclaimed

Manage Claim
Check the status of a claim you have submitted or upload documents to support your

How it Works
What is New Brunswick's Unclaimed Property Program?

Report Unclaimed Property
Information for any person, including business

The screenshot shows the French version of the MESFONDSNB website. The header includes a language selector (EN, FR), social media icons, a link to updates, and the organization's name in both languages. The main navigation bar has links for Rechercher un nom, Réclamations, Déclarer des biens, and a MENU. The hero section features a background image of floating Canadian dollar bills and the headline "Retrouver l'argent oublié quelque part." Below the headline is a paragraph explaining that hundreds of thousands of dollars go unclaimed annually in New Brunswick. A bottom navigation bar contains four icons with corresponding text: Rechercher un bien non réclamé, Ma réclamation, Comment fonctionne le programme, and Commencer une déclaration.

EN FR Nouvelles et avis du Programme des biens non réclamés. [Pour en savoir plus.](#) COMMISSION DES SERVICES FINANCIERS ET DES SERVICES AUX CONSOMMATEURS

MESFONDSNB Rechercher un nom Réclamations Déclarer des biens MENU

Retrouver l'argent oublié quelque part.

Chaque année, des milliers de dollars ne sont pas réclamés au Nouveau-Brunswick. Ce sont des fonds qui dorment dans un compte de caisse populaire, des chèques non encaissés, des dépôts de garantie, etc.

Rechercher un bien non réclamé
Vérifier l'état de traitement

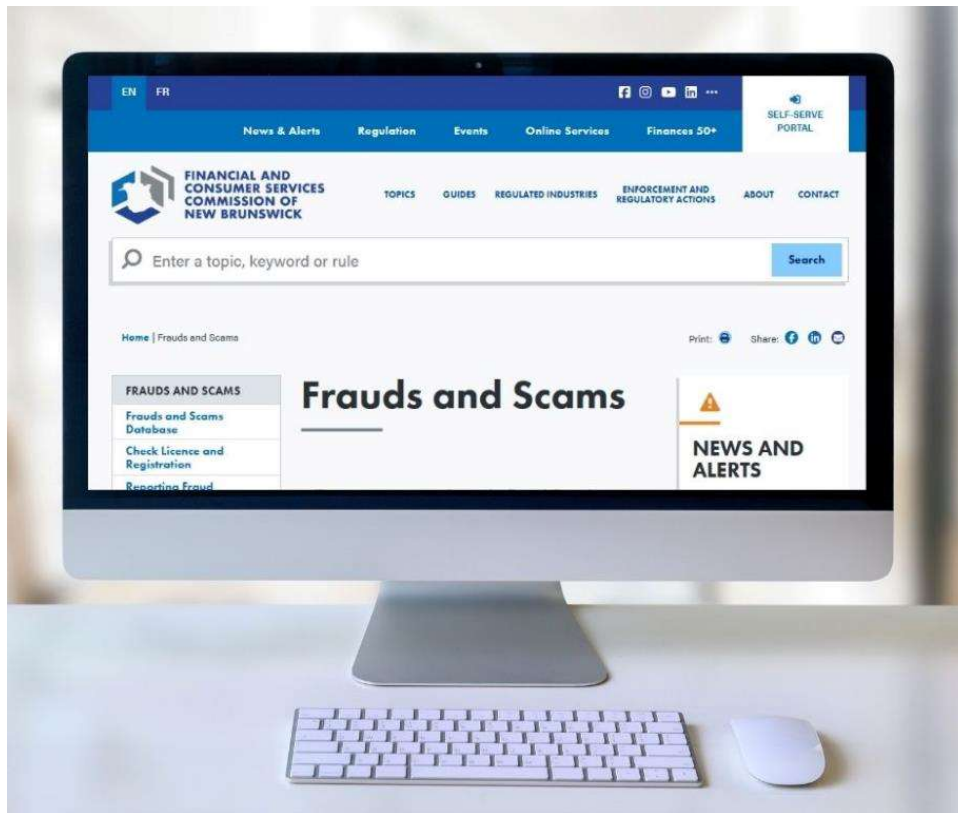
Ma réclamation
Vérifier l'état de traitement

Comment fonctionne le programme

Commencer une déclaration



Legitimacy of the program





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MES FONDSNB

par la Commission des services financiers
et des services aux consommateurs
du Nouveau-Brunswick

Video



Billboard

- Used in October 2023 campaign
- Reused in May 2024 campaign
- Relaunched in May 2025 campaign



Bus ads

\$5 million

is waiting to be claimed in
Fredericton and York County!

Do you have
forgotten money?

Search your name today!



 **FUNDSFINDERNB.ca**



5 millions de \$

attendent d'être réclamés à
Fredericton et dans le comté de York!

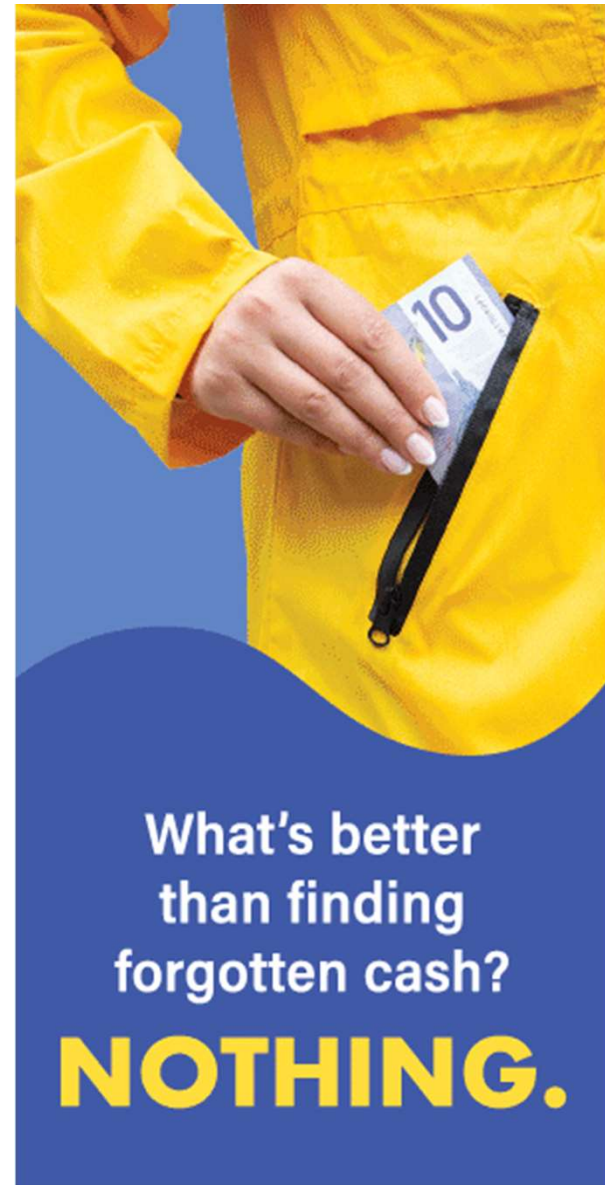
Avez-vous oublié de
l'argent quelque part?

Recherchez votre nom aujourd'hui!

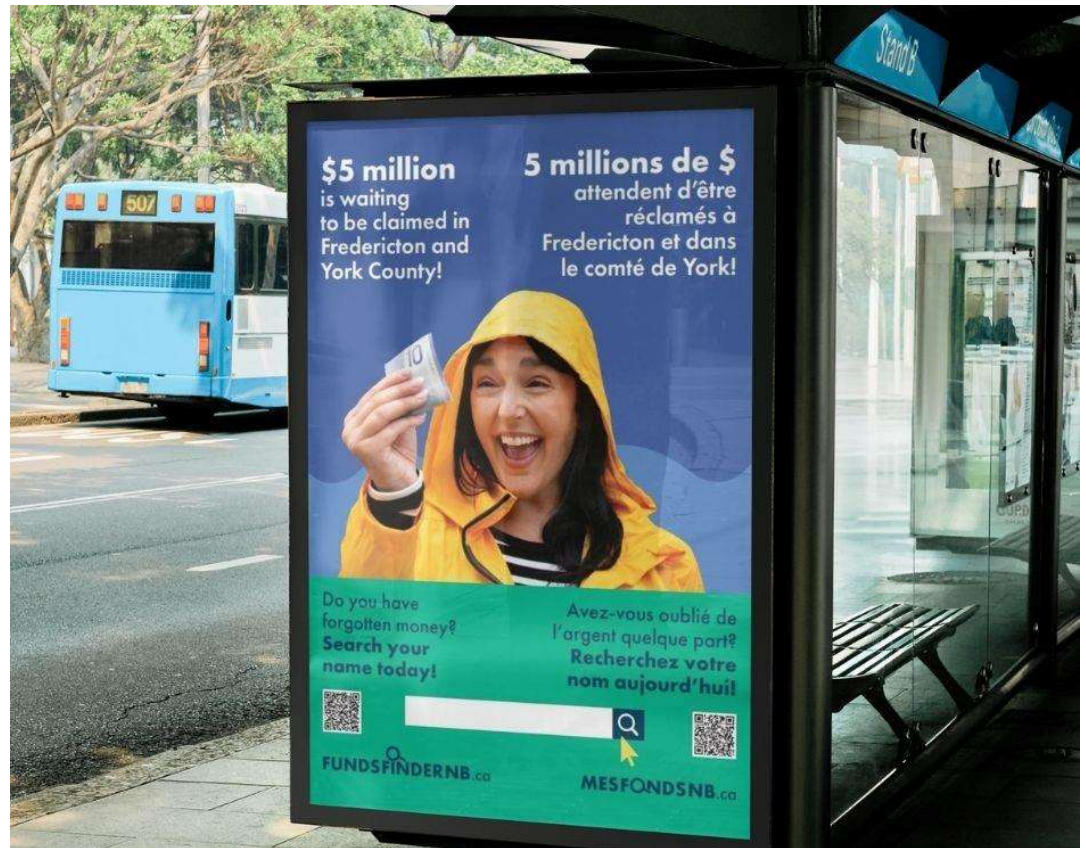


MESFONDSNB.ca

Digital ads



Bus shelters



Holder awareness campaign

Businesses operating in NB:

Get ready to report
unclaimed property.

Learn about your legal obligations
at **FundsFinderNB.ca**.

**QFUNDS
FINDERNB**

by The Financial and Consumer
Services Commission of
New Brunswick

Aux entreprises qui exercent leurs activités au N.-B. :

Préparez-vous à déclarer
vos biens non réclamés.

Pour connaître vos obligations en vertu
de la *Loi*, consultez **MesFondsNB.ca**.

**MES
FONDSNB**

par la Commission des services financiers
et des services aux consommateurs
du Nouveau-Brunswick

Holder awareness campaign

Digital ad



**Are you a
business
operating in
New Brunswick?**

FUNDSFINDERNB.ca
by The Financial and Consumer Services
Commission of New Brunswick

Direct outreach



Compliance Awareness Program



Compliance Confirmation Form

1. I have reviewed the financial statements and all related records of

(Holder Name)

and I certify that

(Holder Name)

(Choose one option below)

- ☐ a. Does not have unclaimed property to report to the Financial and Consumer Services Commission's Unclaimed Property Program pursuant to the *Unclaimed Property Act* of New Brunswick for Report Years 2022 or 2023, which includes property that became unclaimed between 2017 and 2023. Because the *Unclaimed Property Act* of New Brunswick does not require a "nil" or \$0 report, a report was not submitted.
- ☐ b. Identified and reported unclaimed property to the Financial and Consumer Services Commission's Unclaimed Property Program pursuant to the *Unclaimed Property Act* of New Brunswick for Report Years 2022 and 2023 (which includes property that became unclaimed between 2017 and 2023). Enter the tracking number for each report submitted, separated by commas:



Formulaire de confirmation à la conformité

1. J'ai passé en revue les états financiers et les registres connexes de

(Nom du détenteur)

et je certifie que

(Nom du détenteur)

(Choisir une des options suivantes.)

- ☐ a. n'a pas de bien à déclarer au Programme des biens non réclamés de la Commission des services financiers et des services aux consommateurs conformément à la *Loi sur les biens non réclamés* du Nouveau-Brunswick pour les années de déclaration 2022 ou 2023, qui comprennent des biens devenus non réclamés entre 2017 et 2023. Puisque la *Loi sur les biens non réclamés* du Nouveau-Brunswick n'exige pas de déclaration « nulle » ou « d'aucune valeur », aucune déclaration n'a été soumise.
- ☐ b. a découvert et déclaré des biens non réclamés au Programme des biens non réclamés de la Commission des services financiers et des services aux consommateurs conformément à la *Loi sur les biens non réclamés* du Nouveau-Brunswick pour les années de déclaration 2022 et 2023 (qui comprennent des biens devenus non réclamés entre 2017 et 2023). Entrer le numéro de suivi de

Unique marketing tactics

Library awareness program



**RECONNECT
WITH YOUR
FORGOTTEN
MONEY.**

**RETROUVEZ
L'ARGENT
OUBLIÉ
QUELQUE PART.**

Every year, hundreds of thousands of dollars go unclaimed in New Brunswick, forgotten in credit union accounts, uncashed cheques, security deposits and more.

Chaque année, des milliers de dollars ne sont pas réclamés au Nouveau-Brunswick. Ce sont des fonds qui dorment dans un compte de caisse populaire, des chèques non encaissés, des dépôts de garantie, etc.

**Search your
name today!**

**Recherchez votre nom
dès aujourd'hui!**



FUNDSFINDERNB.ca
by The Financial and Consumer Services
Commission of New Brunswick

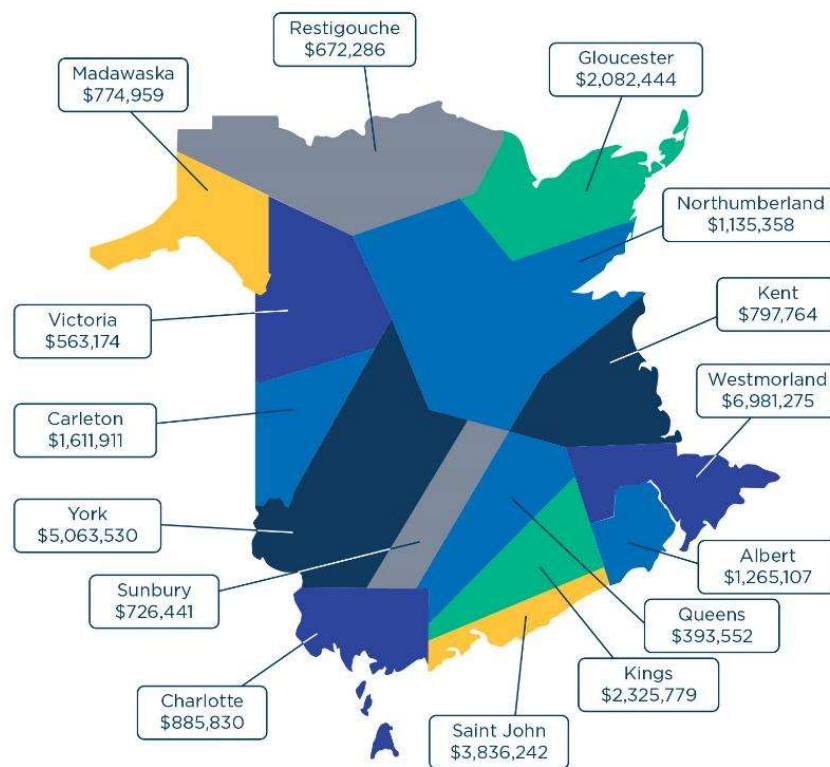
MESFONDSNB.ca
par la Commission des services financiers
et des services aux consommateurs
du Nouveau-Brunswick

1-866-933-2222

Unique marketing tactics

Unclaimed Property available to claim

as of April 25, 2025



Unique marketing tactics

Postcards by county



**DO YOU HAVE
FORGOTTEN MONEY?**

Every year hundreds of thousands of dollars go unclaimed in New Brunswick.

Search your name today! 

FUNDSFINDERNB.ca



\$1,159,300
is waiting to be claimed in
Northumberland County
as of February 2025!

Unique marketing tactics



[Search](#) [Manage Claim](#) [Holder Reporting](#) [Request Support](#)

[English](#) [Holder/Remitter Sign in](#)

Start Your Search

FundsFinderNB allows you to search for unclaimed property that is held in your name. Searching for and claiming property is FREE. Below, find some tips to help you get started:

Name



I'm not a robot



reCAPTCHA
[Privacy](#) - [Terms](#)

Search

Unique marketing tactics



Outreach to legal professionals

- Law associations
 - Provincial bar association
 - Public legal education provider
-

Lessons learned

- Look for earned media opportunities to generate awareness
- Out-of-home tactics (billboards, bus ads, bus shelter ads) drive awareness and lend legitimacy
- Reusing imagery is cost effective and strengthens brand recognition and recall.
- Google Search ads help improve search rankings.
- Campaigns are important to drive awareness.
- Younger audiences engage more with social ads
- Older audiences engage more with Google search ads.
- Direct mail is successful in reaching both consumers and holders.



by The Financial and Consumer
Services Commission of
New Brunswick



par la Commission des services financiers
et des services aux consommateurs
du Nouveau-Brunswick

Contact

FundsFinderNB.ca

fundsfindernb@fcnb.ca

1-866-933-2222







BC Unclaimed

British Columbia Unclaimed Property Society

[Search](#)[Claims](#)[Submit property](#)[About us](#)[News](#)

We store unclaimed money for BC. Some of that money could belong to you.

Search for unclaimed money

Is this legit? [Learn more](#) about BC Unclaimed, our mandate from the Province of British Columbia, and how our non-profit organization works.

Public Legal Education & Information (PLEI)

- PLEI refers to the provision of law-related education and information to the public. This includes materials, services, and programs designed to make legal information accessible to everyone. Aim to create an informed citizenry that understands the law, its rights, and responsibilities.
- **American Bar Association (ABA):**
 - The ABA's Section of Legal Education and Admissions to the Bar focuses on legal education and bar admissions, which indirectly supports PLEI by shaping the legal education landscape.
- **State and local initiatives:**
 - Many states and local jurisdictions have their own PLEI programs and initiatives, often funded by bar associations, court systems, or government agencies.
- **Non-profit organizations:**
 - Numerous non-profit organizations, such as Legal Aid societies, provide PLEI services, particularly to low-income individuals.



peopleslawschool.ca



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Everyday Legal Problems



Q&A

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Work out everyday
legal problems in
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Work

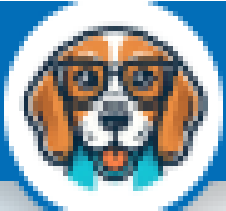
Home & neighbours

Health



Chat with
Beagle+

ChatGPT powered



Beagle+ by People's Law School

You
is unclaimed property legit

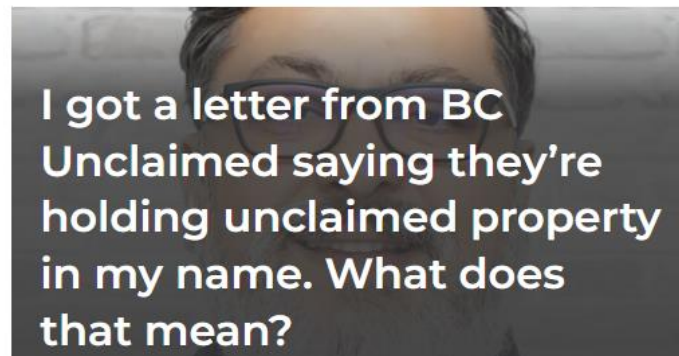
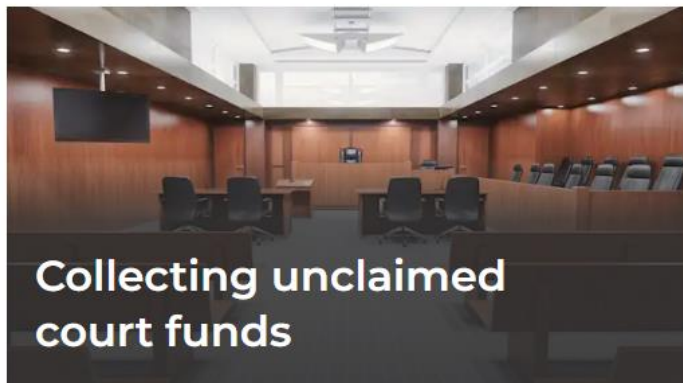
Beagle+

Yes, unclaimed property is legitimate. In British Columbia, it refers to money that is held by organizations like courts, credit unions, or insurance companies, which hasn't been claimed by the rightful owner for a long time. When these organizations can't locate the owner, the money is classified as unclaimed property.

BC Unclaimed, a non-profit society, acts as the caretaker for these funds, holding them on behalf of the rightful owners until they can be located or a claim is made. They have a [searchable database](#) where you can check if there are any unclaimed funds in your name. For more details, you can visit [People's Law School's page on understanding unclaimed property](#).



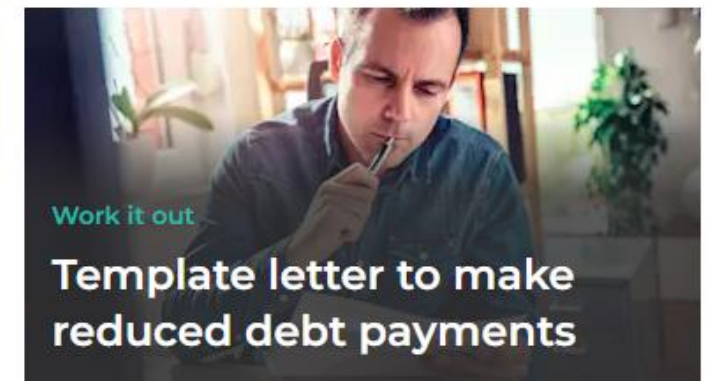
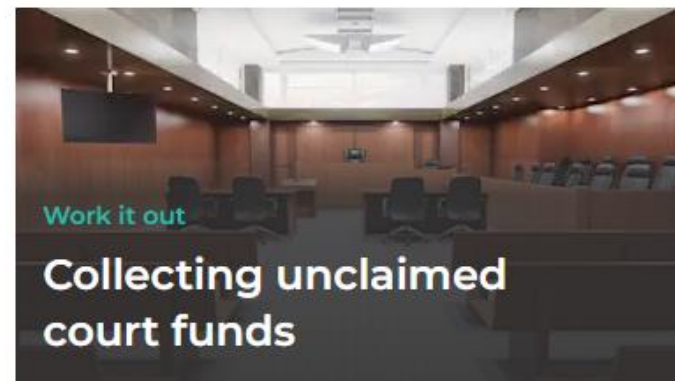
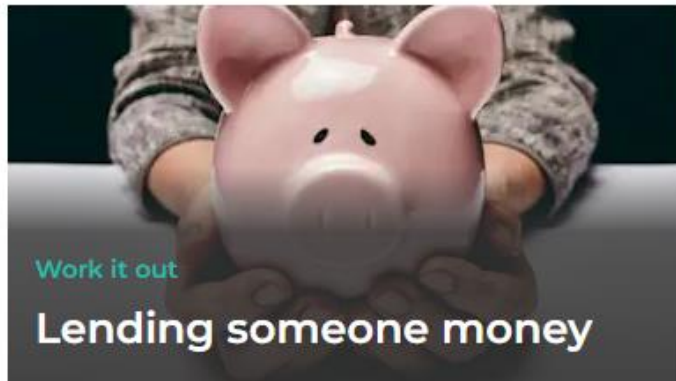
Search for "unclaimed"



Every day legal problems: Money & debt

peopleslawschool.ca/category/money/

YouTube Maps RBC Royal Bank The Ultimate Guide... Web 2.0 Imported IT Projects (test) -... Home - Asana Pro D Payworks Canadian Bar Associ... IT information ✓ Aprio Social me



BC's largest source of unclaimed funds

- Money ordered paid into court during proceedings
- security for costs especially appeals, forced sale proceeds
- Garnishee or attachment of funds
- Restitution



Act requires an order to prove entitlement to court funds



What, I need a court order?!!



PLEI “DIY”

Collecting unclaimed court funds



What are my rights?

I understand I need a court order to have unclaimed court funds paid out to me. Do I need to hire a lawyer to file the application on my behalf?



People's
Law
School

Work out life's legal problems

Court order self help guide

The steps involved

- ✓ Step 0. Determine the level of court involved
- ✓ Step 1. Locate the original court file
- ✓ Step 2. Review the original court file
- ✓ Step 3. Get in touch with the other party
- ✓ Step 4. Decide on your next steps
- ✓ Step 5. Prepare the application (if applicable)
- ✓ Step 6. File the application in court (if applicable)
- ✓ Step 7. Serve the application to others involved (if applicable)
- ✓ Step 8. Prepare the application record (if applicable)
- ✓ Step 9. Attend the hearing (if applicable)



Work out life's legal problems

Free in person legal help



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**seniors
first
BC**

 **People's
Law
School**
Work out life's legal problems

 **ACCESS
PRO BONO**



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About U

How We Can Help > Our Legal Knowledge Base > Claiming court funds from BC Unclaimed

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Claiming court funds from BC Unclaimed

LAST REVISED JANUARY 23, 2025

Missing beneficiaries and heirs





What are my rights?

As a personal representative of someone's estate, could I be personally liable for the debts they leave behind?

Yes

No



People's
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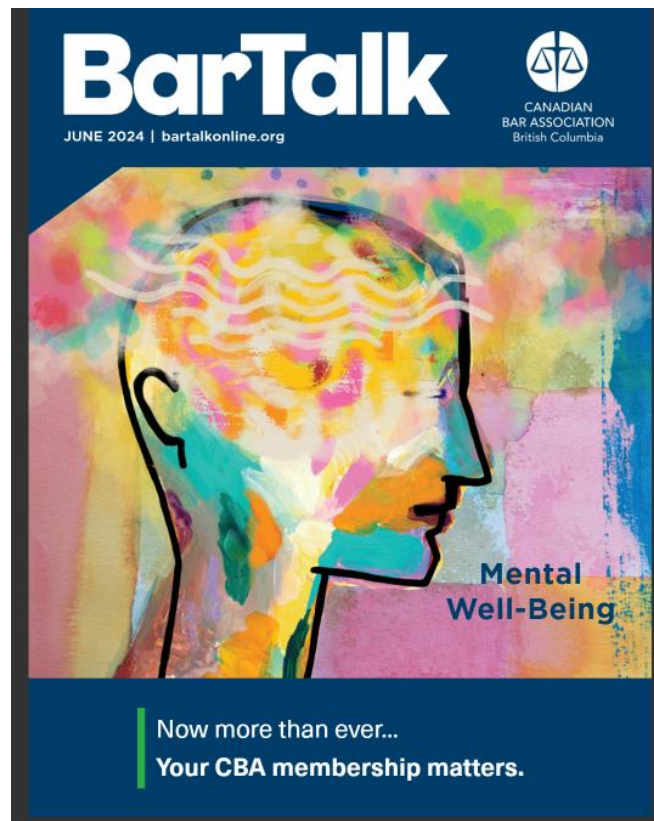
Work out life's legal problems

Integrated information

- **It's also a good idea to search for unclaimed property in the deceased's name.** Unclaimed property is the legal term for money held by an organization that the rightful owner doesn't know about or hasn't used for a long time. BC Unclaimed, a non-profit society, maintains a searchable database of unclaimed property in the province. [You can search it here](#) to see if the agency is holding money in the deceased's name.
- For unclaimed bank account balances and other federally-regulated funds, you can do a search of the deceased's name on [the Bank of Canada's website](#).

Legal Reference Guides and Checklists





issuu.com/cbabc/docs/2024-06-june-bartalk_issuu

sidebar

The British Columbia Unclaimed Property Society

We have money for you — and your clients, too

In fact, we have money waiting for 1 in 42 British Columbians. Where does this money come from? You might be surprised

In an era where constant vigilance against scams is prudent, many potential claimants do not respond when we advise there may be funds

claimants are now coming forward who need help getting a court order. The funds they recover may pay the next month's rent or perhaps the gro-

Conference sponsorship

OUR SPONSORS

Friday night reception
sponsored by:



Trivia prize sponsored by:



Dinner sponsored by:



Lunch sponsored by:



WiFi sponsored by:



WILLS, ESTATES & TRUSTS CONFERENCE 2024

May 3-5, 2024

Kelowna BC

Veuillez noter, cet événement sera disponible en anglais seulement.

[DETAILS](#)

[ACCREDITATION](#)

BRITISH COLUMBIA
LEGAL
CONFERENCE
WILLS, ESTATES & TRUSTS 2024



Society of Trust and Estate Practitioners



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Welcome to STEP USA





BC Unclaimed

British Columbia Unclaimed Property Society

- **Reach us:**
- Info@bcunclaimed.ca
- 604-662-3518

- **Reach me:**
- Sherry.maclennan@bcunclaimed.ca