



WHAT'S INSIDE

- Companies are building a better world. See pages 2 and 3 of the student magazine.
- Raise money for a cause you care about. Turn to page 4.
- The author of *The Startup Club* shares tips on starting a business.



a note from *Jean*

Dear Teachers,

Every year around this time, we focus an issue of *Your \$* on giving back. This month, the cover story highlights companies that are pitching in. I'd also like to share one way individuals are giving back. They're visiting classrooms to talk about money. The partners and associates at PwC do this across the country as part of their financial-literacy effort. (The PwC Charitable Foundation provides the funding for *Your \$*.) TalkingInClass.org, started by financial blogger Matt Schulz, makes a similar effort. After a talk with his child's class, he launched the website with the aim of linking other speakers with classrooms. Here's my suggestion: Invite a parent to speak with the class about a money lesson. Fill out the contact form on Schulz's website if you need help. Let me know how it goes.

Have a happy, healthy Thanksgiving!
Jean



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From the Editor: Thanks to the PwC Charitable Foundation, TIME for Kids is pleased to offer teachers, students, and their families a monthly financial-literacy magazine. —**Andrea Delbanco, Editorial Director, TIME for Kids**

Teaching the cover story PROFITS WITH A PURPOSE

SUMMARY

Companies with a social mission are seeing success.

TEACHING TIPS

Before Reading

Make Connections

- Ask: What causes do you care about? (*Students might share that they support protecting the Earth, helping the homeless, or other causes.*) Do you think it's important for companies to support good causes? Explain.

Start a Discussion

Read for Information

- As you read the cover story with your class, stop to note important details. Ask: What is a key to the success of companies like Toms Shoes? (*They have a social mission, or purpose.*) What are examples of a company's purpose? (*to help the needy or protect the Earth*) What is CECP's role? (*to help companies develop a purpose*)
- Have students describe how the "sell one, give one" model works for Toms, SoapBox, or Bombas, and draw a picture to illustrate the concept.

Build Comprehension

Draw Conclusions

- Read aloud the first section of the

cover story. Then draw students' attention to Daryl Brewster's quote. Challenge them to rephrase the quote in their own words. Ask: Do you think the trend of companies developing a purpose is a good one? Explain. Would you be more willing to buy products or services from a company with a purpose? Why or why not?

Identify Cause–Effect

- As students read the cover story in pairs, have them underline the effects of companies that support good causes. What effect does a company's philanthropy, or charity, have on employees? On customers and sales? Why do you think this is so?

Extend Learning

Identify Problem-Solution

- Separate students into groups, and ask them to come up with a list of problems that they see in their community or in the world. Then have them choose one problem that they think a "sell one, give one" business model could help solve. Finally, have them write a paragraph describing how the model would work with a company that already exists or one that could be created. Allow time for students to share their business plan with the class.

FINANCIAL-LITERACY STANDARDS ADDRESSED
Grades K–12 1. Earning Income
II. Buying Goods and Services

COMMON CORE STATE STANDARDS ADDRESSED
Grade 4 RI.4.1, RI.4.4, RI.4.5, W.4.1, SL.4.1

Teaching the story **START YOUR OWN BUSINESS**

YOUR'S

MAKE IT HAPPEN
You don't need to use a business to raise money for a good cause. Take these steps.
Choose a cause. Make you like to help poor and disabled or help care for the environment. Choose a charity or nonprofit. Ask a parent to help you learn more about it at Give.org or [GoFundMe.com](http://CharityNavigator.org.
Select your platform. Use <a href=) to set a savings goal for a cause. Ask others to donate. Another option: Seed&Spark.com, a free app, lets you enter your charity in raffle drawings with the chance to win donations. Get adult permission first.

Share the word. Ask a parent to share your donation page on social media. Reach out to local organizations that care about your cause and ask them to do the same.

START YOUR OWN BUSINESS!
By Sam and Jake Roschelle

JJ Ramberg is the lead of the TV show *Your Business*. She is a coauthor of *The Startup Club*, about two friends who start a business selling handmade bracelets. Sam and Jake Roschelle read the book and reported on it for *5. Their voices*. "It was great. It teaches us the challenges kids face starting a business." —JJ Ramberg, *5. Their voices*

Year 5: What year advice for young people who want to start a business?
JJ Ramberg: These confidence in yourself and just do it. But also make sure that you provide a product or service people want.

Year 6: What mistakes do entrepreneurs make?
JJ Ramberg: Not listening to their customers. You should listen to feedback and incorporate it.

Year 8: How many new businesses succeed?
JJ Ramberg: That's a hard one, but about 20% of new businesses still exist. A lot of famous entrepreneurs have failed. The successful ones learn from their failures.

Year 9: It is better to reinvest profits in the business or to something you really need?
JJ Ramberg: In a perfect world, you can do both — through money to do both.

Year 10: What business could you if makes start?
JJ Ramberg: Provide services to neighbors like dog walking, car washing, or running errands. Make a product like the girls in the book did. You can print shirts or make jewelry. Pick something that you are good at making and that is needed or wanted.

November 2017
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TEACHING TIPS

Use these tips to support close reading of the Q&A with JJ Ramberg on page 4.

School / Home CONNECTION



Share these tips with your students' families.

- Have students share with a parent the cover story "Profits with a Purpose." Would the parent be more or less likely to buy products from companies that support good causes? Why or why not?
- Challenge students to work with a parent on a fundraising goal. Tell them to follow the steps in the article "Make It Happen," on page 4 of the student magazine. Invite students to share their results with the class.
- Tell students to share with a parent the Q&A with JJ Ramberg. Ask them to pay particular attention to Ramberg's response to the last question. They should decide together whether any of the suggested businesses are needed in their community. If not, suggest that they come up with a business that is needed and start planning the steps to launch it.

Before Reading

Make Real-World Connections

- Ask: What kind of business would you start? Is this business needed? Explain.

Ramberg's best advice for young people who want to start their own business. Remind them to explain what made the advice useful.

Build Comprehension

Make Predictions

- Tell students they are going to read an interview with a coauthor of the new fiction book *The Startup Club*. It's about two best friends who start a business together. Read aloud our kid reviewers' opinions of the book in the introduction to the Q&A. Ask: What challenges might kids face when starting their own business? Why is it important for anyone starting a business to be prepared for possible challenges?

Extend Learning

Write a Review

- Challenge students to read *The Startup Club* and write a review describing the book's biggest lesson for aspiring entrepreneurs.

Draw Conclusions

- Have pairs of students read the Q&A and then share what they consider to be

Start a Business

- Read aloud the last question and answer. Invite students to put Ramberg's business advice to use. Have them create a two-column chart by folding a sheet of paper in half. On the left, they should list their skills, talents, and character traits. On the right, have them list products or services that they could provide using their particular skills, talents, and traits.

FINANCIAL-LITERACY STANDARDS ADDRESSED
Grades K–12 I. Earning Income II. Buying Goods and Services

COMMON CORE STATE STANDARDS ADDRESSED
Grade 4 RI.4.1, RI.4.8, W.4.2, SL.4.1

ADDITIONAL RESOURCES

councilforeconed.org/standards
Visit for free teaching resources and to download the K–12 national standards for financial literacy.

The Startup Club

By JJ Ramberg, Melanie Staggs, and S. Taylor (Mascot Books; August 2017)
Follow two best friends as they face the challenges of starting their own business.

ANSWER KEY FOR WORKSHEETS

Better Business "You Know It" For every product a company sells, it donates one to a good cause. Students' pictures should illustrate this concept. "Helping Hands" SoapBox: Distribute soap to improve hygiene in poor countries. Bombas: Provide homeless people with socks. "Giving Is Good" Students should note two of the following effects: People want to work for companies that support good causes. Their employees volunteer more. Sales are increasing for Earth-friendly brands. Consumers are willing to pay more for their products. "Think Big" Answers will vary. **Create a Caring Company** 1.–5. Answers will vary.



Your name

Date



Better Business

Read the cover story, “Profits with a Purpose.” Use it to complete the activities below.




You Know It

How does a “sell one, give one” business model work? Use an example from the cover story.

Draw a picture that illustrates the “sell one, give one” business model. Use the space below.

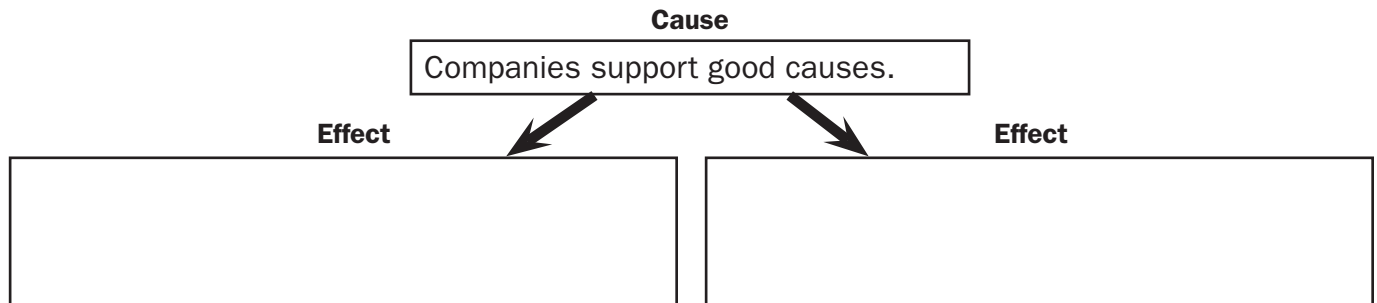
Helping Hands

Write each company’s charitable purpose in the chart. We did the first one for you.

Company name	Charitable purpose
Toms 	Provide shoes to people who can’t afford them.
SoapBox 	
Bombas 	

Giving Is Good

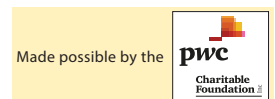
How do companies benefit from supporting good causes? Write two examples in the chart below.



Think Big

Why do you think people want to buy products and services from charitable companies? Write your response on a separate page.

Common Core State Standards: RI.4.1, RI.4.7



Your name

Date



Create a Caring Company

The cover story, “Profits with a Purpose,” informs readers about charitable companies. Come up with an idea for a company that gives back. Begin by answering the questions below.



SHARIPRODESIGN

1. What cause do you care about? (Examples: helping the homeless or protecting the Earth.) _____

Why is this cause important to you? _____

2. Think of a business you could start to help the cause. What product will your business make, or what service will it provide? Describe it. _____

3. Why is this business or service needed? Explain. _____

4. How will your business help the cause you care about? Will you donate one item your company makes every time one item sells? Or will your company give back in another way? Explain. _____

5. Write a catchy slogan, or saying, to advertise your business. Example: The Bombas sock company's slogan is “Better Socks, Better World.” _____

TRY IT! Is it important for a company to support causes? Talk it over with a parent.

Common Core State Standards: RI.4.7

