



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



YOUR \$

FINANCIAL LITERACY FOR KIDS

VOL. 4, NO.3
NOVEMBER 2017

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.

SoapBox, or Bombas, and draw a picture to illustrate the concept.

TEACHING TIPS

Before Reading

Make Connections

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

Build Comprehension

Draw Conclusions

- Read aloud the first section of the cover story. Draw students' attention to Daryl Brewster's quote. Challenge them to rephrase the quote in their own words. Ask: What does it mean for a company to have a "focus on purpose"?

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 have on employees? On customers and sales? Why do you think this is so?
- Have students describe how the "sell one, give one" model works for Toms,

Build Vocabulary

Define Words in Context

- Draw students' attention to the Power Word *market*. Read the definition aloud. Then read the paragraph in which the sentence appears. Ask: Who makes up the new market that the eyeglass company Essilor created? Do you think the companies highlighted in the story (Toms, Essilor, SoapBox, and Bombas) share the same market? Explain. Next, separate students into groups and assign each a company. Challenge them to create an advertisement for radio, television, print, or social media that will appeal to the company's market.

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 5 RI.5.1, RI.5.4, RI.5.5, W.5.1, SL.5.1

Grade 6 RI.6.1, RI.6.4, RI.6.5, W.6.1, SL.6.1

Teaching the story **START YOUR OWN BUSINESS!**

YOUR'S

MAKE IT HAPPEN
You don't need to own a business to make money for causes you care about. Here's how to do it.

Choose a cause. Maybe you'd like to care for the environment or help people get educated. Choose a charity or nonprofit. Ask a parent to help you learn more about it at CharityNavigator.org.

Select your platform. Use [GoFundMe.com](http://GoFundMe.com to set a savings goal for a cause. Then set a date for donations. Another option? <a href=). In three steps, let us enter your charity or cause through with a chance to win donations. Get extra permission first.

Spread the word. Ask a parent to share your donation goal on social media. Reach out to local organizations and ask them to do the same.

START YOUR OWN BUSINESS!
By Sam and Jake Roschelle

It's tempting to think of starting a business as a glamorous, exciting endeavor. But it's not always that way. In fact, it's often a lot of hard work. The parent? **Warning:** After five years, only about 50% of startup businesses still exist. It's not always easy to get started. The successful ones have been there for a while.

What's your advice for young people who want to start a business?
Read the book and repeat it on a loop. It's a great read and will help you understand the challenges kids and adults encounter in starting their own businesses. Don't get discouraged and give up. Keep going and you will make enough money to do what you want.

What businesses could your students realistically start?
Reading: Provide services to neighbors that are starting or looking for online services. Make products from the things in the house. Sell your own handmade or made-to-order items. You can start small or make money. Pick something that you are good at making and that is needed or wanted.

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TEACHING TIPS

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

Before Reading

Make Real-World Connections

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

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 a story 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 anticipate potential challenges?

Draw Conclusions

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

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

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.

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.

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 they come up with a business that is needed and start planning the steps to launch it.

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 "Helping Hands" Toms: Provide shoes for people who can't afford them. 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: Companies that support causes attract employees. Their employees volunteer more. Sales are increasing for Earth-friendly brands. Consumers are willing to pay more for their products. "Data Wise" 75 million; 500,000; two-thirds; 4 / Answers will vary. "Think Big" Answers will vary. **Create a Caring Company** 1.-5. Answers will vary.

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Grade 5 RI.5.1, RI.5.8, W.5.2, SL.5.1
Grade 6 RI.6.1, RI.6.8, W.6.2, SL.6.1

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Charitable Foundation

Your name

Date






Better Business

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

Helping Hands

Write each company's charitable purpose in the space provided in the chart.

Company name	Charitable purpose
Toms 	
SoapBox 	
Bombas 	

Giving Is Good

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

Cause

Companies support good causes.

Effect

Effect

Data Wise

Write the number or fraction that matches each clue. Then answer the question.

_____ Number of pairs of shoes Toms has donated since its founding

_____ Number of pairs of eyeglasses Essilor has donated since 2007

_____ Fraction of people ages 18 to 34 who are more likely to work for a charitable company

_____ Sales of Earth-friendly brands increased by this number of times in a year

Choose one of the number facts above. How does it support your understanding of the cover story?

Think Big

What makes buying products from charitable companies so appealing to consumers? Write your response on a separate page.

Common Core State Standards: RI.5.1, RI.5.7; RI.6.1, RI.6.7

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Your name

Date



Create a Caring Company

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



SHARPIDESIGN

1. What cause are you passionate about? (Examples:

helping the homeless or protecting the environment.) _____

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. How will you advertise your product or service to other people who care about your cause? What words or

images do you think would appeal to them? 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.5.7; RI.6.7

