



Education about basic personal finance starts with you, the parent. Research shows that even a small amount of time spent teaching a child about basic money management leads to a lifetime of good money management habits. But financial literacy is only the means to an end. That end is an independent, successful life.

Early intervention is the key.

Susan Beacham
Founder, Money Savvy Generation

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TABLE OF CONTENTS

Letter to Parent	i
Getting Started In Three Easy Stepsiii
Legal Agreementiv
Parent Discussion Questions and Activity Suggestions1
Chapter One: The History of Money3
Chapter Two: Where Does Money Come From?4
Chapter Three: Kids Can Earn Money, Too!5
Chapter Four: Saving Money6
Chapter Five: Spending Money7
Chapter Six: Donating Money8
Chapter Seven: Investing Money9
Chapter Eight: Family Money Press Conference10
Song Lyrics11
In Ancient Times13
Kids Can Earn Money, Too14
Money In Your Pocket15
The Money Savvy Kid Song16
Parent Resources17
Commentaries by Susan Beacham	
Teaching Kids They Have Money Choices19
Setting Goals Inspires Kids20
Teaching Kids To Pay Themselves First22
Smart Spenders Start With A List24
Pause For A Cause26
Invest Time To Explain Investing27
<i>Bonus Commentary: Introducing Allowance - Part I</i>28
Introducing Allowance - Part II29
Sample Allowance Contract30
Susan Beacham's Recommended Children's Books31

Dear Parent:

You work hard to make sure that special child in your life is emotionally and physically healthy. But what about that child's financial health? Money doesn't come with instructions, so it is vital that a child learns early on how to make good financial choices. The ability to make good financial choices is something even a young child can understand if you put the right tools in his or her hand. Tools you probably wish you had had when you were growing up.

Money Savvy Generation has those tools. Our products are simple, but effective. They are designed to teach kids and teens the basic building blocks for good financial decision making like:

- a sense of delayed gratification
- the importance of short and long term goal setting
- the discovery that saving money can be as satisfying as spending it.

Whether you are a parent, grandparent, other relative or even a friend, Money Savvy Kids @Home is the perfect starting point to teach that special child in your life personal finance fundamentals. This user-friendly, instructional program starts the dialogue between parent and child about the critical subject of money. It includes a Parent Handbook for you, a Money Savvy Pig and a Student Workbook for your child, a CD-ROM with the instructional material presented in a colorful, age-appropriate manner and other items that are described below.

Recommended for Children Ages 6 to 11

Our materials work best with children who are in Grades 1 through 5, essentially elementary school. Why?

- Young children have no preconceived notions about what they can and cannot learn.
- By kindergarten children are already experienced in spending their parents' and their own money. They are already consumers. Primary spending (what kids ages 8-12 buy with their own money) is \$10 billion and climbing. Influenced spending (what parents buy at kids' urging) is \$250 billion and climbing.
- Marketers target children as young as 18 months. They don't wait. Do you want to teach your children they have choices about money, or do you want someone else to?
- Spending habits are already set by high school, even middle school.
- Credit card companies, having saturated the college market, are now going after young teens and even tweens.

Proven Effective!

Multiple, independent research studies conducted on our approach to teaching personal finance to children can be found on our website www.msgen.com under Educators. In a nutshell, *these studies statistically validate the program's ability to change children's attitudes and behavior about money management across a full spectrum of environmentsurban/ suburban/rural, multi-ethnic, and high/medium/low socio-economic. Best of all, learning gains persist over time!*

How Does It Work?

Meet the star of Money Savvy Kids @Home ... the Money Savvy Pig. We call him the piggy bank for the 21st century. Unlike the traditional one-slot piggy bank, this piggy bank has four chambers, one for each of the four money management choices a child should be taught from the time they are small. They are Save, Spend, Donate and Invest. This is a very powerful tool because....



It gives a child a sense of control which leads to a sense of security.

When you give children the Money Savvy Pig, you give them control over the money in their lives. In a respectful way, the Money Savvy Pig asks children what they think is the best choice and allows them to make it. A sense of control leads to a sense of security.

It's interactive.

In today's world, kids expect things to be interactive. Like the Japanese saying goes, *Tell me and I'll forget...Show me and I'll remember...Involve me and I'll be changed forever.* The Money Savvy Pig involves the child, but on their terms. This involvement will give them good money management habits that will last a lifetime.

It encourages parental participation.

The unique, four chambered piggy bank, which encourages a child to set a specific goal for each choice, and the stickers which help the child to visualize their choice give parents the opportunity to discuss their child's feelings about money, their implications, and values.

Just as new drivers are given lessons to learn how to control a car, the Money Savvy Pig teaches children how to control money, one of the most powerful forces in life.

Beyond the Money Savvy Pig

We live in a multi-dimensional world and children have come to expect a multi-dimensional experience. So, Money Savvy Kids @Home has been designed to provide just such a learning environment.

Beyond the interactive Money Savvy Pig piggy bank and Student Workbook, the CD-ROM contains 108 color pages and four great age-appropriate (and downloadable!) songs. To keep your child further engaged and always thinking about how to be a Money Savvy Kid, we have included our "When You're Smart with Money" poem poster for his or her room.

Lastly, we have included our Money Savvy Kids Coloring and Activity Book for you to give your child when he or she has completed the Money Savvy Kids @Home curriculum. This 24-page soft-cover is the perfect accompaniment to the Money Savvy Pig because it helps to reinforce many of the same, important concepts contained in Money Savvy Kids @Home.

Want to do even more? Consider giving your child a roll of pennies (\$.50), nickels (\$2) or dimes (\$5) and let them make the money choices using their Money Savvy Pig that they have just been taught.

What is Required in Terms of Time?

About eight hours. Each of the eight chapters is about 60 minutes in length. Tackle one, or more than one, at a time. You can work at your own pace.

I am confident you and that special child in your life will enjoy every moment of Money Savvy Kids @Home. Thank you for making this commitment to teach this important life skill that will help your child become an independent, successful adult.

Sincerely,



Susan Beacham
Founder, Money Savvy Generation



Parent Discussion Questions and Activity Suggestions

CHAPTER FOUR: SAVING MONEY



Chapter Four teaches your child the first concept of the Money Savvy Pig bank: Save. Your child will learn what it means to save money in a bank, and that interest is the big difference between saving money at home and saving it in a commercial bank. You will demonstrate the concept of interest at the end of the chapter using the Money Savvy Pig and some coins. Use the discussion questions and activity suggestions below to engage your child.

New terms learned: interest, long-term goal, saving, savings account, short-term goal, statement

Discussion Questions and Activity Suggestions

Page Number	Discussion Questions and Activity Suggestions
C4.1	<ul style="list-style-type: none"> • Have you ever saved money for something special that you wanted? • How long did it take to save for it?
C4.4	<ul style="list-style-type: none"> • What kind of bank(s) do you use now? • If you have more than one, which is your favorite, and why?
C4.5	<ul style="list-style-type: none"> • Do you (or we) save money in the big bank? • Do you know why we might do this?
C4.6	<ul style="list-style-type: none"> • You might suggest opening a savings account with your child if they do not already have one. • What do you suppose this means: “Your money doesn’t sit there and do nothing”?
C4.7	<ul style="list-style-type: none"> • Do you know why the bank pays you interest? • Do you know from where the bank gets the money to pay you interest?
C4.9	<ul style="list-style-type: none"> • Can you give me an example of a short-term savings goal that you have or we have for our family? • Can you give me an example of a long-term savings goal that you have or we have for our family?
C4.10	<ul style="list-style-type: none"> • In this activity, make sure that you get your child to estimate how much money will be needed to accomplish each goal.
C4.11	<ul style="list-style-type: none"> • From where will you get the money that you plan to put in your Save slot? • When you get money, how much will you put into Save and why?
C4.12	<ul style="list-style-type: none"> • Why is it important to use a savings goal sticker?
C4.15	<ul style="list-style-type: none"> • You might want to show your child your own bank savings account statement and demonstrate the power of interest.