



## Money as You Grow: Giving children foundational money skills

Extension educators help children, parents, and other caregivers work together to learn basic money concepts and executive functioning skills. Through the creation of book reading guides for 29 popular children's books with money-related themes, families set goals together, understand the difference between needs and wants, learn to save their money, and build a sound financial future.

Educators created the reading guides with family activities and discussion questions. They recorded videos in which they read each of the books and shared content from the guides. In a survey 143 parents/caregivers were randomly shown one of the videos and asked questions about their experience. The results indicated that:

**93%** Feel more comfortable talking with children about money in a positive manner

**97%** Will talk with children about money skills like self-control and decision-making, vs. quick comments that we typically say to kids like "that's too expensive."

**94%** Interested in more fun money-related activities that they can do with a child

In April and May 2021 educators conducted trainings for childcare providers throughout Wisconsin on how to use the Money as You Grow materials with the children in their care. Participant evaluations showed that:

**82%** Will use the Money as You Grow books and guides with the children they serve

**100%** Feel able to create interest in money and its use among the children in their care compared to 46% before the training.

**96%** Can provide children access to concepts intended to build financial wellbeing compared with 54% before the training.

**93%** Feel able to provide children with support in building financial skills compared to 57% before the training.

### What People are Saying

**"The story helps children understand that sometimes we have to wait to buy material things.** Some things we want cost a lot and it takes time to save for these items."



### Achieving More Together

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