

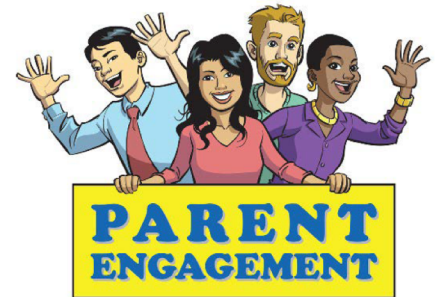
# Keeping the Dream Alive

## College and Career Readiness Event

### February 1 - March 31, 2021

Santa Clara County Office of Education  
Parent Engagement Program

[parentengagement.sccoe.org](https://parentengagement.sccoe.org)



# Raising Money Smart Kids



**excite**<sup>TM</sup>  
CREDIT UNION

# WHAT'S A CREDIT UNION?

- ▶ Credit Unions are not-for-profit organizations that exist to serve their members
- ▶ How are they like banks?
  - ▶ Credit Unions accept deposits, make loans and provide other financial services
  - ▶ Credit Unions have ATMs as well as PC and Mobile Banking
  - ▶ Deposits are federally insured
- ▶ How are they not like banks?
  - ▶ You have to be a member
  - ▶ Instead of stockholders they are owned by their members
  - ▶ Profits go back to members in better rates and lower fees



# ***WHO IS EXCITE CREDIT UNION?***

- ▶ Over 60 years old
- ▶ Over 40,000 members
- ▶ Approximately \$600m in assets
- ▶ Regular Accounts with no monthly fees
- ▶ Unique Youth Savings Programs

# QUIZ

- ▶ Your son or daughter tells you they lost their allowance and want you to give them another \$10. Do you:
  1. Give them the \$10 and tell them to be more careful with their money
  2. Tell them no. You got your \$10
  3. Teach them, “Money is earned. What can you do to earn another \$10 for this week?”
  
- ▶ You take out a credit card to buy groceries and your child asks, “What is that?” Do you say:
  1. “It’s a credit card. It’s the same as paying with cash”
  2. “It’s a way to buy things when you don’t have money”
  3. “It’s a safer way to buy things instead of carrying around money, but, you need to pay it back each month.”
  
- ▶ You’re paying the bills for the month and your child asks, “What are you doing?” You say:
  1. “Boring stuff. Just paying bills. You should go out and play”
  2. “Paying the bills and they’re higher this month so make sure you don’t use too much water and remember to turn the lights off”
  3. “Come sit down and I’ll show you. It won’t take long but this is what I do each month so that we can live here”



# WHAT IS A MONEY SMART KID?

- ▶ A money smart kid understands that money is earned
- ▶ A money smart kid knows that you have to save money
  - ▶ For things you may want
  - ▶ For emergencies
- ▶ A money smart kid understands that you can't spend more than you earn
- ▶ A money smart kid is financially capable

So, when do you start?

# AT AGE 3-5: START TEACHING THEM ABOUT SAVING AND SPENDING

- ▶ Teach them that when they spend...
  - ▶ Money is limited
  - ▶ There is a difference between a need and a want (talk about essential items like food)
- ▶ Teach them that money is earned
  - ▶ How do you make money?
  - ▶ What are different jobs people do for money?
- ▶ Teach them to save
  - ▶ Talk about coins and their value
  - ▶ Use a bottle or separate bottles
  - ▶ Teach them to save early
  - ▶ Help them set up a savings account



# AGE 6-11: *TEACH THEM TO SET SAVING AND SPENDING GOALS*

- ▶ What do they want to buy now and in the future
- ▶ How do you shop to get the best price?
  - ▶ Let them make choices in the store
  - ▶ Show them how to comparison shop online
  - ▶ Make sure they know how to be safe when they are on the internet (we don't share personal information)
- ▶ How does your savings account work?
  - ▶ What is interest and compounding interest?
  - ▶ You need to save part of any money you earn or receive





# ***AGE 12-18: HELP THEM TO FEEL FINANCIALLY CONFIDENT***

- ▶ Help them set a budget
  - ▶ Make them responsible for certain expenses
  - ▶ Show them how free offers (like ringtones or games) usually have a cost
  - ▶ If they start working talk about the difference between earnings and take-home pay
  
- ▶ Talk about new savings strategies
  - ▶ 10-20% of anything they receive or earn should go to their savings account
  - ▶ Teach them to automate savings
  - ▶ If you can afford it offer a “match” for some of their savings



# SAVE EARLY

Becky begins saving money at 22. Each year she invests \$2,000 in an account which grows 8%. After 10 years she has invested \$20,000 and stops adding to the account.

Richard waits and starts saving when he is 35. He also puts in \$2,000 each year at 8%, until he retires at 65. He invests a total of \$60,000.

Who has more money at age 65?

# ***BECKY HAS MORE MONEY***

When Becky retires at age 65 she has \$469,904 because she started early.

Richard invested \$40,000 more but because he waited, he has \$261,288 when he is ready to retire at 65.

*Becky has more because she started earning interest earlier and was paid interest on her interest.*

<https://www.investor.gov/financial-tools-calculators/calculators/compound-interest-calculator>



# TAKEAWAYS TO TEACH YOUR KIDS

- ▶ There is no easy way to get money

## MONEY IS EARNED

- ▶ Money needs to be saved

## YOU MUST SET GOALS

- ▶ You have to spend money

## SPEND IT WISELY

# Sammy's Big Dream!

Story Book

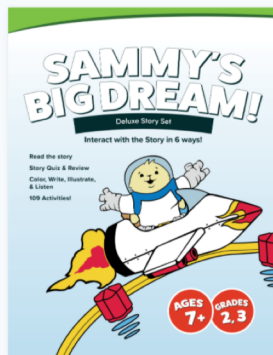
Written by  
Sam X Renick

Illustrated by  
Juan Alvarado

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Excite Credit Union is proud to sponsor Sammy Rabbit's dream big financial education resources. Let's teach children great money habits!

<https://excitecu.org>



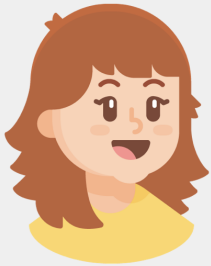
## Sammy's Big Dream - Deluxe Story Set

Teach kids about saving money, earning money, working hard, setting goals, planning, spending smart, giving, and more!

<https://excitecu.learnwithsammy.com>

# Banzai!

<https://excitecu.learnbanzai.com/direct/courses/excitecu>



## **BANZAI JUNIOR**

AGES 8-12

A young girl sets out to learn about money by starting a lemonade stand, opening her first savings account, and saving for a new bike.



## **BANZAI TEEN**

AGES 13-18

Follow the life of a recently graduated high school student, holding a job, working long hours, and making do with what life sends.



## **BANZAI PLUS**

ADULTS

Tackle adult financial dilemmas, such as maintaining good credit, buying insurance, understanding taxes, and qualifying for a mortgage.

- Get Started -> select Age
- Create an account
- Enjoy the game.

[Online financial literacy by EXCITE CU: Banzai \(learnbanzai.com\)](https://excitecu.learnbanzai.com)

# 5% APY\*

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CREDIT UNION

The first thing young people learn about money is that it's fun to spend it. Our Youth Savings Account, you can teach your kids lessons about the value of long-term saving that will last a lifetime.

## YOUTH SAVINGS

**Plus Excite will start you off in the right direction:**

- Initial deposit of \$50
- Age 0-17
- No monthly fees

**YOUTH SAVINGS** is available to the community with membership at Excite Credit Union.

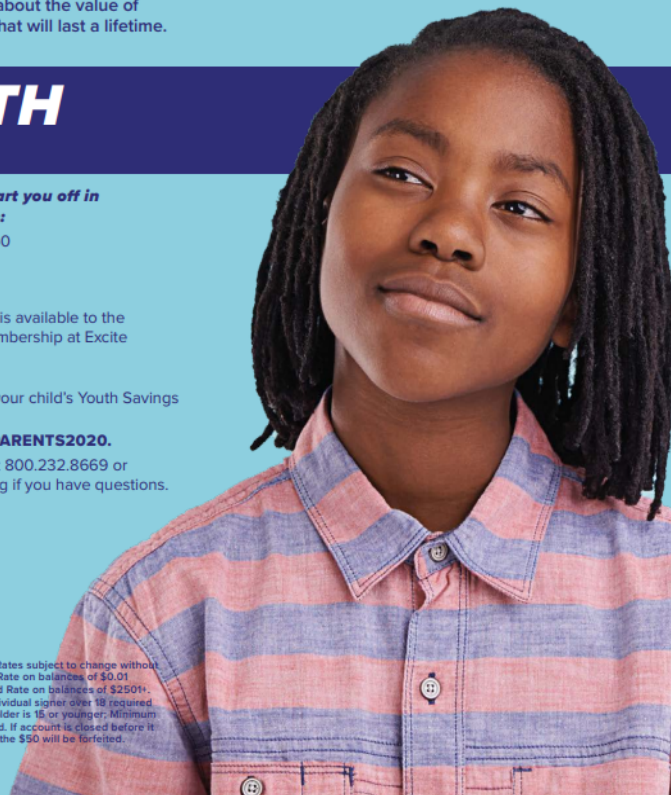
Click here to open your child's Youth Savings account today.

**Use promo code PARENTS2020.**

Please contact us at 800.232.8669 or [service@excitecu.org](mailto:service@excitecu.org) if you have questions.

\*APY=Annual Percentage Yield. Rates subject to change without notice. 5% APY/4.89% Dividend Rate on balances of \$0.01-\$2500. .50% APY/.50% Dividend Rate on balances of \$2501+.  
\*\*Requirements: Responsible individual signer over 18 required on account if primary account holder is 18 or younger. Minimum balance \$5, statements required. If account is closed before it has been opened for 12 months, the \$50 will be forfeited.

Federally Insured by NCUA



## For SCCOE Families:

- \$50 to start a Youth Account
- 5.00% APY on the first \$2,500
- Let us know which school district your child attends

Reference Promotional Code  
**PARENTS2020**

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# *THANK YOU!*



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(408) 979-3644



# Thank You!



Have questions or feedback?

Visit [bit.ly/KTDAFeedback](https://bit.ly/KTDAFeedback)

Contact Jaime Koo

[jkoo@sccoe.org](mailto:jkoo@sccoe.org)

Parent Engagement website

[parentengagement.sccoe.org](https://parentengagement.sccoe.org)

