

Money As You Grow Bookshelf

Government Publishing Office Webinar | August 14, 2018



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Agenda

- Bureau of Consumer Financial Protection
- Money As You Grow
- Money As You Grow Bookshelf
- Q&A

The Bureau and Its Libraries Project

The Bureau's Statutory Objectives - DFA

 OBJECTIVES. – The Bureau is authorized to exercise its authorities for the purposes of ensuring that, with respect to consumer financial products and services –

- 1) Consumers are provided with timely and understandable information to make responsible decisions about financial transactions;
- 2) Consumers are protected from unfair, deceptive, or abusive acts and practices and from discrimination;
- 3) Outdated, unnecessary, or unduly burdensome regulations are regularly identified and addressed in order to reduce unwarranted regulatory burdens;
- 4) Federal consumer financial law is enforced consistently, without regard to the status of a person as a depository institution, in order to promote fair competition; and
- 5) Markets for consumer financial products and services operate transparently and efficiently to facilitate access and innovation.

CEE: Mission and Approach to Financial Education

MISSION

CEE creates opportunities for people to enable themselves to make choices about money that better serve their own life goals.

APPROACH

CEE accomplishes this mission by developing and maintaining tools, programs, and initiatives that provide information to consumers, help to build skills, and serve individual financial well-being. We help Americans:

1

Connect with information and tools to help understand money management and other money topics

2

Develop overall financial capability skills in financial decision making, to support people as they identify and respond to the opportunities and challenges of their financial lives, build individual wealth, and prepare for ongoing and later life financial security

3

Take steps to prepare the next generation for financial success by developing money management habits and skills for youth

Community Financial Education Project

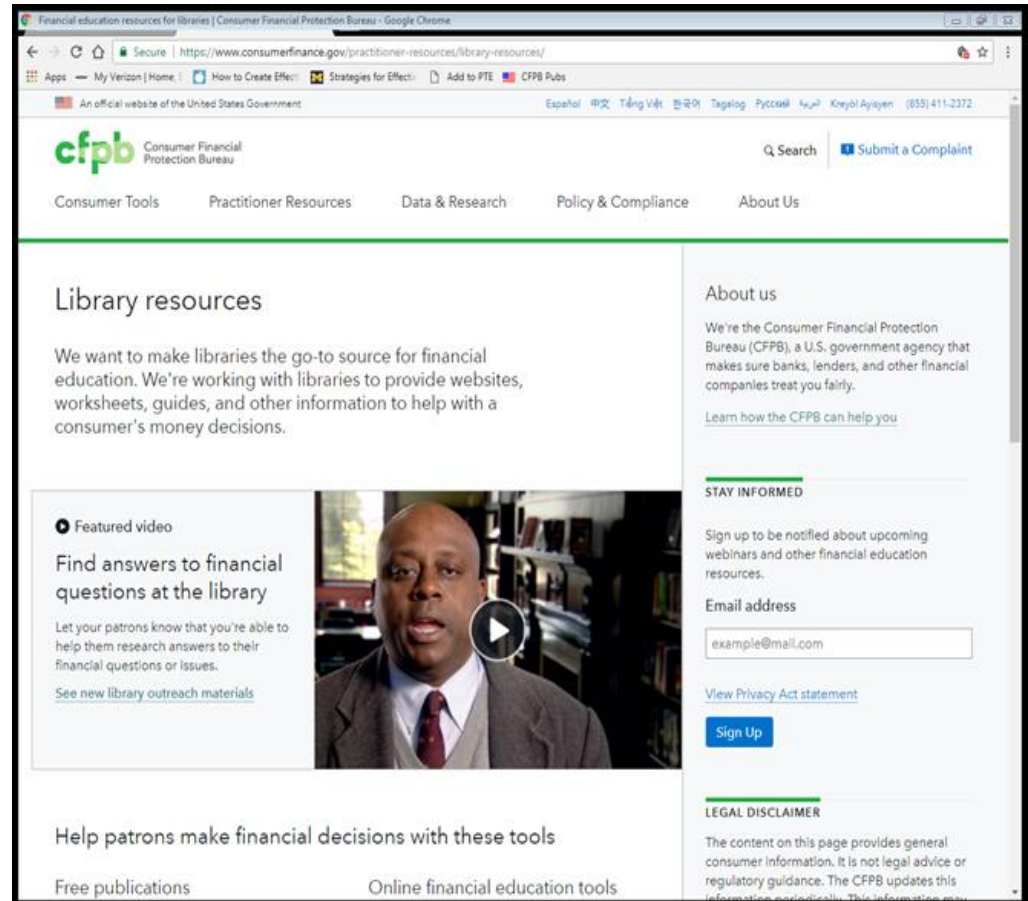
Participate

Publications

Programs

Partnerships

Patrons



Money As You Grow

Money as You Grow: for Parents and Caregivers

consumerfinance.gov/MoneyAsYouGrow

Make it easier for :

- Age-appropriate tips, activities, and resources
- Reinforced by Bureau research on children's financial development
- Blogs, social media, and e-mail

Your child's money milestones

See if your child is meeting common money milestones. Then, find activities and conversation starters to support their financial development.

[Young children >](#)

[School-age children to preteens >](#)

[Teens to young adults >](#)

Money As You Grow Bookshelf

Money As You Grow Bookshelf: How it fits

- Books for kids 4-10 to help families build key money skills

Money as You Grow Bookshelf

Use this guide to set up and start Money as You Grow Bookshelf in your library. Facilitators can be anyone interested in helping parents and young children start building positive attitudes and habits around money.

Money as You Grow Bookshelf is a family financial education program that uses children's books to help families talk about and discover new skills. It helps children and their caregivers learn key money concepts through reading, play, and quiet one-on-one talks.

The 2017 Pilot

- Pilot program, under the title Money as You Grow Book Club
- 28 libraries in 11 areas of the country participated
- Included rural, suburban, and urban libraries
- June 12 through September 12, 2017
- Libraries received supporting learning resources and community communications tools
 - Also received copies of the 16 books and parent reading guides (2 in Spanish)

Components of the program

- Display stand
- Discussion guides with activities for parents and children
- Folders and stickers to track reading and participation
- Flyers and posters for the library and as take-ones



Supporting materials and communications

Community communications:

- Paid banners to drive people to their local library
 - Social media
 - Search results
 - Cross outreach via library partners
- Print and online support
 - Colorful printed banner
 - Posters, flyers
 - Newsletter, blog posts



Money As You Grow Bookshelf 2018

Money as You Grow Bookshelf: Available now!

- 16 parent reading guides in English
- 2 in Spanish
- Check your shelves for these well-loved children's books

A Bargain for Frances
by Russell Hoban
ISBN # 006444001X

A Chair for My Mother
by Vera Williams
ISBN # 0688040748

Alexander, Who Used
to Be Rich Last Sunday
by Judith Viorst
ISBN # 0689711999

The Berenstain Bears
& Mama's New Job
by Stan & Jan Berenstain
ISBN # 0394868811

The Berenstain Bears'
Trouble With Money
by Stan & Jan Berenstain
ISBN # 0394859170

Count on Pablo
by Barbara deRubertis
ISBN # 9781575650906

Cuenta con Pablo
by Barbara deRubertis
ISBN # 9781575651514

Curious George
Saves His Pennies
by Margaret and H.A.Rey
ISBN # 9780547935768

Just Shopping
With Mom
by Mercer Mayer
ISBN # 0307119726

Lemonade in Winter
by Emily Jenkins
ISBN # 9780375858833

My Rows and Piles
of Coins
by Tololwa M.Mollel
ISBN # 9780395751862

Ox-Cart Man
by Donald Hall
ISBN # 0140504419

The Purse
by Kathy Caple
ISBN # 0395629810

The Rag Coat
by Lauren Mills
ISBN # 9780316574075

Sheep in a Shop
by Nancy Shaw
ISBN # 0395706726

Those Shoes
by Maribeth Boelts
ISBN # 9780763642846

Tia Isa Wants a Car
by Meg Medina
ISBN # 9780763657529

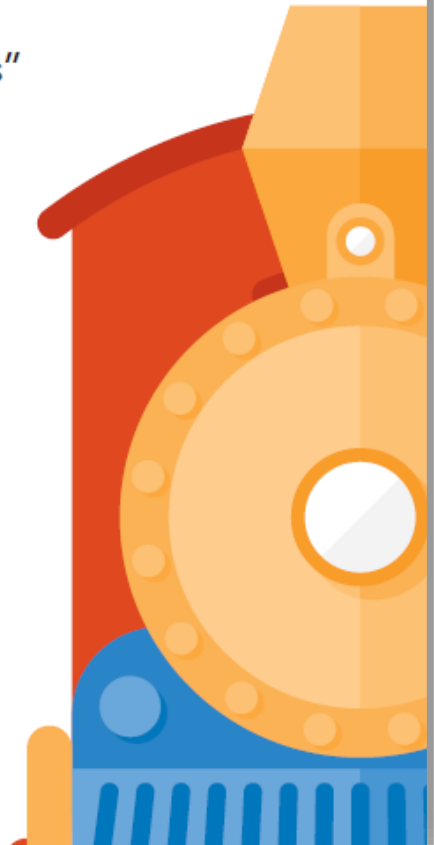
Tía Isa Quiere un Carro
by Meg Medina
ISBN # 9780606238014

Inside each Parent Reading Guide

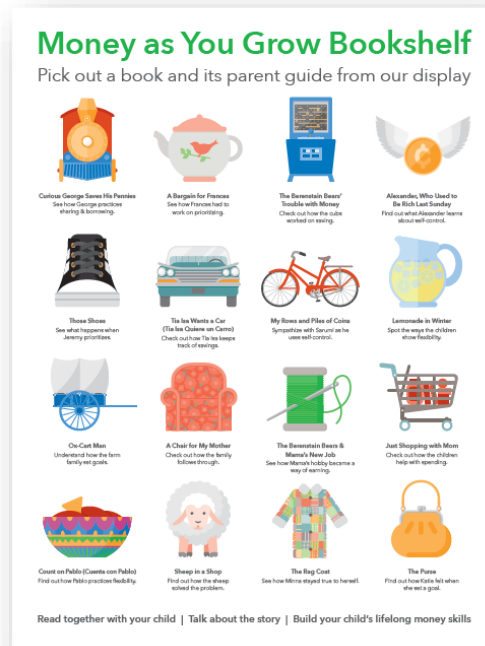
- Summary of the story
- Key money ideas in the story
- Ideas the parent can think about
- Ideas to talk about with the child
- Activities that reinforce the key money ideas

Parent reading guide for
"Curious George
Saves His Pennies"
by Margaret and
H.A. Rey

 Ages 4-7



Materials to use at the library



- Kiosk for displaying parent reading guides
- Large poster to place anywhere parents can see it
- Sticker to easily identify books for reshelving

Online guide to getting started

- Find the online guide in the Resources for Libraries section
- Five steps to starting and running Money as You Grow Bookshelf

Bring Money as You Grow Bookshelf to your library

1. Order or gather program materials

This section will explain the materials you need to start Money as You Grow Bookshelf and show you how to get them.

[Get the program materials you need](#)

2. Get the word out to patrons

We have tips for how to promote Money as You Grow Bookshelf and answers to common parent questions.

[Find out how to get the word out to patrons](#)

Order now and allow four to six weeks for delivery

- Order at no cost to you
- <https://pueblo.gpo.gov/CFPBLibs/CFPBLibsPubs.php>
- Or, visit consumerfinance.gov and click Library Resources, then click the link under Free Publications

Connect With Us



More information at
consumerfinance.gov/library-resources



LinkedIn –
Financial Education Discussion Group



Share your comments and questions
financialeducation@cfpb.gov