

THINKING MONEY

FOR **kids**

Explore, Learn, Succeed!



PROGRAM KITS

Need-to-Know Logistics





Robert Ganem, FINRA Foundation
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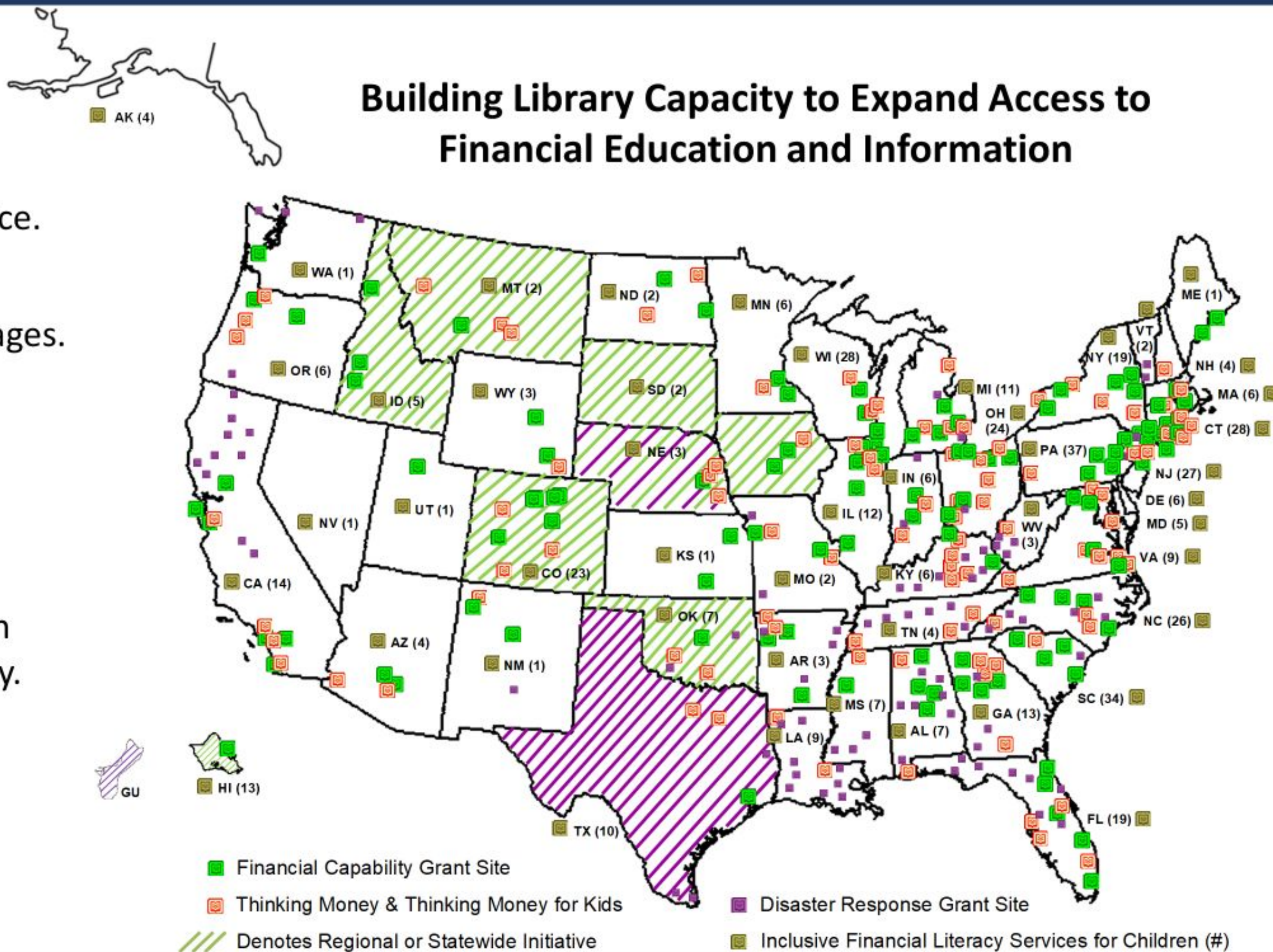
Protecting investors through education and research.

- Established in 2003 by the Financial Industry Regulatory Authority
- Mission: Empower underserved Americans with the knowledge, skills, and tools to make sound financial decisions throughout life
- Awards grants and manages projects focused on financial capability, financial inclusion, and financial fraud prevention

Overview

- 2,300+ libraries nationwide.
- Strongly grounded in professional practice.
- Focus on building long-term capacity.
- Programs and services for people of all ages.
- Training for library professionals.
- Independent evaluation.
- Prioritizes demonstration value.
- Responsive to local circumstances.
- Serves very high-need audiences with an emphasis on respect, privacy, and dignity.
- 100% consumer-first orientation.

Building Library Capacity to Expand Access to Financial Education and Information



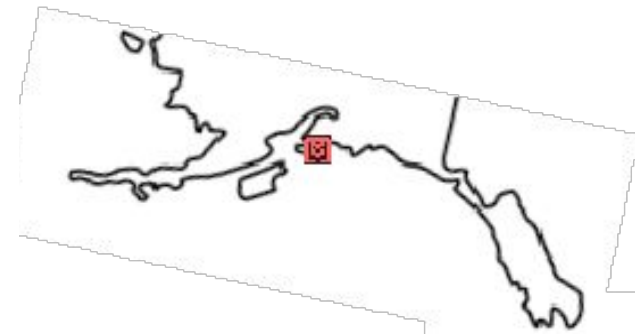
Bringing Financial Education to Communities Nationwide since 2007

ALA American Library Association

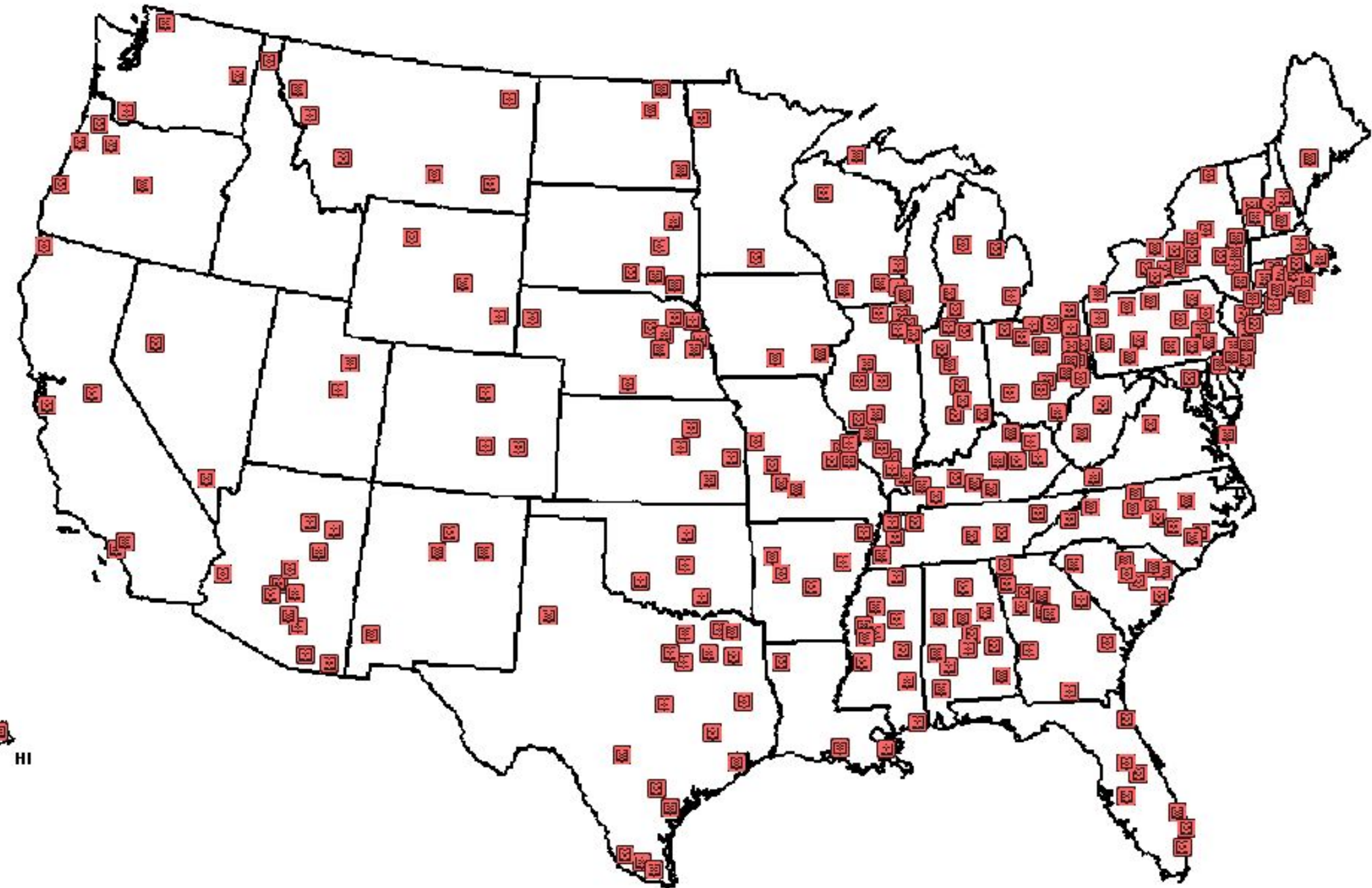
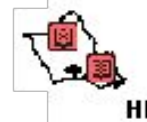
FINRA Investor Education FOUNDATION



Thinking Money for Kids Program Kits



- A turn-key but flexible strategy.
- For children from pre-school to middle grades.
- Learning in the library, home, school, and broader community.
- Interactive financial education experiences that appeal to multiple learning styles.
- Programming of demonstrated appeal and effectiveness.
- Permanent enhancement to library capacity.
- Inclusive across multiple dimensions.
- Training for participating library staff.
- Communications assets and support.
- Third-party evaluation.
- **Fun! But with a purpose.**



Three Goals

- Expanding financial literacy and capability starting at an early age
- Increasing library capacity
- Empowering library professionals

THINKING
MONEY

FOR

kids

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Library Support Materials

ala.org/tm4ksupport



The following information was created for libraries participating in the [Thinking Money for Kids Program Kits](#), an initiative of the American Library Association (ALA) and the FINRA Investor Education Foundation.

Participating libraries were selected through a competitive application process. Learn about other opportunities available from the [ALA Public Programs Office](#).

Project Timeline



TM4K Program Kits Distributed: By mid-September 2024

Two packages arriving separately: 1) materials for in-person programs 2) Launchpad tablets Issues with delivery? Email publicprograms@ala.org.



ala.org/tm4ksupport



Peer-Sharing Sessions: Four live Zoom gatherings offered in September 2024

Project Directors are required to attend at least one of the trainings, but you are welcome to attend multiple or all! Each session will feature a different speaker, as well as time for breakout conversations with your library peers. If you have coworkers who are assisting with programming, they are also welcome!

Dates: Wednesday, September 11 | Monday, September 16 | Tuesday, September 24 | Monday, September 30
Register here: <https://bit.ly/tm4k-peer-share>



Programming Held in Libraries Nationwide:

September 2024 – December 2025



Final Report Due to ALA (via ALA Apply):

January 31, 2026



Requirements for Participating Libraries



Virtual preparation: View recorded training videos (like this one; also, short videos for each of the five in-person games) and attend at least one Peer-Sharing Session.



Host in-person programs: Host each of the five in-person children's programs at least once, and preferably more than once, during the programming period (Sept 2024 – Dec 2025). *To ensure that all programming is strictly non-commercial, the programs may not be offered in conjunction with financial services firms, including banks, investment advisers and brokerage firms. All programs must be free to the public.*



Circulate Launchpads: Add Launchpad tablets to library circulation and collect circulation data (i.e. number of patron check-outs).



Report: Submit a final report to ALA and the FINRA Foundation at the end of the programming period (due by January 31, 2026).





Thinking Money for Kids Program Kits

Settings

Community admin and member.

COMMUNITY HOME

DISCUSSION **373**

LIBRARY **0**

EVENTS **0**

MEMBERS **298**

COMMUNITY NAVIGATOR

Action Needed!

Are you part of the ALA Connect group?

To join, email publicprograms@ala.org.

This is a community of practice group for a group of libraries who are participating in the Thinking Money for Kids Program Kits grant facilitated by the Public Programs Office.

Most Recently Updated ▾

10 per page ▾

[Post New Message](#)

Thread Subject		Replies	Last Post
Grant Support Materials (bookmark this link)	★	14	3.days.ago by Anessa Keifer Original post by Sarah Ostman
ME!	★	1	6.days.ago by Sarah Ostman Original post by Jenn Griewahn
Received Our Kit Today!!	★	4	12.days.ago by Miriam Gonzalez Original post by Erica Hanke-Young

A photograph of a library exhibit. In the foreground, a woman is kneeling and holding a young child's hands. To their right, a young boy with curly hair stands looking at a display. In the background, other people are looking at a large wall display featuring a cartoon dog in a red and yellow outfit. The scene is brightly lit and appears to be an interactive learning environment.

Questions?
publicprograms@ala.org

The American Library Association Public Programs Office empowers libraries to create vibrant hubs of learning, conversation and connection in communities of all types.

ALA
PUBLIC PROGRAMS OFFICE

American
Library
Association

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Evaluation

Knology®



Photo by [Nick Fewings](#) on [Unsplash](#)



Who are we?



Knology produces
practical social science
for a better world



What is evaluation?

Evaluation helps explain:



What is evaluation?

Evaluation helps explain:

- **What** happened?



What is evaluation?

Evaluation helps explain:

- **What** happened?
- For **whom**?



What is evaluation?

Evaluation helps explain:

- **What** happened?
- For **whom**?
- **Why** and **how** did change occur?



What is evaluation?

Evaluation helps explain:

- **What** happened?
- For **whom**?
- **Why** and **how** did change occur?
and
- **What** can be done better?



Why evaluate library initiatives?

- Libraries want to learn
- Provide accountability & transparency
- Share our stories
- Motivate others through our findings



Project Goals

- Increase the capacity of public libraries to deliver turn-key financial education experiences for children in socio-economically diverse communities.



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- Introduce children in socio-economically diverse communities to foundational financial literacy concepts through engaging, multi-model learning experiences.



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- Introduce children in socio-economically diverse communities to foundational financial literacy concepts through engaging, multi-model learning experiences.
- Help library workers acquire the tools and confidence to make financial education available to children in their communities.



How will we know whether goals are being met?

3 Sources of Data

- 1) We will prompt you with questions in ALA Connect



How will we know whether goals are being met?

3 Sources of Data

- 1) We will prompt you with questions in ALA Connect
- 2) You'll submit a final report to ALA that we get to read



How will we know whether goals are being met?

3 Sources of Data

- 1) We will prompt you with questions in ALA Connect
- 2) You'll submit a final report to ALA that we get to read
- 3) We will host 2 virtual focus groups



BANK

GROCERY

Stay in Touch!

ala.org/tm4k

connect.ala.org

publicprograms@ala.org



DAILY SPECIALS!