MAKE SENSE OF PENCE

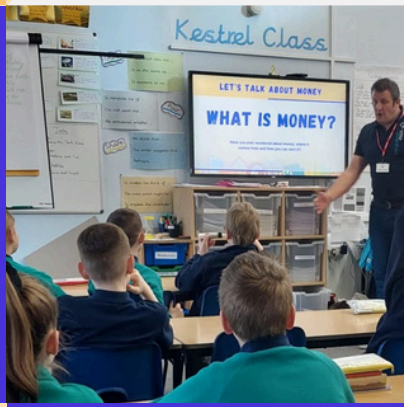


The Make Sense of Pence program is a financial literacy initiative designed to empower young learners with essential money management skills. Aimed at Key Stage 2 and 3 students, this program centers around the Money-Wise Workshop, an interactive and engaging experience that introduces children to key concepts like saving, spending, earning, and borrowing.



"CHILDREN AS YOUNG AS 6 OR 7 START FORMING MONEY HABITS. THAT'S WHY IT'S CRUCIAL TO PROVIDE THEM WITH THE TOOLS THEY NEED TO MANAGE THEIR FINANCES EFFECTIVELY."









Money-Wise Workshop

The Money-Wise Workshop is an interactive, hands-on educational session designed to teach Key Stage 2 students essential financial literacy skills. It focuses on introducing children to the concepts of money, helping them understand how to earn, save, and spend responsibly. Through engaging discussions and practical activities, students explore the difference between "needs" and "wants," learning how to prioritise their spending.

"Our goal is not to tell students what's right or wrong, but to help them make informed decisions about their money."

Throughout the session, students are encouraged to ask questions, participate in discussions, and think critically about their own experiences with money.

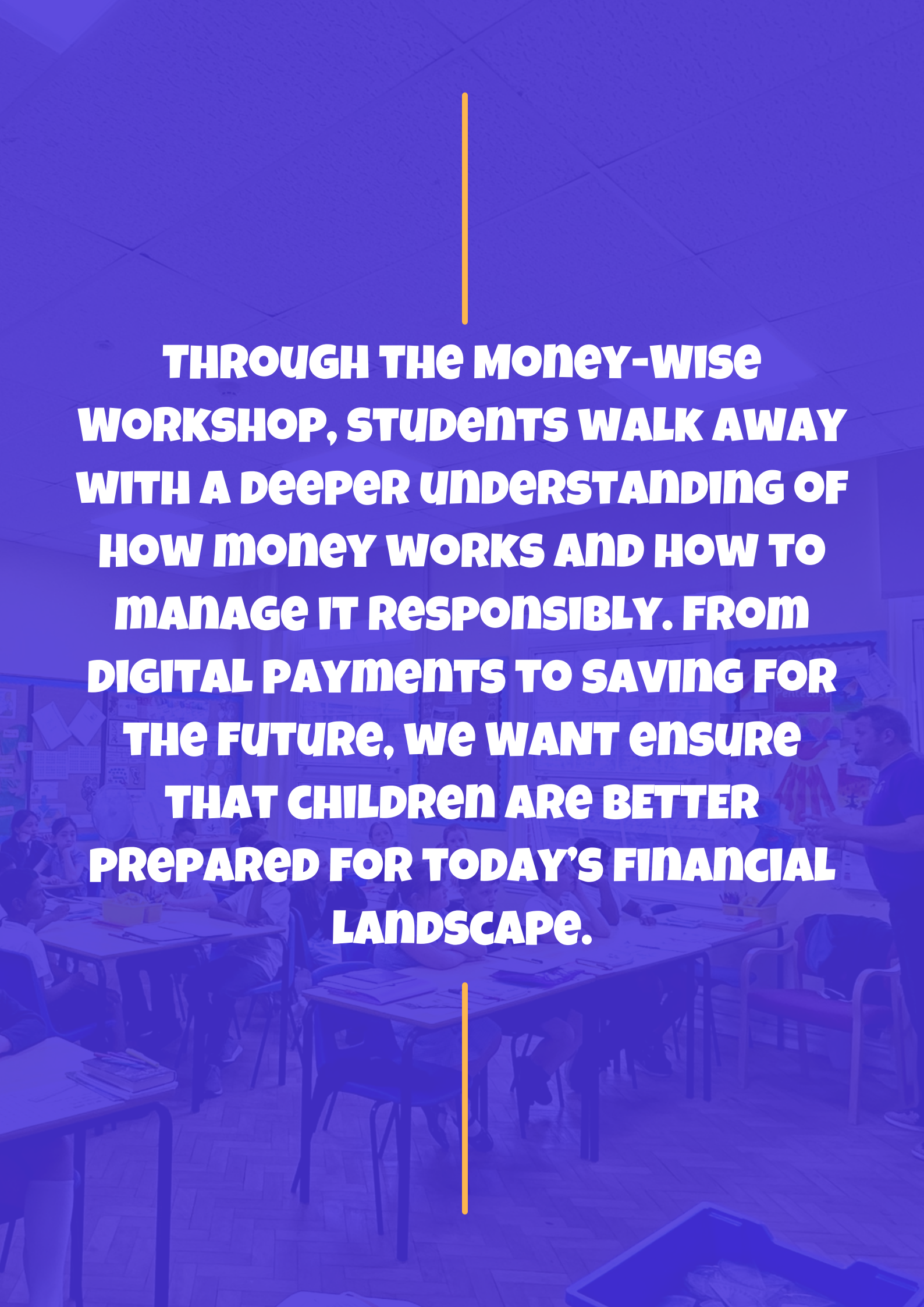
This interactive approach ensures that the lessons are both memorable and practical, setting students up for responsible financial behaviors as they grow older.



"Money can be confusing if you don't know how it works. I liked the games because it was scary to think how expensive some things actually are!"



Mia, Aged 10



Through the Money-Wise workshop, students walk away with a deeper understanding of how money works and how to manage it responsibly. From digital payments to saving for the future, we want ensure that children are better prepared for today's financial landscape.

The students absolutely loved the session. Many of them mentioned that the quiz was their favourite part. There were also numerous comments about the watch and the house activities. Overall, the majority of students felt they had learned a lot about money and how to use it more wisely.

★★★★★



Paul delivered an engaging session to our Year 5s about money sense. He was entertaining and enthusiastic – they were interested for the entirety. Key concepts were explained in an easy to understand way. The children loved sharing their ideas and understanding with Paul. He made them feel involved and valued. Paul gave real-life examples to support their understanding and explain key concepts in a relatable way; for example, buying bubble tea and games online! The children left feeling confident about looking after money in the future.

★★★★★

Paul was engaging but firm with his expectations of listening and respect. He learned the children's names in the time he was there and addressed the children personally. He gave lots of opportunities for the children to ask questions which meant that the workshop was incredibly personalised and he built a rapport with them, meaning that the children opened up to him. He created an environment where any child could ask any question about money.

★★★★★



MONEY WISE PARTNERSHIP PACKAGE

By partnering with Make Sense of Pence through sponsorship, you and your organisation can play a pivotal role in shaping a financially prepared generation, and the benefits of your sponsorship extend far beyond the classroom.



Build your **local brand** and make a **lasting impact** on your **community**.

INTEGRATE CORPORATE SOCIAL RESPONSIBILTY INTO YOUR MARKETING & RECRUITMENT STRATEGIES





CONNECT WITH PARENTS & CHILDREN IN LOCAL COMMUNITIES



BOOST YOUR LOCAL PRESENCE







Supporting your community's financial education for children can enhance your brand's awareness and showcase your commitment to societal development. This involvement provides positive PR, aiding in new client acquisition and staff recruitment. Additionally, it broadens your marketing strategy by adding diversity, depth, and character to social media and content plans. You'll also benefit from direct advertising opportunities, including branded workshop materials, visibility on our online resource page, and the chance to distribute your marketing collateral to a targeted audience of parents, attendees, and teachers.

HOW IT WORKS...



01 PICK A SPOSORSHIP PACKAGE

02 SUGGEST A SCHOOL TO SUPPORT

- We make contact with the school to let them know the good news!
- We arrange a time to deliver the Money-Wise workshop

03 PROMOTE OUR PARTNERSHIP

- We work together to distribute the positvie message of our partnership via various media channels

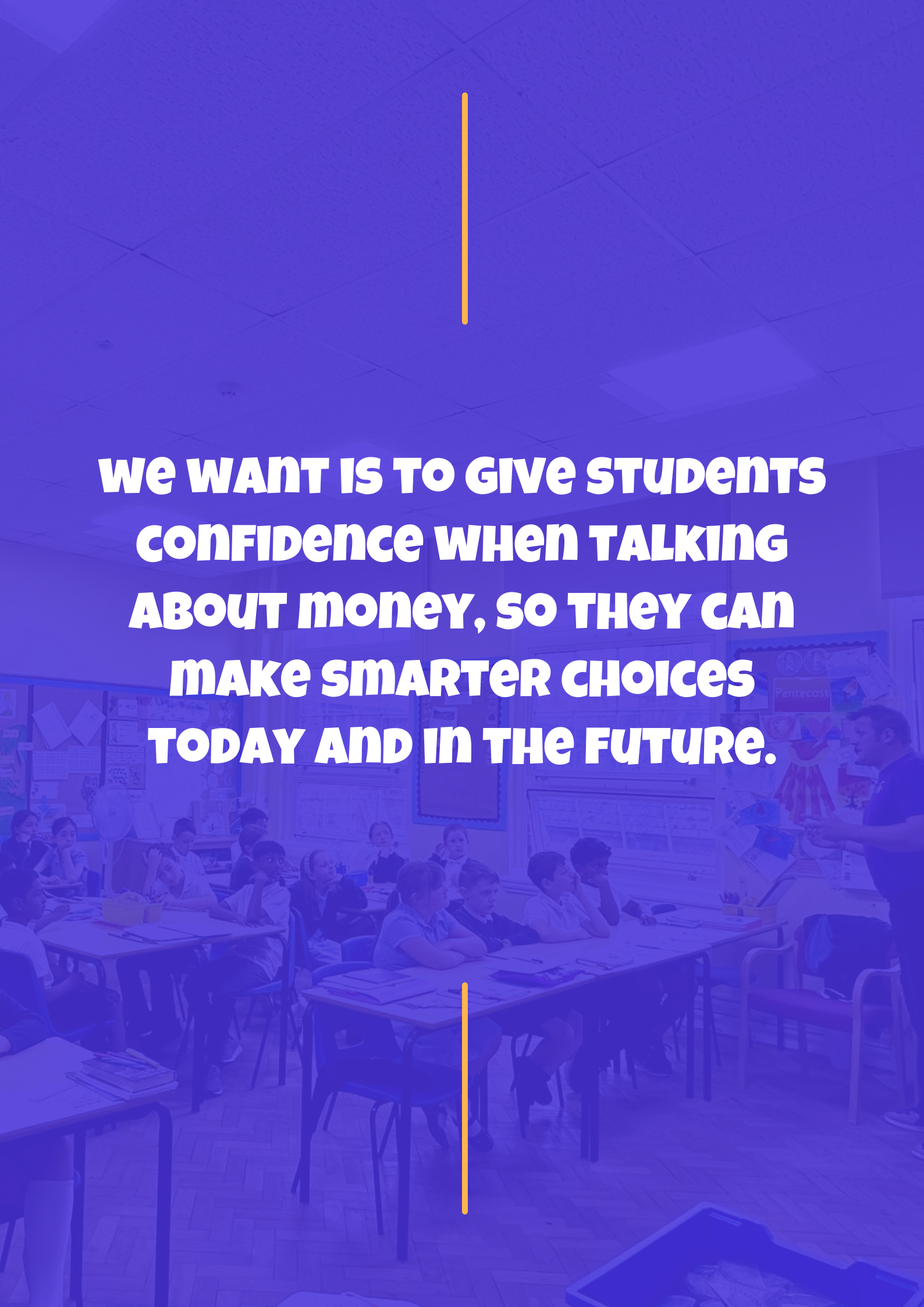


04 WORKSHOP DELIVERY

- Each student is given a badge and leaflet; the leaflet shows which copmany has sponsored their workshop

05 SHARE THE STORIES THAT UNFOLD

- We share photos, videos, testimonals and feedback from each workshop that can be distributed through your network



We want is to give students confidence when talking about money, so they can make smarter choices today and in the future.

	PACKAGE 1	PACKAGE 2
THE MONEY-WISE WORKSHOP	☑	☑
TEACHER CLASSROOM RESOURCES	☐	☑
PARENT AND CHILD FOLLOW UP RESOURCES	☑	☑
WORKSHOP BADGE	☑	☑
MAKE SENSE OF PENCE BOOK FOR EACH CHILD	☐	☑
MARKETING OPPORTUNITIES TO PARENTS AND CHILDREN	☑	☑
CSR / PR MARKETING CAMPAIGN MATERIALS	☑	☑
	£350	£500

GET IN TOUCH

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