

Session 1

Cha-Ching Kid\$ At Home

Earn



Parent Guide



As seen on



Brought to you by



© 2020 Prudence Foundation. All rights reserved.



# Overview

Here's a little information about Cha-Ching before you get started.

## What is Cha-Ching?

Cha-Ching is a financial literacy programme designed for children aged 7 to 12, created by Prudence Foundation. Cha-Ching aims to instil the knowledge, tools and practices needed to help a child become financially responsible. The Cha-Ching programme consists of:

- a series of music videos and comic books developed in partnership with Cartoon Network and Dr. Alice Wilder, a renowned education specialist, and
- a structured school curriculum incorporating activity-based learning, developed in partnership with Junior Achievement (Asia Pacific); one of the world's largest youth-serving NGOs. The Cha-Ching Curriculum is currently being implemented in schools across Asia and Africa.

## Why was Cha-Ching created?

Financial literacy is a critical life skill, relevant to everybody, yet it is a subject not often taught in educational systems. Research has shown that behaviours around money habits are typically formed in early childhood. Having a basic understanding of money related matters at an early age, can have a significant impact on an individual's financial future. For that reason, Prudence Foundation developed the Cha-Ching programme to teach children four fundamental money smart concepts: EARN, SAVE, SPEND and DONATE.



## How does Cha-Ching Kid\$ At Home work?

The Cha-Ching Kid\$ At Home programme you are about to teach your child has been adapted from the Cha-Ching structured school curriculum, to provide parents with a guided approach to teach fundamental money management skills.

Follow the four Cha-Ching sessions on EARN, SAVE, SPEND and DONATE and set your child on their way to a secure financial future! Each session will guide you through discussion topics and activities that allow your child to put their new financial knowledge into practice.

For further information go to <https://chaching.cartoonnetworkasia.com/>



# Session 1: Earn

Hey parents! Welcome to your first session with Cha-Ching Kid\$ At Home: **EARN.**  
For this session, here's what we hope to achieve.

## Objectives

First, your child will understand the cost of items around the home. They will become aware that **everything costs money**, and that if you would like **to buy something, you need money** to buy it.

They'll recognise that **if you want to earn money, you're going to have to work hard for it.**







We also want to encourage kids to do what they love, and this session will help your child understand that **you can earn money by doing what you love** and by developing the skills that you're already good.

We've provided Step-by-Step guidance in the following pages to help you lead your child on their journey to **Earn.**

## Concepts

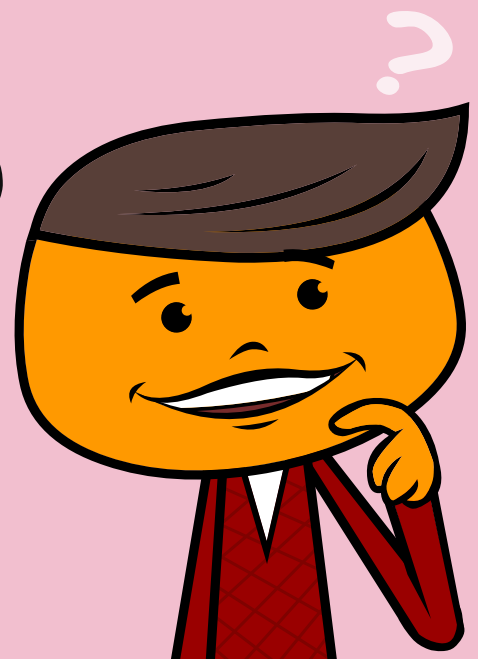
Earn  
Afford

## Skills

-  Listening
-  Observation
-  Analyzing
-  Designing
-  Reflection
-  Brainstorm
-  Presentation

## Time needed for this session

30-40 minutes



# Session Outline

Here's a quick outline of the 4 parts to this session :



## 1. Introduction and Music Video

Watch the Cha-Ching music video with your child: ["It's Got to be Earned"](#).



## 2. Discuss the Key Concepts

Ask your child what they saw in the video and help them understand what '**Earn**' and 'Afford' mean.



## 3. Activity Time!

- Use the Kitchen and Bathroom Worksheets to identify the cost of each item in the room.
- Encourage your child to draw their own room and think about how much things cost.
- Help your child think about how they can earn money by doing what they love to do!



## 4. Summary

Remind your child that everything costs money... and as every parent knows, money must be earned by working hard!



## How to Prepare

- Review the following pages to familiarise yourself with the session.
- Make sure you have access to the Cha-Ching music video link.
- Review the key concepts that are defined throughout the guide (page 5)
- If you'd like, print out the Kitchen, Bathroom and My Room Worksheets separately. (You can also type the answers directly into the pdf document)
- Have pens or pencils ready to complete the Worksheets (if printing them out)
- Consider the price of the items listed in the Kitchen and Bathroom Worksheets, so that you are ready to discuss these with your child.



# 1. Introduction and Music Video

Explain to your child that you are going to watch a video about where money comes from.

But first, ask your child the following questions:

- How does someone get money to buy something?

**Quick Answer:** You work to get money! This is called to **Earn**!

- Do your mom and dad or other family members go to work?

- What is the money we earn used for?

**Quick Answer:** Groceries, food, transport, school, all the things you find in the house, etc.

- If you'd like to have something, do we buy it for you?

- Other than us, how would you get money?



### Introduction

5 minutes

**Earn** refers to receiving income for work or services

**Afford** refers to having enough money to pay for something

Explain to your child:

“One needs to **Earn**! money to **afford**! different things.”



Watch the CHA-CHING VIDEO to help answer some of these questions.

### CHA-CHING VIDEO

[Click here to watch "It's Got To Be Earned"](#)



### Cha-Ching Video

3 minutes





## 2. Discuss the Key Concepts

Ask the following questions about the video.

Invite a few answers, and then offer your own.

- Zul saw a toy car advertisement on TV and really wanted to have that car. What did his parents say?

**Quick Answer:** They said no!

- Why did his parents say 'no'?

**Quick Answer:** Because that car was not free; it cost money.

- So what did Zul have to do to get the car?

**Quick Answer:** He had to work and earn money.

- How did Zul earn the money for the car?

**Quick Answer:** Zul earned the money by selling apples he picked from a tree.

- Was making that money easy or hard to do?

**Quick Answer:** Pretty hard! The reason? Zul had to pick fruit from trees, transport them for selling, etc.

Discussion on  
Concepts

5 minutes

### Concept Discussion

Encourage critical thinking and discussion with your child using the following questions:

- Why do people need money?

**Quick Answer:** To pay for their own things.

- How do people earn money?

**Quick Answer:** People earn money by going to work.

- Is it easy to earn money?

**Quick Answer:** No. People need to work hard for that!

- What can you do to earn money?

**Quick Answer:** Learn to be really good at the things we love doing.



## 3. Activity Time

### Guess the price

**Kitchen Worksheet:** Go through the kitchen items with your child and give them a guided tour of how much things cost.

### Activity Time

20 minutes

**Bathroom Worksheet:** Invite your child to share their guesses on what some of the bathroom items cost. Then, reveal the real price. Was your child surprised about the fact that all these items cost money?

**My Room:** Encourage your child to draw a room that they would like to have and to write down the price of the items they have drawn

Are the items in the dream room expensive? Reasonable?

If they're expensive, ask how they will be able to afford such items?!

### What job could you do?

Explain to your child that in order to earn money, we have to work, so it's best if our work involves something we love and are good at.

Encourage your child to think of their own interests and skills when considering ways to earn money.

Brainstorm with your child which professions their hobbies and passions could lead to:

**Do they love music?** They could work as a music producer or as a music teacher!

**Do they love to draw?** They could be a graphic designer, or an architect!

**Do they love sports?** They could be an athlete or a physiotherapist!

**Do they love computers?** They could be a programme designer or a coder!

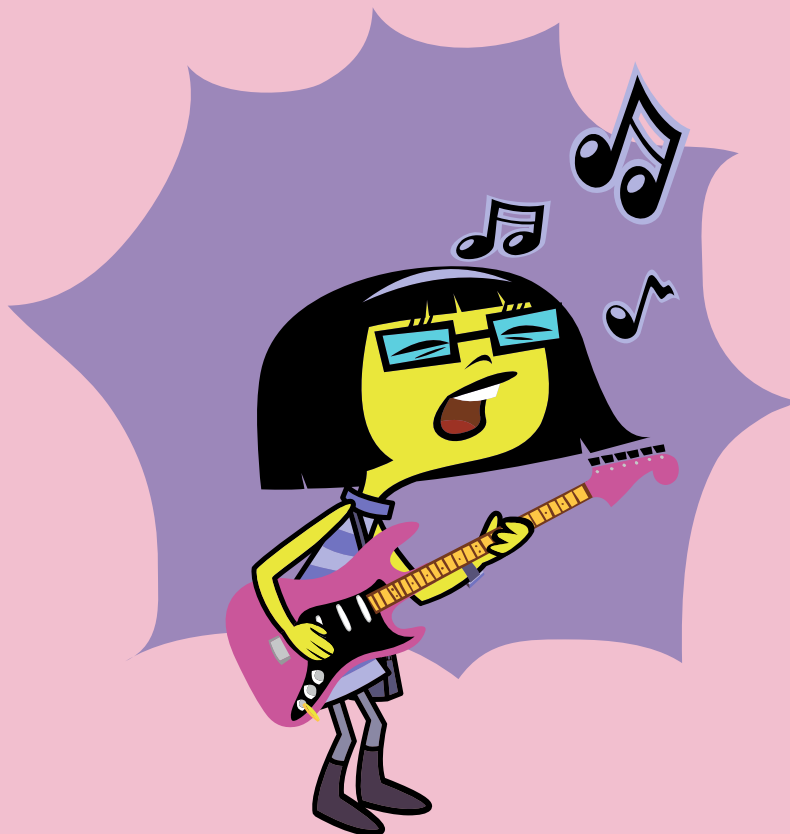




# Kitchen



# Bathroom



## Cha-Ching Curriculum™

Name:

### My Room

Item Price



Item	Price



**Everything costs money.  
Earn to get what you want.**

**I am good at.../  
I love to do...**

1.
2.
3.
4.
5.
6.

**To earn money,  
I can...**

1.
2.
3.
4.
5.
6.

## 4. Summary

Congratulations! You've reached the end of the session.

Here's a quick recap to do with your child:

- What does it mean to **Earn**?
- What did you learn from knowing how much things at home cost?
- Where does the money for all the things in your home come from?
- What do you want to do to earn money when you grow-up?

### Summary

5 minutes

Remind your child that everything costs money and we have to work hard to earn money to buy the things we want!

### Optional:

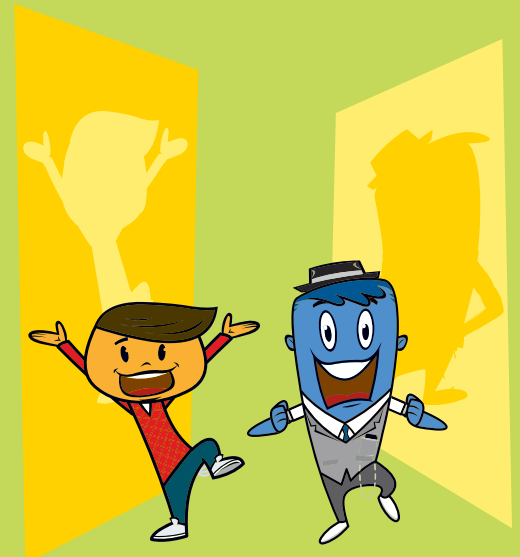
Replay the music video if your child is interested. Or watch some of the other Cha-Ching episodes on our website!

[Click here for more Cha-Ching Episodes](#)



For questions or comments please email:

[prudence.foundation@prudential.com.hk](mailto:prudence.foundation@prudential.com.hk)



### About Prudence Foundation

Prudence Foundation is the community investment arm of Prudential in Asia and Africa. Its mission is to secure the future of communities by enhancing education, health and safety. The Foundation runs regional programmes as well as local programmes in partnership with NGOs, governments and the private sector in order to maximise the impact of its efforts. Prudence Foundation leverages Prudential's long term mindset and geographical scale to make communities safer, more secure and more resilient. The Foundation is a Hong Kong registered charitable entity.

For more information please visit: [www.prudencefoundation.com](http://www.prudencefoundation.com)