



Businesses That Give Back

EPISODE #506

ACTIVITIES & LESSONS

LESSON LEVEL

Grades 6-8

KEY TOPICS

- Corporate Responsibility
- Social Consciousness

ENTREPRENEURS & STORIES

- ManCan – Hart
- Microsoft – Lourdez
- Starbucks – Michelle
- One World Futbol Project – Tim
- Twice Loved – Maggie
- Staples – Sheri
- David's Cleaning Service – David
- BYOU – Cymphonique

EPISODE SYNOPSIS

Get to know some businesses that are giving back in big ways. Learn from socially conscious companies that are doing good for people and the environment, in addition to making a profit. It's the new triple bottom line: People, Planet, Profit!

LEARNING OBJECTIVES

1. Learn what it means to be a "business that gives back."
2. Recognize the impact on the community of being socially conscious.
3. Identify how to be a business that benefits the community.

NATIONAL STANDARDS CORRELATIONS

Aligned to National Financial Literacy Standards from the *JumpStart Coalition for Personal Financial Literacy* in the area of Financial Responsibility and Decision Making as well as Planning and Money Management.

Overall Competency:

Apply reliable information and systematic decision making to personal financial decisions.

Standard 1:

Take responsibility for personal financial decisions.

Standard 4:

Make financial decisions by systematically considering alternatives and consequences.

Overall Competency:

Organize personal finances and use a budget to manage cash flow.

Standard 5:

Consider charitable giving.

Aligned to Voluntary National Content Standards in Economics from the *Council for Economic Education*.

Standard 10:

Institutions

CONTENTS

- Lesson Prep & Screening
- Activity #1
- Curriculum Connections
- Activity #2
- *Biz Terms* Vocabulary
- Family Activity Sheet



LESSON PREP & SCREENING

Getting Started

Familiarize yourself with the episode ahead of time. It will serve as a springboard for student learning, discussions, vocabulary exploration, and hands-on activities. Determine what is required to show the episode in your classroom and borrow equipment if needed. Choose an activity (each one takes between 45-60 minutes), and gather supplies. Have fun!

Equipment & Supplies

For all activities, students will need a pen or pencil. Additional equipment needs are identified on activity pages.

Screening

Introduce the series and the episode. Then, prior to playing the episode, lead your students in a discussion with the preview questions on this page. Explain that **Biz Kid\$** is a public television series that teaches kids about money and business. Also mention that the bizkids.com website has lots of video clips, games, a blog, and other resources.

About the Episode

Get to know some businesses that are giving back in big ways. Learn from socially conscious companies that are doing good for people and the environment, in addition to making a profit. It's the new triple bottom line: People, Planet, Profit!

Preview Questions

- Have you ever bought an item, like a rubber bracelet, that represents a donation to a charitable cause? What was the cause, and tell us why you chose to support it.
- What are some examples of items or services that people could donate to charitable organizations other than money?
- We'll be learning about businesses that give back. If a business gives back to your community would that make you more likely to shop there?

Summary & Conclusion

Running a socially conscious business can be very rewarding both personally and for the business. B corporations and other charitable organizations have a triple bottom line – People, Planet, Profit – where they put the well being of people and the planet before making a profit. Your decisions each day to shop at businesses that are socially conscious and give back can make a difference.

Family Connection

Distribute a copy of the Family Activity Sheet to each student to share what they've learned with their families.



Activity #1:

CLASS CHARITY ACTIVITY

Activity Learning Objectives

- Identify different charitable and environmental concerns in your area.
- Introduce *Biz Terms* and definitions used in the episode.

Episode Details

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Directions

Read the episode details out loud to the class. Hand out the worksheets titled "For Students" and discuss them together in class. Read the *Biz Terms* and discuss the vocabulary/episode review questions. Call on volunteers for answers, and have them explain to the group why they chose the term they believe to be correct.

Then, give the students time to complete worksheets. Finally, acting as a facilitator, allow students to discuss the issues of supply and demand and how these affect the price of goods and services each day. See Curriculum Connections on page 6 for additional ways to work with *Biz Terms*. (Note: the definitions are on page 8.)

Activity Wrap-Up

Thank the students for their participation, and remind them that it is important to be aware of social and environmental problems, and that they can contribute to solutions with donations of their time, effort, and money. By choosing to support socially conscious businesses, they also contribute and give back.



CLASS CHARITY ACTIVITY

WORKSHEET FOR STUDENTS

Biz Terms

- Beneficial (B) Corporation
- Charitable organization
- Corporate responsibility
- Environmental problem
- Social enterprise
- Socially conscious
- Shareholders
- Stakeholders

Episode Review

1. People who are affected by your business are called _____.
2. _____ is a company that passed a test to certify that they are beneficial to people or the environment.
3. Air pollution is an example of an _____.
4. If you are aware of and feel responsible for helping solve problems in our society, you are said to be _____.
5. A business that gives a portion of its profits to solve social or environmental problems is a _____.
6. If you own stock in a company, you are a _____.



CLASS CHARITY ACTIVITY

WORKSHEET FOR STUDENTS

Directions

As a class, you will list the names of the charitable organizations or environmental concerns that are important to you. Then your class will be separated into three groups. Each group will sit together and complete the worksheet.

Group Number _____

As a group, discuss the causes listed by the class. Of the charitable organizations and environmental concerns listed by the class, which one is the most important to this group and why did you choose this cause over the others? Use the library and the Internet to research organizations that address these issues to add to your list.

● Our choice: _____

● Our explanation: _____

● As a group, take five minutes and list all of the ways that you might be able to support your cause. Come back together as a class. Share your choice and your ideas with the rest of the class.

Extra Credit

Select one of your ideas and put it into action. After you have completed your activity, share the results with the class. What acts did you take? How did those acts help your cause? How did you feel about your own participation?



CURRICULUM CONNECTIONS

Language Arts

- Have students construct sentences; write a paragraph; or create a story, skit, or dialog using *Biz Terms*.
- Have students create a class dictionary of financial terms.
- Have students start their own journal of personal financial education and continue to add to it.
- Have students choose a charitable organization, gather information, and give a 1-2 minute oral report on what they have learned.

History/Social Studies

- Research the tradition of extending charity to people in need in the United States. Are there any government organizations that meet social or environmental needs? Together as a class, make a list of these organizations.
- Have students gather information on worldwide B Corps like the Grameen Bank or Better World Books. How do these organizations contribute to solving social or environmental problems on a global scale?

Mathematics

- Pretend that you are a B Corporation. You want to help raise \$10,000 for a local charity. Your business can contribute 10% of profits each month to the charity. How much money do you need to earn to meet your goal in one month? In one year? In two years?

Optional Vocabulary Extensions

Make Art!

Ask students to create personal illustrated glossaries using sketches or cartoons to visually represent the meaning of each *Biz Term*.

Make It Personal!

Provide students with dictionaries and ask students to re-write formal definitions for each *Biz Term* in their own words to demonstrate comprehension.



Activity #2:

FIND LOCAL B-CORPORATIONS

Activity Learning Objectives

- Know where to look to find your local B Corporations.
- Learn what it takes to become a B Corporation.

Episode Details

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Supplies Needed

Computers, access to Internet, and printers.

DIRECTIONS FOR STUDENTS

At the computer, connect to the internet and go to the website for certified B corporations <http://www.bcorporation.net>.

On the left side of the page, there is a box that says “Search for B Corps” – click the box and go to the search screen. Click on the word “MAP” to see a map of B Corps. Are there any B Corps in your state? Are there any B Corps in other countries?

Next, click the word “SEARCH” and type in the keyword “coffee” – how many businesses that have something to do with coffee are B Corps?

Now click on the word “more” next to one of the coffee companies. On the resulting screen, you will see a profile of that company, including a copy of their “B report” which is similar to a report card, but for businesses. What are the five areas that they are ‘graded’ on?

Name one product that you use, and might want to purchase from a B Corp? Search for that product now. Are there any B Corps that sell that product?

If not, what would it take to become a B Corp that sells that product? Across the top of the page, there is a link called “Become a B Corp” – click that link and go to the page “B Corp Certification Overview.”

How many points minimum does a business need to score in order to qualify as a B Corp? What is the maximum number of points possible?



BIZ TERMS DEFINITIONS

- *Beneficial (B) Corporation:* A company which has passed a test to certify that they are beneficial to people or to the environment.
- *Charitable organization:* An organization that gives a portion of its profits to a charity.
- *Corporate responsibility:* The idea that a company has a duty to all of their stakeholders, not just their shareholders.
- *Environmental problem:* A condition which is not healthy for the planet, such as air pollution, water pollution, or littering.
- *Social enterprise:* A business that uses a portion of the money that they make to support good causes. They may also donate the time and effort of their employees to help their cause.
- *Socially conscious:* To be aware of problems in our society, and to have a sense of responsibility for helping to solve them with the choices that you make every day.
- *Shareholders:* People who have invested money in your business by buying stock in your company.
- *Stakeholders:* Anyone who is affected by your business. This includes employees, the community where you do business, and your customers.



FAMILY ACTIVITY SHEET

Episode Synopsis

Get to know some businesses that are giving back in big ways. Learn from socially conscious companies that are doing good for people and the environment, in addition to making a profit. It's the new triple bottom line: People, Planet, Profit!

Activity Suggestions

Values are formed from your life experiences. Whatever you value will influence how you spend or save your money. Have a discussion with your family about what you value and your feelings toward supporting socially conscious businesses and charitable organizations. The following questions might facilitate the discussion.

- As a family identify businesses in your community that donate time, employee efforts, or money to help others. Do you support those businesses? If so, Why?
- Does a family member work for a charitable organization? If so, together learn when the company was founded, by whom, and the reason for its creation. How does it give back?
- Discuss as a family your social or environmental concerns, and ways you can contribute to solutions.



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