



## **The Fletcher Ferguson Exploring Finance Series™**

- ◆ **Book 1—Where the Money Grows!!**
- ◆ **Book 2—Grandma and Grandpa Don't Work Anymore**
- ◆ **Book 3—What's a Rainbow Doing In My Television**
- ◆ **Book 4—Fletch's Fabulous Wall Street Adventure**
- ◆ **Book 5—Water Falls and Money Flows**
- ◆ **Book 6—Fletch's "Build-Buy" Dilemma**
- ◆ **Book 7—Huh! There's No Free Lunch?**

## Chapter 1 Background

A review of the standards for K-12 educational curriculum advocated by the National Council on Economic Education (economics) and the Jumpstart Coalition (personal finance) is ambitious, but the varied educational material, especially at the pre-K- 4th grades fall far short of its goals. The current literature, teaching aids and school curriculum appear to be variations of the same old theme of teaching kids solely through old age piggy bank savings and numeration techniques. Depending on their age, they are taught addition and subtraction with pennies, dimes, and quarters and multiplication and division for interest and dividend calculations. Now, while these concepts are certainly still valued, this was our parents' world of finance, not ours. We think understanding the relationship of work and money,



money and ATM machines, money and investments, credit cards and tangible product acquisition, bill payment mechanisms, monthly statements, retirement savings, taxes, deficits, et al is a more fundamental foundation for a financial education for children in our modern age. We also believe that attempts to teach the “economics” of finance to children would be best served by using the “tools” of finance. These books first teach the more relevant and visual “mechanics” of the financial system as the formal introduction to a child’s financial education.

## Chapter 2

### The Story and Characters

Fletcher is educated about money, investments, taxes, budgets and the like through a dialogue with the animated characters, Ms. Money and Mr. Stocks and the twins Junior and Julie. Junior and Julie teach Fletch about the tandem concepts of spending and saving, taxes and deficits, and producing and consuming. The dialogue takes place against the background of his family's daily living experiences and in-

## teraction with components of the financial system.

Fletcher Ferguson is the Child; Mr. and Mrs. Ferguson are working parents – they use Automatic Teller Machine's (ATM's), Bank and Credit Cards, and Invest in Stocks through their payroll deduction plan. They watch the financial news networks. Grandpa & Grandma are the grandparents, they are retired and receive social security and a pension; Ms. Money is the animated ATM in the wall of the bank; Mr. Stocks is the animated Stock Ticker, floating across the bottom of the TV.



## Chapter 3

# Finance For Children

The picture book series starts with the observable ~ money, bank and credit cards, the ATM machine, the visible sights and sounds of our financial system. The title of the first book, "Where the Money Grows", is a play on words of the time worn and outdated cliché, "Money Doesn't Grow on Trees", often evoked by parents to avoid explaining the concept of money to their children. "Where the Money Grows" explains how money appears to a child as coming from the magical wall of an ATM machine. It explains how a plastic card turns into a bicycle. It teaches about Interest, that which a bank pays (Good Interest) and that which it charges (Not So Good Interest).

The second book "Grandpa and Grandma Don't Work Anymore" uses the reality of the child knowing that Mom and Dad work and Grandpa and Grandma are retired to visualize saving and investing through work place retirement programs and the receipt of social security benefits. "What's a Rainbow Doing in My Television", the



third book in the series, explains how the parade of colorful lines running across the bottom of the TV is tied to both money and

investments, and to Mom and Dad's work. Book 4, "Fletch's Fabulous Wall Street Adventure" teaches the concept of stock ownership, its relation to real money and its ability to deploy "savings" into productive activities. It uses the building and growth of a toy factory to create relevance to the learning child. Book 5, "Water Falls and Money Flows" uses the analogy of maintaining water temperature using the hot & cold faucet to explain the concept of varying amounts of saving and spending and its result on the accumulation of wealth, deficits and cash flow. The last two books in the series, "Fletch's 'Build-Buy' Dilemma" deals with the concepts of consuming more than you produce (balance of trade) and "Huh! There's No Free Lunch?" deals with the notion of paying taxes and receiving its benefits (entitlement programs).

## Conclusion

In short, this book series follows a child's observations and uses them to explain our financial system, in a child's world, within a compelling story and through entertaining characters. Stories told so simply that even we as adults can understand it . . . finally!

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