

SmartSense financial literacy for kids – Age 6-8

Video for Canada – English transcript

[Upbeat music playing]

On screen the words “**SmartSense**” appears with an image of a boy sitting in front of some piggy banks.

The screen transitions to a scene of parents sitting on a couch smiling and talking to their son on the left-hand side. On the right-hand side of the screen an icon of a toy rocket appears. As the voiceover begins an icon of a coin appears. The voiceover says, “Have you ever wanted a toy and your parent said no, because it cost too much money?”

The screen transitions to show a little girl sitting on the floor putting money into her piggy bank on the left-hand side while on the right-hand side an icon of a piggy bank appears. In the upper right-hand side, there is an icon of a dollar bill and on the lower right-hand side there is an icon of a wallet. The voiceover says, “Did you wonder why that matters? And what IS money anyway?”

The screen transitions and an icon of a shopping cart on the left-hand side appears along with smaller icons of a fish and a carrot. On the right-hand side is the image of two adults cutting up vegetables. The voiceover says, “Money is what we use to buy things we need, like our homes and the food we eat for dinner.”

The screen transitions to an image of a boy standing in front of a variety of candy while on the right-hand side icons for candy and a toy rocket ship appear. The voiceover says, “We use money to buy things we want too, like toys and candy.”

The screen transitions and an icon of a bike and an icon of candy appear side by side. The voiceover says, “And different things cost different amounts of money.”

The screen transitions and an image of a girl riding her bike with her parents behind her appears next to an image of two kids in a candy store. As the voiceover says, “For example, a bike costs a lot of money.” The image of the girl animates, and a dollar bill overlays the lower left-hand side of the image. As the voiceover continues to say, “and candy only costs a little bit of money” the image of the kids in the candy store animates and an icon for a coin appears in the lower right-hand side of the image.

The screen transitions and the words **Spend or Save** appear on the left -hand side of the screen next to it is the icon of a piggy bank with a coin above it. The voiceover says, “So sometimes we need to decide if we want to spend our money or save it.”

The screen transitions and an icon of a dollar bill appears on the left-hand side of the screen. Next to it is a video showing a girl doing a little dance in excitement as she looks at a new bike. The voiceover says, “To buy a big thing like a bike, you might need to save your money until you have enough.”

The screen transitions and an icon of a bike appears on the left-hand side with the icon of candy on the right-hand side. In the lower left-hand side by the bike the icon of a dollar bill is overlaid. In the upper right-hand corner of the candy icon an icon of some coins is overlaid. As the voiceover says, "And that might mean you can't buy a little thing like candy while you save for your bike." The icon of the coins moves over to the icon of the bike while the icon of the bike gets bigger.

The screen transitions and an icon of a sad face appears on the left-hand side of the screen while the image of a little girl getting a hug while looking a bit sad shows on the right-hand side. The voiceover says, "And that can feel very hard to do!"

The screen transitions and an image of a little girl holding a birthday card open on the left-hand side while an icon showing "\$20" appears on the right-hand side. The voiceover says, "Pretend you got \$20 for your birthday." An icon of candy appears on screen as the voiceover says, "You could go buy some candy! Or you could save it"

The screen transitions and an icon of a bike next to an icon of a clock appears. A "\$20" appears in the lower left-hand side of the icon of the bike while the voiceover says, "so you could buy that bike that you liked later on."

The screen transitions and an icon of candy on the middle of the screen appears with an icon of a smiling face in the upper left-hand corner and a thumbs up icon in the lower right-hand corner. The voiceover says, "The candy might taste really good, right now..."

The screen transitions and an icon of a sad face appears as the voiceover says, "but then it's gone. And your money is gone."

The screen transitions and an icon of a bike on the left-hand side appears with smaller icons of coins in the upper left-hand side and an icon of money in the lower left-hand side. On the right-hand side is a video of a girl being taught to ride her bike by her dad. The voiceover says, "If you save your money, you can get excited about someday having your new bike. And bikes last a long time."

The screen transitions and the image of a little girl putting money into her piggy bank appears on the left-hand side while on the right-hand side three icons are displayed. In the upper right-hand side is an icon of a bike, in the middle is an icon of a question mark and in the lower right-hand side is an icon of candy. The voiceover says, "You just have to decide what's more important to you."

The screen transitions and the image of a mom and dad talking to their son appears in the upper right-hand corner while the left-hand side displays a QR code along with the text "Want to learn more about money? Scan the code for access to more resources" The voiceover says, "Want to learn more about money? Scan the QR code to visit the SmartSense website for more resources."

Footnotes are shown at the bottom of the screen: The content of this video is for general information only and is believed to be accurate and reliable as of the presentation date but may be subject to change. It is not intended to provide investment, tax, plan design, or legal advice (unless otherwise indicated). Please consult your own independent advisor as to any investment, tax, or legal statements made.

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