

SPARK business academy

2023-2024

PROGRAM CATALOG

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ABOUT SPARK

SPARK business academy offers innovative, skills-based programs promoting financial literacy and entrepreneurship for students in grades preK-2, 3-5, 6-8 and 9-12.

Our empowering programs feature various formats, including after-school classes, summer camps and Project Days (full-day/half-day workshops featuring project-based, experiential learning for an entire grade).

Chuchi founded SPARK in 2013 leveraging a successful career in business & finance and a passion for inspiring kids.

Our programs are successful because they:

- » **Appeal** to a wide range of learners with differing learning styles.
- » **Foster** transferable skills like teamwork, independent thinking, and problem-solving.
- » **Develop** positive traits in students such as perseverance and self-confidence.
- » **Promote** creativity and calculated risk-taking in a nurturing environment.

SPARK's unique programs have been praised as pioneering by Business Week, Bloomberg TV, Georgetown Business and international publications.

OUR PARTNER SCHOOLS

SPARK partners with over 300 high-performing schools throughout the US and worldwide. A representative list of partner schools by state follows below.

- » **BASIS Independent Silicon Valley** *San Jose, CA*
- » **Whitby School** *Greenwich, CT*
- » **Sidwell Friends** *Washington, DC*
- » **Pine Crest School** *Ft. Lauderdale, FL*
- » **University of Chicago Laboratory Schools** *Chicago, IL*
- » **The Fenn School** *Concord, MA*
- » **The Landon School** *Bethesda, MD*
- » **Berwick Academy** *South Berwick, ME*
- » **Durham Academy** *Durham, NC*
- » **Brownell Talbot** *Omaha, NE*
- » **Far Brook School** *Short Hills, NJ*
- » **The Dalton School** *New York, NY*
- » **The Agnes Irwin School** *Rosemont, PA*
- » **Moses Brown** *Providence, RI*
- » **Harpeth Hall School** *Nashville, TN*
- » **The Lamplighter School** *Dallas, TX*
- » **The Potomac School** *McLean, VA*
- » **Bertschi School** *Seattle, WA*
- » **University School of Milwaukee** *Milwaukee, WI*
- » **Avenues The World School** *Sao Paulo, Brazil*
- » **St. Michael's University School** *Victoria, Canada*
- » **Helsinki International School** *Helsinki, Finland*
- » **Nishimachi International School** *Tokyo, Japan*



SPARC SPONSOR & TESTIMONIALS

As a premier sponsor and business partner to the SPARC Auxiliary Collaborative, SPARK is proud to support the wonderful community of independent schools throughout the US and beyond by sponsoring the SPARC annual national conference and year-round webinar series, as well as by hosting our innovative programs at 50+ SPARC member schools.

"It's always a pleasure partnering with our friends at SPARK business academy. They offer the best programming for our enrichment programs!"

– Jocelyn Pollard Sidwell Friends

"I am so thrilled to have a partnership with you!"

–Shari Krage The Lamplighter School

"We can't wait for our next round of programs!"

– Margot Harrington Berwick Academy

SPARK TEACHER PARTNERSHIPS

Schools are increasingly requesting that we train one of their teachers to lead our programs. Our Teacher Partnerships offer you the best combination of our innovative programs and your wonderful teachers!

Success Stories:

- » The River School, DC
- » Lake Highland Prep, FL
- » Landon School, MD
- » Moses Brown, RI
- » All Saints Episcopal, TX
- » The Nysmith School, VA

Schools / PTAs

- » Programs support school mission
- » Lower teacher turnover
- » Professional development

Teachers:

- » On-the-job training
- » Earn \$100-\$150 hourly depending on enrollment
- » Job satisfaction



Students:

- » Fun, educational programs
- » Access to 21st century skills
- » Familiarity with teachers

Parents:

- » Modern programs for their children
- » Nurturing environment
- » Essential life skills

PARENT TESTIMONIALS

"My daughter attended your camp and rated it her absolute best camp ever! She learned a lot and had loads of fun."

-Mrs. Perry

"Your program is wonderful! Great class, awesome content and a happy child!"

- Katy

"Alina is having a wonderful time at camp! We haven't heard her speak about any camp in such an excited way."

- Rachna

"My son Liam absolutely loved the program he took last week. He said it was the best camp he has ever done."

- Jessica

BENEFITS OF ANNUAL PLANNING

SPARK encourages our partner schools to adopt an annual planning process, as a leading practice in auxiliary program planning. Benefits of annual planning include:

- » **Greater efficiency:** Save valuable time by planning once, instead of 3-4 times throughout the year.
- » **Intentional programming:** Programs can be sequenced from fall to spring to maximize the overall experience.
- » **Instructor continuity:** Instructors can be scheduled long-term, reducing the turnover from season-to-season planning
- » **Flexibility:** You still retain flexibility to make any changes down the road, based on circumstances.

PROJECT DAYS

Project Days are one-day immersion programs for an entire grade (grades 3-12) dedicated to project-based learning. These events complement and enhance your robust curriculum through an effective mix of guided discovery, hands-on activities and experiential learning, delivered through effective facilitation.

A key objective of our Project Days is to empower students with the skills to make sound financial decisions, develop an entrepreneurial and philanthropic mindset, and build self-confidence.

Project Days are ideal capstone events at the end of the calendar year in December or during the spring, as April is Financial Literacy month and students often start to disengage towards the end of the school year.

“Thanks so much for a wonderful lower school program that provided our students with a fantastic opportunity to collaborate and problem solve!”

– Dr. Donnette Echols Head of Lower School, The Potomac School

“You brought an enriching experience for our students that has planted a seed of financial curiosity.”

–Sarah Tiamiyu Math Coordinator, The Potomac School

“Thank you for a great Project Day! All the reports from teachers and students have been glowing!”

– Dr. Jerry Maraia Head of Lower School, Leman Manhattan

PROGRAM OVERVIEW

Below is an overview of our programs and our recommended grades:

Program Name	PreK-2	3-5	6-8	9-12
My First Lemonade Stand	✓			
My First Hot Cocoa Stand	✓			
My First Piggy Bank	✓			
My First Passport	✓			
Little Inventors	✓			
Money Math	✓			
Little Shoppers	✓			
Young Philanthropists	✓			
Budding Entrepreneurs		✓	✓	
Bulls & Bears		✓	✓	
Debate Club		✓	✓	
Finance Club		✓	✓	
My First Food Truck		✓	✓	

Program Name	PreK-2	3-5	6-8	9-12
My First Craft Fair		✓	✓	
Sports Management		✓	✓	
Aspiring Fashionistas		✓	✓	
Typing Club		✓	✓	
Storytellers – Creative Writing		✓	✓	
Read All About It		✓	✓	
Junior CEOs		✓	✓	✓
Model UN			✓	✓
Personal Finance				✓
Teen Investors				✓
Teen Consultants				✓
Resume and Career Success				✓

Note: Minimum enrollment is 8, no maximum enrollment cap.

Pre-K & K-2 Programs

MY FIRST LEMONADE STAND

Learn how to make sweet and tangy lemonade – and make money by selling it!

Experiment with recipes, design flyers, learn how to count money, make change and tally your profits. Then, in a showcase finale event, launch your lemonade stand and sell, sell, sell, and raise funds for a charity students select!



Pre-K & K-2 Programs

MY FIRST HOT COCOA STAND

Learn how to make yummy hot cocoa, and earn money selling it! A hot cocoa stand is a great way to introduce our youngest entrepreneurs to the world of business and is fun!

From designing marketing flyers to estimating profits to experimenting with recipes, students have fun while developing business savvy! As a showcase event, students launch their stand as a fundraiser for a charity they select!



Pre-K & K-2 Programs

MY FIRST PIGGY BANK

Earn, save, spend, donate!

Through math games and hands-on activities kids learn about these and other key financial concepts like money, budgeting and saving.

Students will also learn the basic concepts of philanthropy and donating to charity. And, everyone will make their very own piggy bank to take home!



Pre-K & K-2 Programs

MY FIRST PASSPORT

This fun program helps students develop a global mindset and build international awareness early in life!

Explore cultural differences across countries, geography games, famous landmarks, world currencies, current global events, the role of international institutions like the UN, and more. Students role-play as diplomats and come up with solutions to key global problems like hunger, poverty and pollution.



Pre-K & K-2 Programs

LITTLE INVENTORS

In this “inventive” program, students design and create solutions to problems, teaming up to identify the need for a new invention, and producing real structures and solutions.

In one STEM challenge, students build bridges using a variety of materials and experiment with how much weight they can hold. Students will also learn about famous inventors, and discuss how inventions improve our lives.

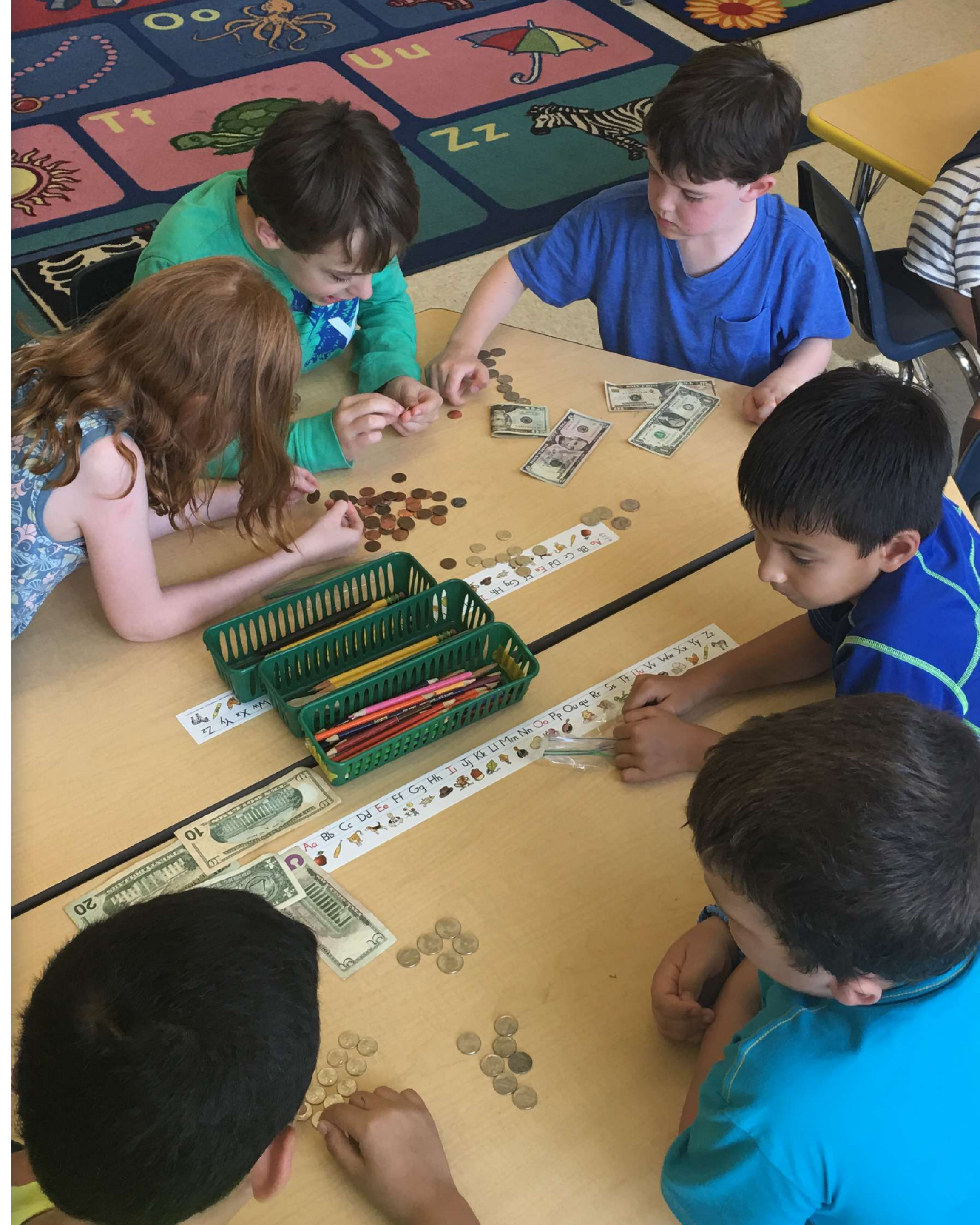


Pre-K & K-2 Programs

MONEY MATH

Designed for our youngest students, this program is a real-life math lab where students learn computational concepts and develop a foundation for building financial literacy and healthy financial habits, using real-world situations.

Students will play money math games, do budgeting activities and learn organizational skills.



Pre-K & K-2 Programs

LITTLE SHOPPERS

Do you like to shop until you drop? Join SPARK Little Shoppers to get your fill at the marketplace!

Students partake in experiential bartering and purchasing to internalize key concepts pertaining to money choices, budgeting, and needs versus wants. Students analyze marketing power, put their cashier computing skills to the test, and create their own unique shops to showcase to their peers.



Pre-K & K-2 Programs

YOUNG PHILANTHROPISTS

Students internalize the benefits of doing well and doing good, reviewing a number of charities and discussing the merits of giving back.

Students collaborate in small teams to select a charity or issue they feel passionate about and come up with practical ways they can support that cause (including raising awareness, volunteering and fundraising), then create their own mock foundation!

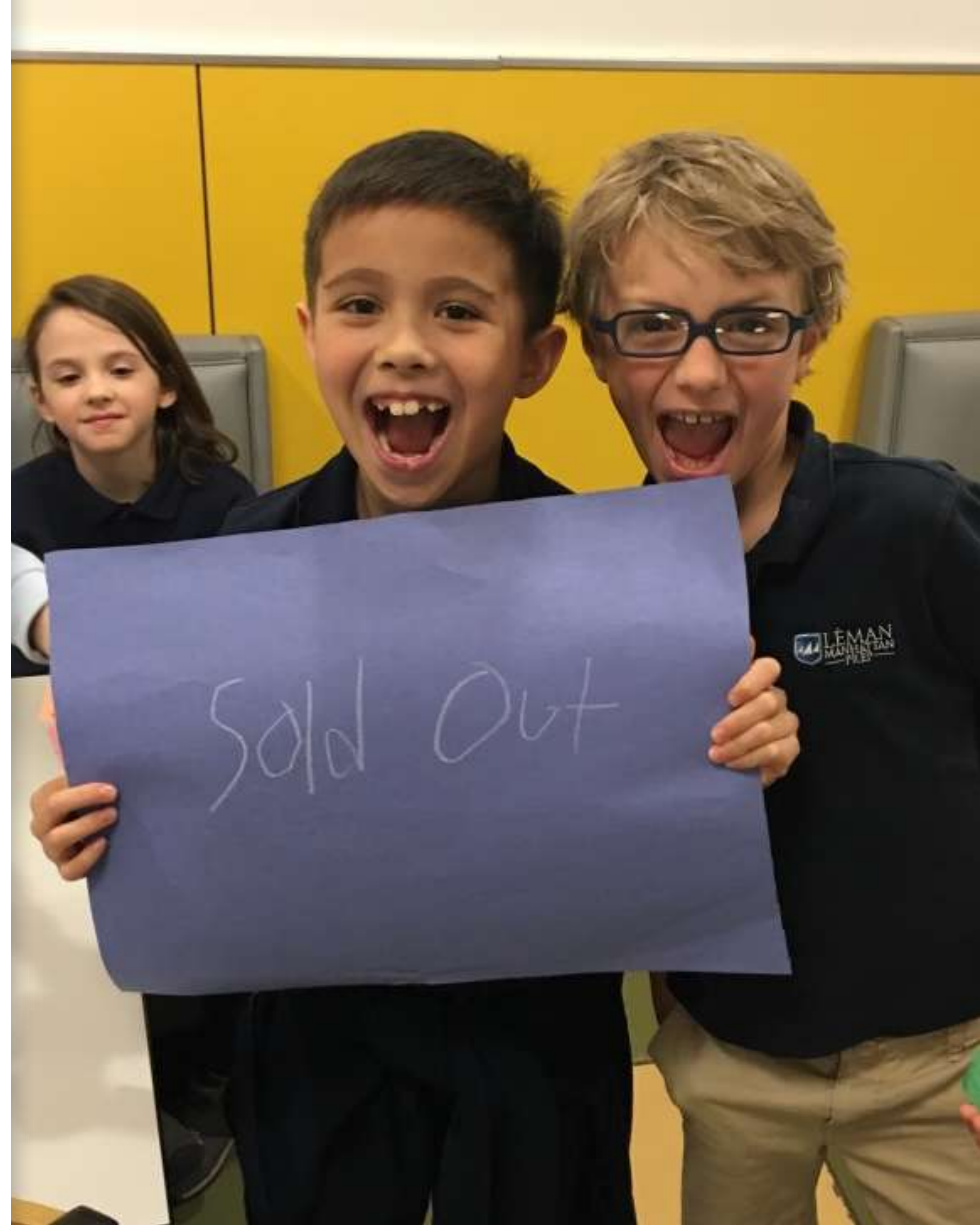


Grades 3-5 & 6-8 Programs

BUDDING ENTREPRENEURS

This program empowers students with an entrepreneurial mindset to run their very own “business” – drawing from such disciplines as marketing, finance and strategy, in a supportive environment fostering teamwork.

From designing marketing flyers to estimating profits, students have fun while developing business savvy!



Grades 3-5 & 6-8 Programs

BULLS & BEARS

Learn how you can start investing at a young age in this fully interactive program!

Build your own \$100,000 stock portfolio and trade stocks like Apple, Nike or Amazon with a cool investing simulation tool.

This innovative experience empowers students with the tools and mindset to face future investment decisions with confidence and buy low, sell high! A solid foundation for successful future investors!

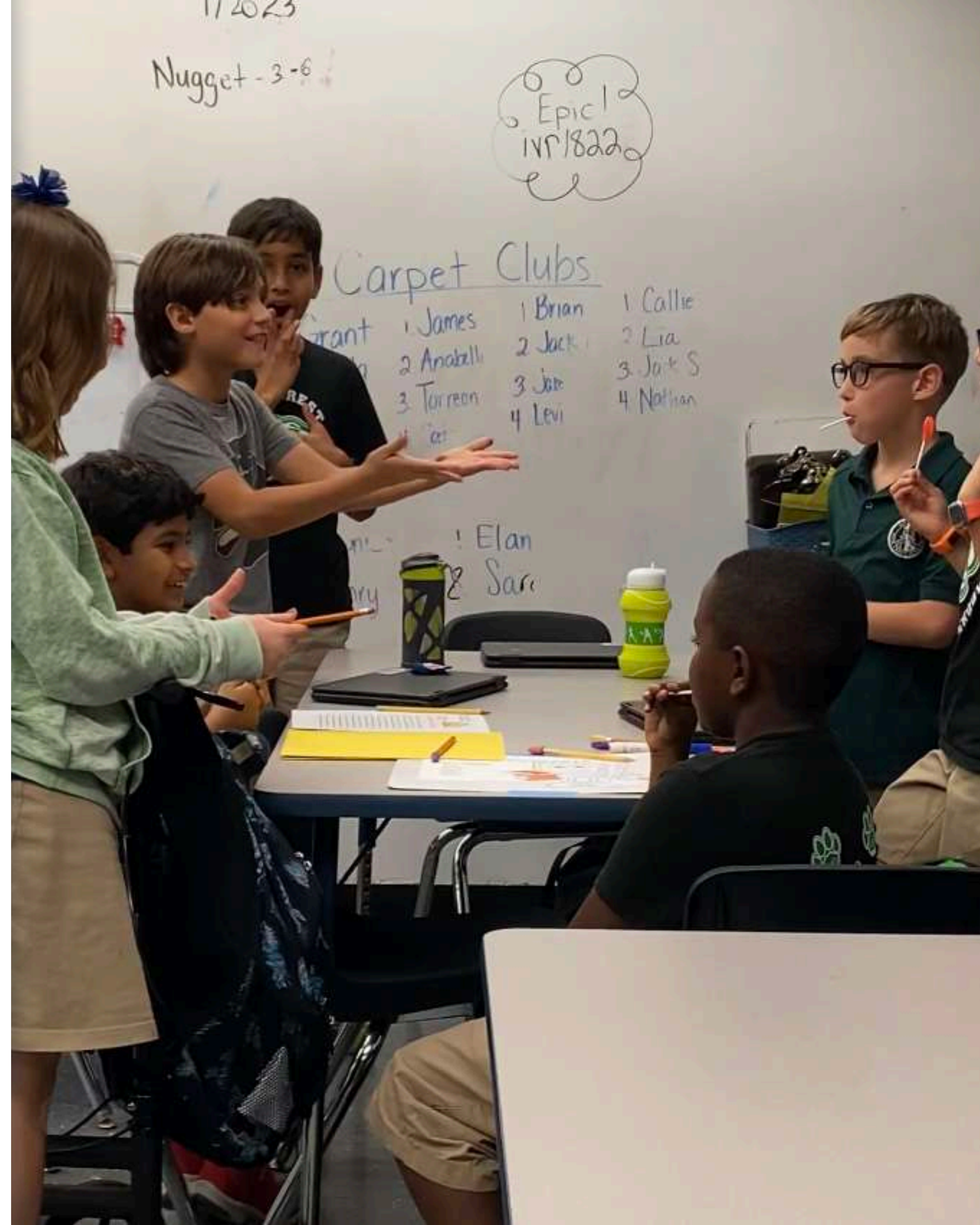


Grades 3-5 & 6-8 Programs

DEBATE CLUB

Learn the art of persuasion! Students work in rotating groups and practice their debating skills in a supportive environment, including developing arguments, issuing rebuttals, providing examples, rebuilding their case and summarizing points of view.

Students learn to think on their feet and enhance their public-speaking skills, gaining self-confidence in the process



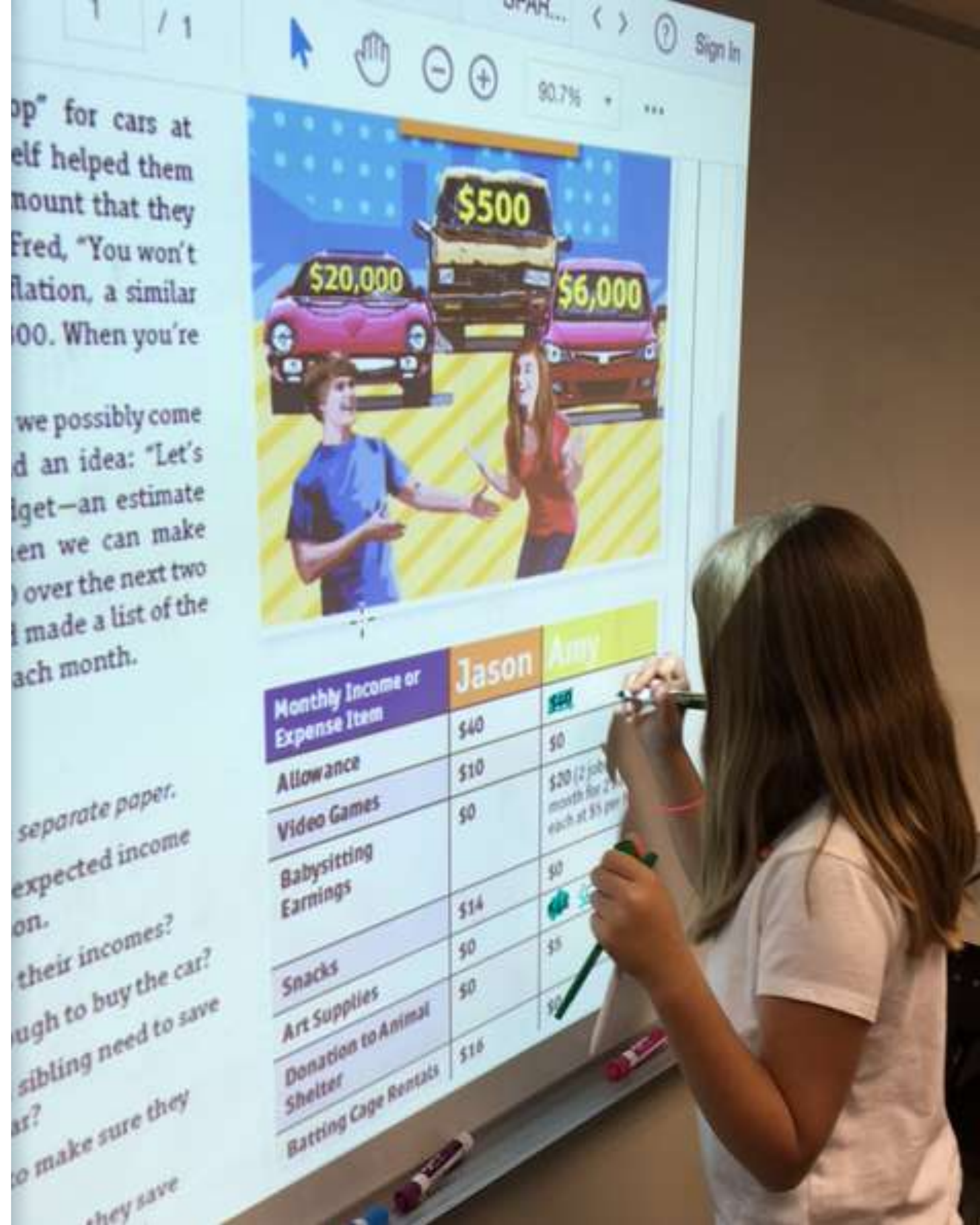
Grades 3-5 & 6-8 Programs

FINANCE CLUB

Learn how to manage your money in this program promoting essential life skills!

Set your financial goals, develop a budget from scratch, shop for a credit card and calculate the monthly cost of your dream car. Students also learn about mortgages, FICO scores, taxes and the dangers of piling up debt.

Through simulations and hands-on activities, students explore financial decisions they will have to make in the future.



Grades 3-5 & 6-8 Programs

MY FIRST FOOD TRUCK

Students select a food truck theme, design menus, estimate expenses, determine prices and develop financial projections.

Develop a business plan with a marketing strategy, capital-raising needs and more. This unique program offers a tasty way to develop business savvy!



Grades 3-5 & 6-8 Programs

MY FIRST CRAFT FAIR

Let's get crafty! Young entrepreneurs will create handmade items to "sell" to other "vendors" at their very own craft fair!

In this program, students will learn about craft fairs and the ingenuity and creativity of the small business entrepreneur. They will produce goods, and learn to create appealing advertising and displays. Other related topics will be discussed such as counting currency, budgeting, profit margins, buying and selling and assessing the quality of goods.



Grades 3-5 & 6-8 Programs

SPORTS MANAGEMENT

For the sports lover, future team General Manager, sports team owner, ESPN analyst or coach, this unique program helps students view the world of sports from a business perspective.

Students actively discuss and analyze different topics, including player contracts, mock drafts, college sports, endorsements, the Nike vs. Under Armour competition, the Super Bowl, e-sports and more!



Grades 3-5 & 6-8 Programs

ASPIRING FASHIONISTAS

In this “glam” program for boys and girls, students gain knowledge of the fashion industry and develop skills in branding, marketing, fashion journalism and design.

Students explore popular brands, analyze industry trends (e.g., athleisure), design various articles of clothing, define their own brand and more!



Grades 3-5 & 6-8 Programs

TYPING CLUB

Work smarter by learning how to type! As school work becomes increasingly performed on computers, today's busy students can save time by learning to type effectively. Finish homework in half the time!

Students use a personalized system that allows them to progress at their own pace with a mix of typing lessons, drills, games and tests. Move from beginner, to intermediate, to advanced and earn badges for every level conquered!



Grades 3-5 & 6-8 Programs

STORYTELLERS – CREATIVE WRITING

In this program, students enhance their writing skills and learn to work as a team in a creative setting.

Students collaborate in brainstorming sessions to select an original story idea, complete individual writing assignments, and provide feedback and advice to their peers – fostering social skills in the process!



Grades 3-5 & 6-8 Programs

READ ALL ABOUT IT

Join the staff of your very own newspaper, and develop time management and writing skills as you learn “who, what, when, where and why.”

Students will learn to interview, write about local news, voice their opinions in op-ed essays and manage production of their digital publication. A must for aspiring school newspaper writers and editors!

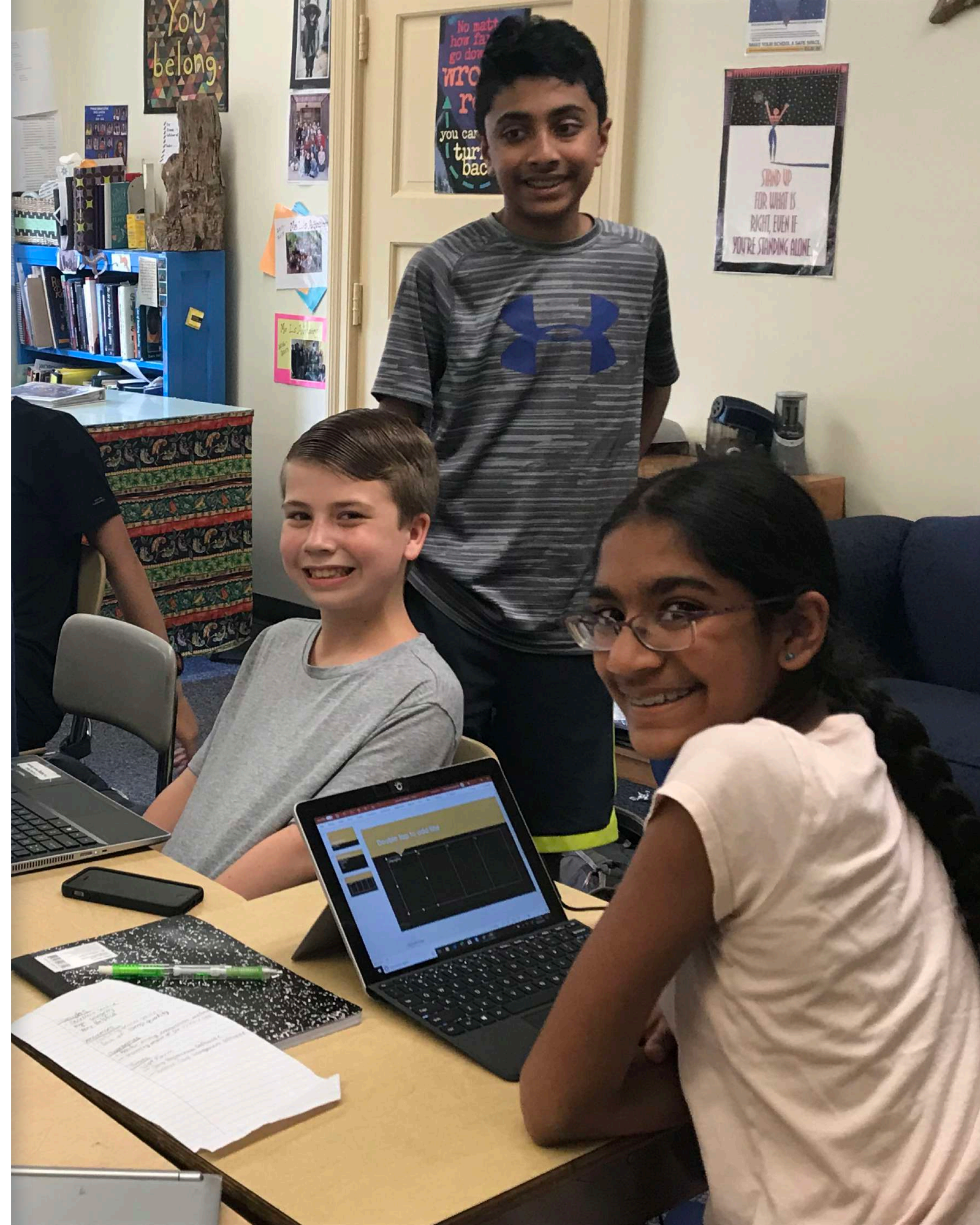


Grades 3-5, 6-8, and 9-12 Programs

JUNIOR CEOs

How would you like to be the boss of Apple or Amazon for a day? In this leadership program, you can! Students act as CEOs for leading companies and work in groups to make strategic recommendations to address real business issues. Case studies include popular companies, such as Coke, McDonald's, Under Armor, Nike, Tesla, Uber and more!

Students enhance their problem-solving skills, develop business savvy and cultivate a strategic mindset as future leaders.



Grades 6-8 & 9-12 Programs

MODEL UN

Students act as United Nations (UN) delegates, collaborating in teams to develop policy recommendations and debating current global issues aligned to the UN's sustainable development goals.

Students enhance their research and communication skills, while gaining a solid exposure to debating international affairs, problem solving in a diplomatic context, and making persuasive presentations.

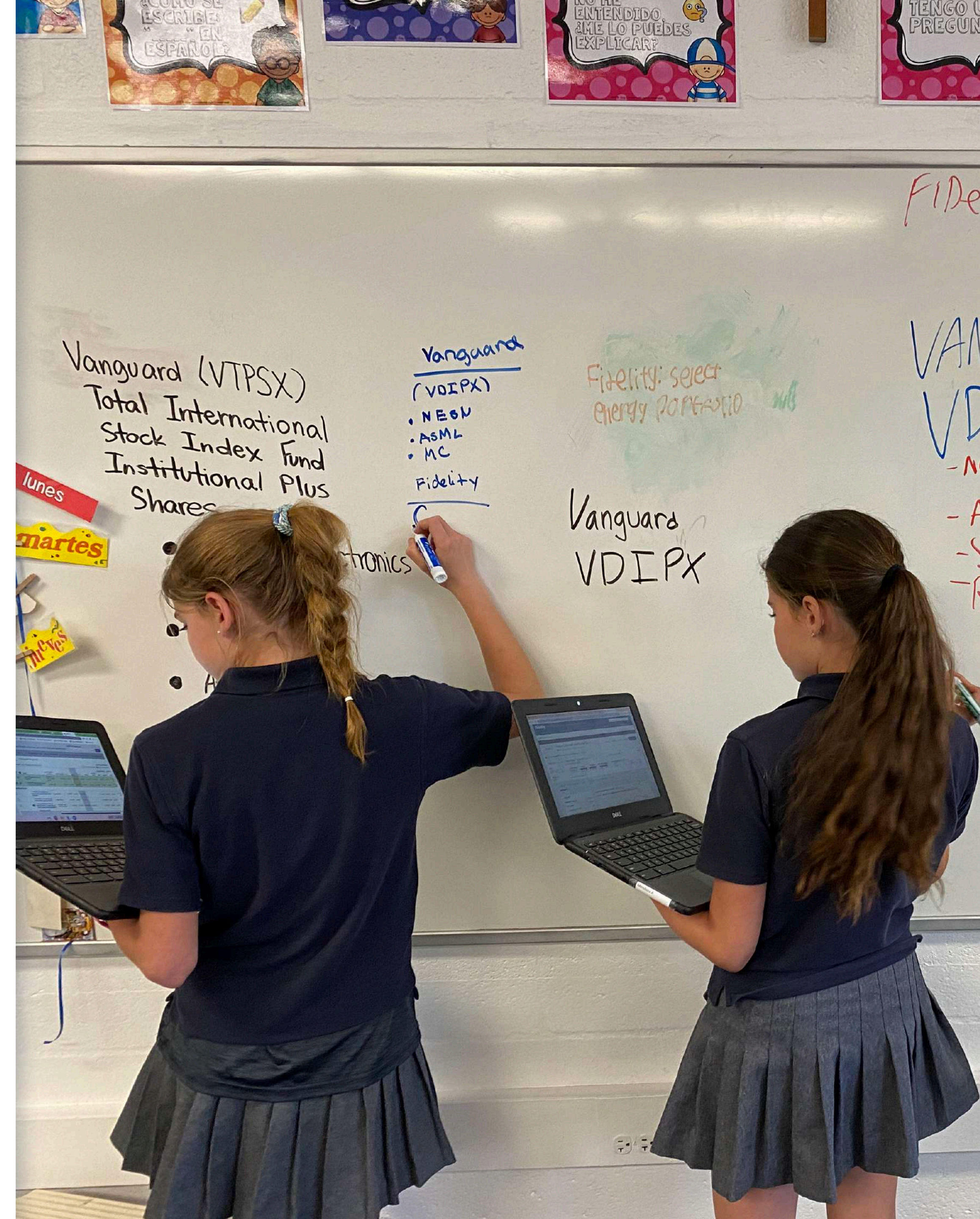


Grades 9-12 Programs

PERSONAL FINANCE

Learn how to manage your money in this program promoting essential life skills! Set your financial goals, develop a budget from scratch, shop for a credit card and calculate the monthly cost of your dream car. Students also learn about mortgages, FICO scores, taxes and the dangers of piling up debt.

Through simulations and hands-on activities, participants gain confidence to explore financial decisions they will have to make in the future.

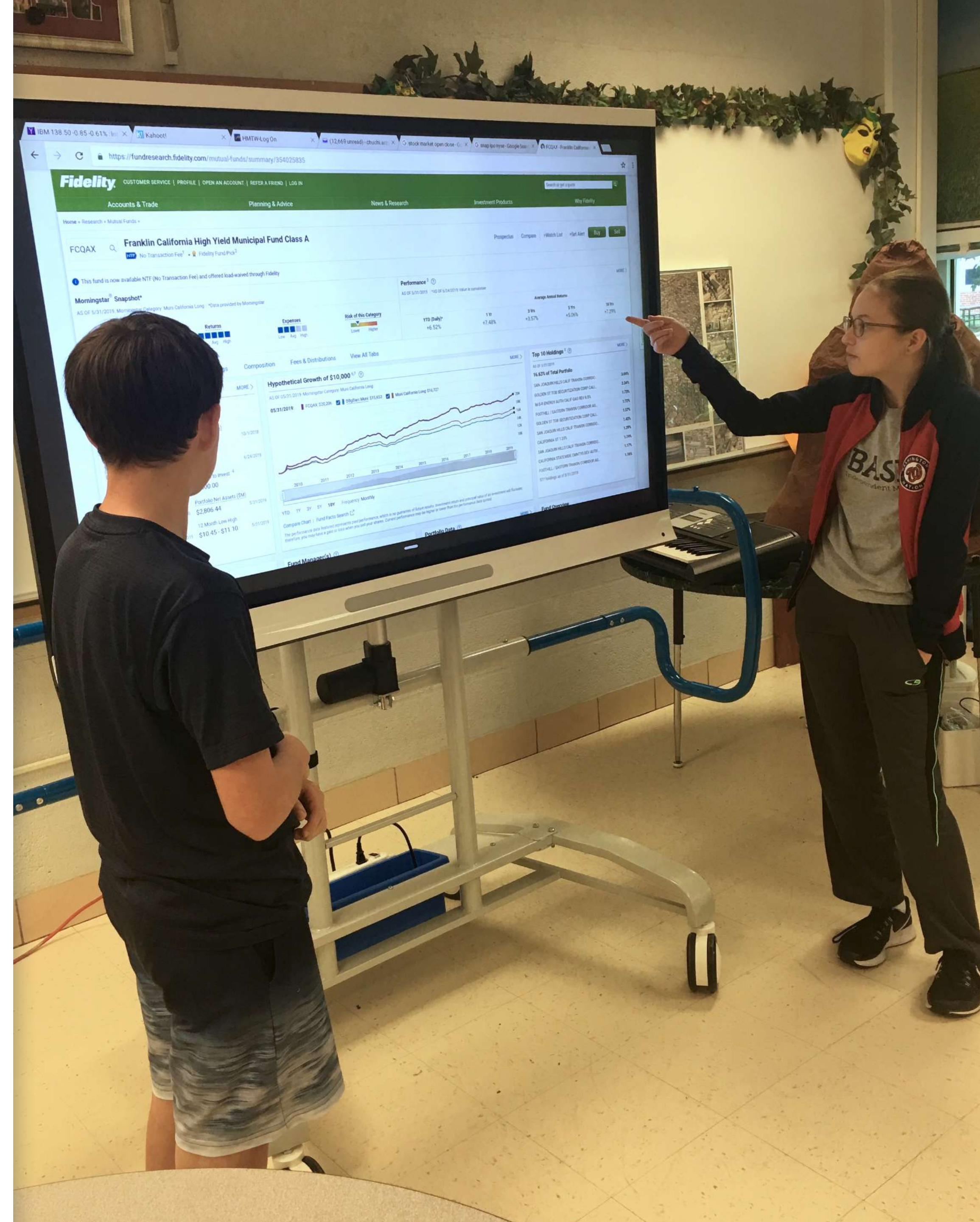


Grades 9-12 Programs

TEEN INVESTORS

Learn investing fundamentals and how you can start investing at a young age! Build your own \$100,000 stock portfolio and trade stocks like Apple, Nike or Amazon with a cool investing simulation tool.

This hands-on experience empowers students with the tools and mindset to face future investment decisions with confidence and buy low, sell high! A solid foundation for successful future investors!



Grades 9-12 Programs

TEEN CONSULTANTS

This innovative program empowers participants with a strategic mindset, problem-solving skills and business savvy through simulated real-world consulting experiences.

Collaborate in small teams and make practical recommendations for real business issues faced by popular companies, including Apple, Coca-Cola and Disney. Create and deliver impactful client-ready presentations while learning about careers in consulting and virtually interacting with guest speakers from the consulting world.



Grades 9-12 Programs

RESUME AND CAREER SUCCESS

This practical program focuses on career exploration and employment readiness skills. Learn how to draft an impactful resume, write a compelling cover letter and prep for interviews.

Students explore career goals, industries, and occupations – and learn the required educational path to achieve their goals. College search and affordability will also be covered, as well as budgeting and money management skills for young adults. A must for teens seeking to take control of their future!



GIRL SCOUT BADGE WORKSHOPS

Our fun and innovative workshops empower Girl Scouts with an entrepreneurial mindset and essential life skills! Programs include *Budget Builder*, *Business Creator*, *Financing my Future*, and *Good Credit*!

Please contact us to learn more about our Girl Scouts badge workshops and to schedule an event for your troop.




Financial Literacy Empowerment

Live and fully interactive online programs for 2023-24

Join SPARK business academy for fun and innovative online programs that empower Girl Scouts with an entrepreneurial mindset and essential life skills! Our online programs are proven and tested, with over 1,500 kids joining so far! Our workshops are tailored to the specific themes for each badge across all Girl Scout levels. Participants gain a practical understanding of finances and the skills to implement positive change in their lives!

Daisies

New! Money Explorer

- My Money Choices
- Money Counts
- Making Choices
- Toy Business Designer

Juniors

New! Budget Maker

- My Money Plan
- Business Owner
- Savvy Shopper
- Customer Insights
- Cookie CEO

Other Workshops

- Detective
- Independence
- Inside Government
- Product Designer
- Social Butterfly

Cadettes

New! Business Creator

- Comparison Shopping
- Budgeting
- Financing My Dreams
- Business Plan
- Entrepreneur
- Think Big

Other Workshops

- Marketing
- Public Speaker
- Finding Common Ground
- Netiquette
- Science of Happiness
- Screenwriter
- Special Agent

Seniors

New! Business Startup

- Business Etiquette
- Buying Power
- Customer Loyalty
- Financing My Future

Other Workshops

- Social Innovator
- Traveler

Brownies

New! Budget Builder

- My Own Budget
- Money Manager
- Meet My Customers
- Give Back

Ambassadors

New! Entrepreneur Accelerator

- On My Own
- Good Credit
- Profit & Loss

Other Workshops

- College Knowledge

"I would like to thank you for doing such a fine job facilitating the badge work for the girls. You did a superb job addressing all the requirements for the badges. I was able to hear the meaningful discussions that will help them in the real world. I liked how you personalized your suggestions, feedback, and articles. I know they all will be able to utilize the information in the near future. I think the time was used very wisely and every topic and question was current and relevant to the girls!"

- Anna

Contact Ainsley Green to schedule a virtual badge workshop for your troop!

ainsley.green@sparkbusinessacademy.com
978.476.9738