

A group of diverse young people, including a young man on the left and a young woman in the center, are smiling and looking towards the camera. The image is overlaid with a semi-transparent blue filter. The word "WELCOME" is written in large, white, bold, sans-serif capital letters across the center of the image.

WELCOME

Presented through a partnership between
Cornerstone Credit Union Foundation and BALANCE



**CORNERSTONE
FOUNDATION**



BALANCE

Financially Empowering You



BALANCEDLIFE™
a budgeting simulation

Why you should offer budget simulations...

40%

of Americans can't cover a \$400 emergency expense without borrowing money or selling something. ¹

College graduates carry an average student debt of

29K

CNBC

76%

of college students wish they had more help to prepare for their financial futures.

KeyBank

To exemplify one of the most important principles of a highly effective, purpose-driven CU: the provision of education, training, and information to young people to build their financial capability early in life and give them a solid foundation for later-life financial well-being.

¹ <https://money.cnn.com/2018/05/22/pf/emergency-expenses-household-finances/index.html>

What is a Budget Simulation?

BALANCEDLIFE™
a reality fair

BALANCEDLIFE™
a classroom simulation



BALANCEDLIFE™

a reality fair



Benefits of BALANCED Life Reality Fair

- Flexible and scalable to location and audience size.
- Delivers an interactive learning experience a traditional classroom setting cannot provide.
- “True to life” purchase experiences are simulated by booth volunteers.
- Financial Counseling available to students after the event.
- Serves as a business development tool! “Give back” to the schools and community you serve by hosting a fair.

What Comes with the Reality Fair?

- Ten table-top booths
- Price sheets for each version of the ten living decisions (low/mid/high cost of living)
- 30 family scenarios per cost of living version
- Budgeting sheets
- Facilitator's Guide
- A "wheel of chance" for unexpected expenses
- Carrying case
- Pre and post classroom lessons
- Media marketing kit



BALANCEDLIFE™

a classroom simulation



Benefits of BALANCED Life Classroom Simulation

- Administer a true budget simulation in under one-hour.
- Turnkey and easy implementation.
- Only one facilitator needed—eliminates the need to secure and train 12+ volunteers.
- No-hassle method of delivering continuous financial education throughout the year.
- Looking for business development opportunities? Gift a branded set to a school/teacher in your community.
- Can be used in a virtual environment.

What Comes with the Classroom Simulation?

- PPT presentations for all three versions of the cost of living (low/mid/high) – includes pricing for the living decisions
- 30 family scenarios per cost of living version
- Budgeting sheets
- Facilitator's Guide
- Unexpected expenses built into the scenarios
- Pre and post classroom lessons
- Media marketing kit

What BALANCED Life Will Deliver



- Fun and interactive methods of learning on an experiential level about budgeting and adulting.
- Learning objectives that meet the National Financial Literacy Standards regarding budgeting.
- A boost to your credit union brand among members of your community, specifically Gen Z.
- Shared experiences using partners to instill compromise and emulate real world scenarios.

Sample Program Materials

- Scenario
- Budgeting Sheet
- Facilitator Guide
- Powerpoint Presentation

Scenarios

BALANCEDLIFE™
a classroom simulation

Occupations / Job Descriptions

Server: Ensure tables are clean and tidy when guests arrive, present menus and serve food and beverages.

Landscape Architect: Responsible for the cultivation and care of the landscaping and grounds surrounding a business or building. Plants flowers, mows, pulls weeds, repairs structures, and maintains outside of building.

Household Information

Child: Layla, 6 months old
Debt: \$755 (minimum payment = \$30)

Server		Landscape Architect	
Gross Income:	\$1,813	Gross Income:	\$5,672
Social Security:	\$112	Social Security:	\$352
Medicare:	\$26	Medicare:	\$82
Medical Insurance:	\$300	Medical Insurance:	\$300
Retirement Fund:	\$91	Retirement Fund:	\$284
Federal Tax:	\$138	Federal Tax:	\$686
State Tax:	\$128	State Tax:	\$465
Net Income:	\$1,018	Net Income:	\$3,503

Total Net Household Income: \$4,521

Scenario 1 | Page 1
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Budget sheets

Budget Sheet

Description	Expense	Balance
Total Net Household Income	N/A	\$4,521
Savings	\$	\$
Housing	\$	\$
Transportation	\$	\$
Groceries	\$	\$
Child Care	\$	\$
Credit Card	\$	\$
Dining Out	\$	\$
Unexpected Expense (see below)	\$24	\$
Technology	\$	\$
Clothing	\$	\$
Personal Care	\$	\$
Home Furnishings	\$	\$
Entertainment	\$	\$

Unexpected Expense

You were hungry when the Girl Scouts came over. You bought 6 boxes of cookies.

★ Subtract \$24 from your budget.

Scenario 1 | Page 2
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Facilitator Guide

CHILD CARE
Kids are expensive

Required Costs	Amount	Available	
Child Daycare	\$622	Licensed Daycare	-\$30
Formula and Bottles	\$124	New Diapers	-\$50
Diapers and Wipes	\$95	New Toys, Books, etc.	-\$500
Used Clothing	\$12	Toys	-\$203

Child Care

Kids are expensive! The first group of costs is the minimum required costs for this budgetary item. The second group of cost can be added onto the total cost if they would like their child to go to a nicer daycare or have new clothes and toys. Ask the students to select the options they would like and record it in their check register.

Recommendation: At this point in the activity students may start to get creative with how to save money. Encourage the creativity. For example, someone may ask, "What if I want to breastfeed?" or "Can the kid stay with my parents?" Use your discretion when addressing these questions. Ask the students to select the option they would like and record it on their budgeting sheet.

DEBT
You can't pay it all

can be found on the front of minimum payment, but you can explain that making more than the minimum payment will help the students to select the best option.

REV 0619

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a budgeting simulation

Presented by
YOUR BUSINESS NAME HERE

Powerpoint presentation

BALANCED Life Scenarios

BALANCEDLIFE™
a classroom simulation

Occupations / Job Descriptions

Server: Ensure tables are clean and tidy when guests arrive, present menu and food and beverages.

Landscape Architect: Responsible for the cultivation and care of the landscape grounds surrounding a business or building. Plants flowers, mows, pulls weeds, structures, and maintains outside of building.

Household Information

Child: Layla, 6 months old
Debt: \$755 (minimum payment = \$30)

Server			
Gross Income:	\$1,813	Landscape Architect	Gross Income:
Social Security:	\$112		Social Security:
Medicare:	\$26		Medicare:
Medical Insurance:	\$300		Medical Insurance:
Retirement Fund:	\$91		Retirement Fund:
Federal Tax:	\$138		Federal Tax:
State Tax:	\$128		State Tax:
Net Income:	\$1,018		Net Income:

Total Net Household Income: \$4,521

Scenario 1 | Page 1
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a classroom simulation

Occupations / Job Descriptions

Game Warden: Specialize in the enforcement of laws and regulations governing hunting, fishing, pollution and trapping of animals.

Ranch Hand: Tend to livestock, repair and clean fences, ranch buildings, and equipment. Tending livestock usually includes feeding, birthing, branding, shearing, grooming, and doctoring the ranch's horses, cattle, poultry, pigs, and sheep.

Household Information

Child: Layla, 6 months old
Debt: \$538 (minimum payment = \$25)

Game Warden			
Gross Income:	\$3,710	Ranch Hand	Gross Income:
Social Security:	\$230		Social Security:
Medicare:	\$54		Medicare:
Medical Insurance:	\$300		Medical Insurance:
Retirement Fund:	\$186		Retirement Fund:
Federal Tax:	\$337		Federal Tax:
State Tax:	\$294		State Tax:
Net Income:	\$2,309		Net Income:

Total Net Household Income: \$3,211

Scenario 1 | Page 1
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a classroom simulation

Occupations / Job Descriptions

Game Warden: Specialize in the enforcement of laws and regulations governing hunting, fishing, pollution and trapping of animals.

Ranch Hand: Tend to livestock, repair and clean fences, ranch buildings, and equipment. Tending livestock usually includes feeding, birthing, branding, shearing, roping, herding, grooming, and doctoring the ranch's horses, cattle, poultry, pigs, and/or sheep.

Household Information

Child: Audrey, newborn
Debt: \$502 (minimum payment = \$25)

Game Warden			
Gross Income:	\$3,500	Ranch Hand	Gross Income:
Social Security:	\$217		Social Security:
Medicare:	\$51		Medicare:
Medical Insurance:	\$300		Medical Insurance:
Retirement Fund:	\$175		Retirement Fund:
Federal Tax:	\$315		Federal Tax:
State Tax:	\$276		State Tax:
Net Income:	\$2,166		Net Income:

Total Net Household Income: \$3,005

Scenario 1 | Page 1
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BALANCED Life Budgeting Sheet

The image displays three overlapping budget sheets. Each sheet has a colored header: yellow for the left sheet, orange for the middle sheet, and red for the right sheet. All sheets follow the same layout, including a table with columns for Description, Expense, and Balance, and a section for an unexpected expense.

Budget Sheet

Description	Expense	Balance
Total Net Household Income	N/A	\$4,521
Savings	\$	\$
Housing	\$	\$
Transportation	\$	\$
Groceries	\$	\$
Child Care	\$	\$
Credit Card	\$	\$
Dining Out	\$	\$
Unexpected Expense (see below)	\$24	\$
Technology	\$	\$
Clothing	\$	\$
Personal Care	\$	\$
Home Furnishings	\$	\$
Entertainment	\$	\$
Total		\$

Unexpected Expense
 You were hungry when the Girl Scouts came around.
 You bought 6 boxes of cookies.
 * Subtract \$24 from your budget.

Scenario 1 | Page 2
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Budget Sheet

Description	Expense	Balance
Total Net Household Income	N/A	\$3,211
Savings	\$	\$
Housing	\$	\$
Transportation	\$	\$
Groceries	\$	\$
Child Care	\$	\$
Credit Card	\$	\$
Dining Out	\$	\$
Unexpected Expense (see below)	\$24	\$
Technology	\$	\$
Clothing	\$	\$
Personal Care	\$	\$
Home Furnishings	\$	\$
Entertainment	\$	\$
Total		\$

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Budget Sheet

Description	Expense	Balance
Total Net Household Income	N/A	\$3,005
Savings	\$	\$
Housing	\$	\$
Transportation	\$	\$
Groceries	\$	\$
Child Care	\$	\$
Credit Card	\$	\$
Dining Out	\$	\$
Unexpected Expense (see below)	\$24	\$
Technology	\$	\$
Clothing	\$	\$
Personal Care	\$	\$
Home Furnishings	\$	\$
Entertainment	\$	\$
Total		\$

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REV 1119

BALANCED Life Scenarios



HOUSING

home sweet home

HOUSING

home sweet home

Apartment

1 bedroom
1 bathroom
550 square feet

\$963

Apartment

2 bedroom
1 bathroom
800 square feet

\$1,160

Mobile Home

3 bedroom
2 bathroom
1500 square feet

\$1,867

Small Single Family

3 bedroom
1.5 bathroom
950 square feet

\$2,282

Medium Single Family

3 bedroom
2 bathroom
1750 square feet

\$3,319

Large Single Family

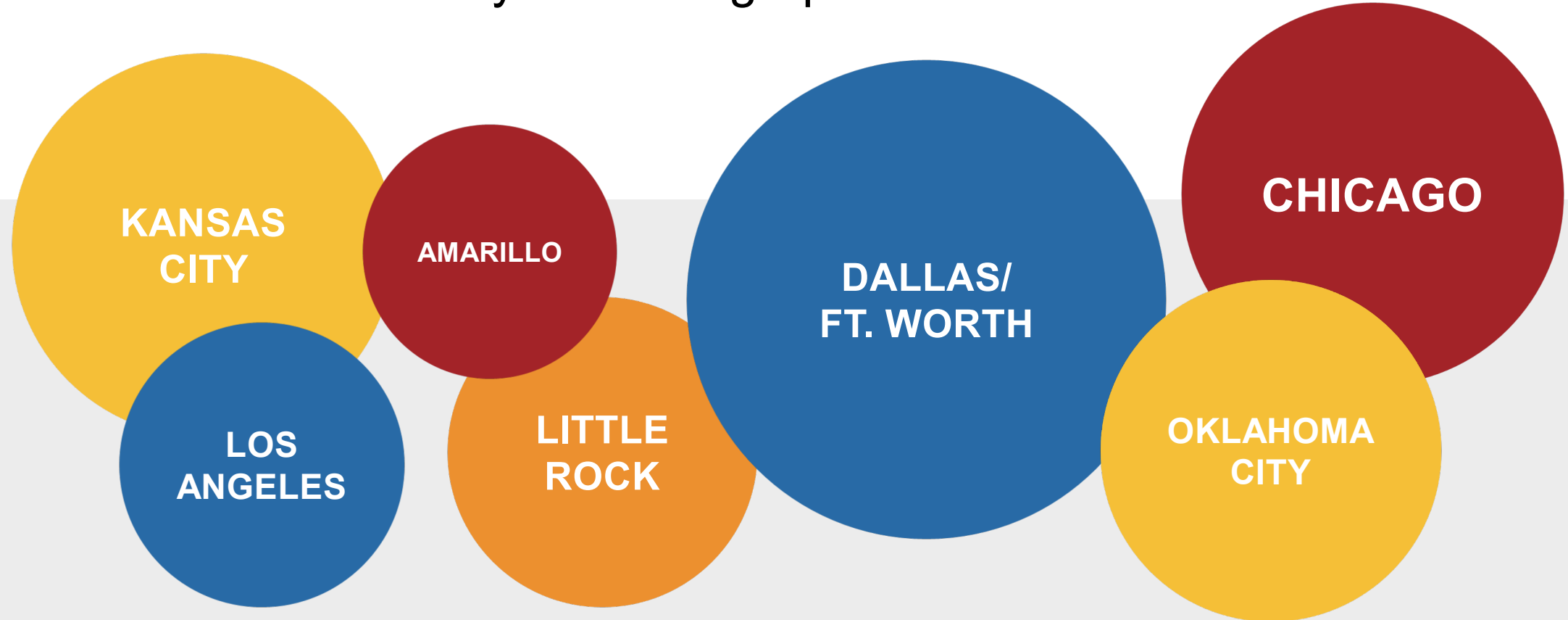
4 bedroom
2 bathroom
2500 square feet

\$4,149

Includes: Utilities, Insurance, Maintenance, Taxes, and Lawn Care.

BALANCED Life Scenarios

Each BALANCED Life Program comes with scenarios and pricing for **LOW, MIDDLE, and HIGH** cost-of-living areas. This allows you to choose which version best fits your demographic.



Brand Image Makes an Impression

The BALANCED Life program provides opportunities for your credit union to impact young people in the communities you serve.

Your credit union's association with it will create a strong brand image in the minds of your members and potential members.



*** REMEMBER:** *People buy into what your brand stands for, not your products and services!*

Where to offer BALANCED Life

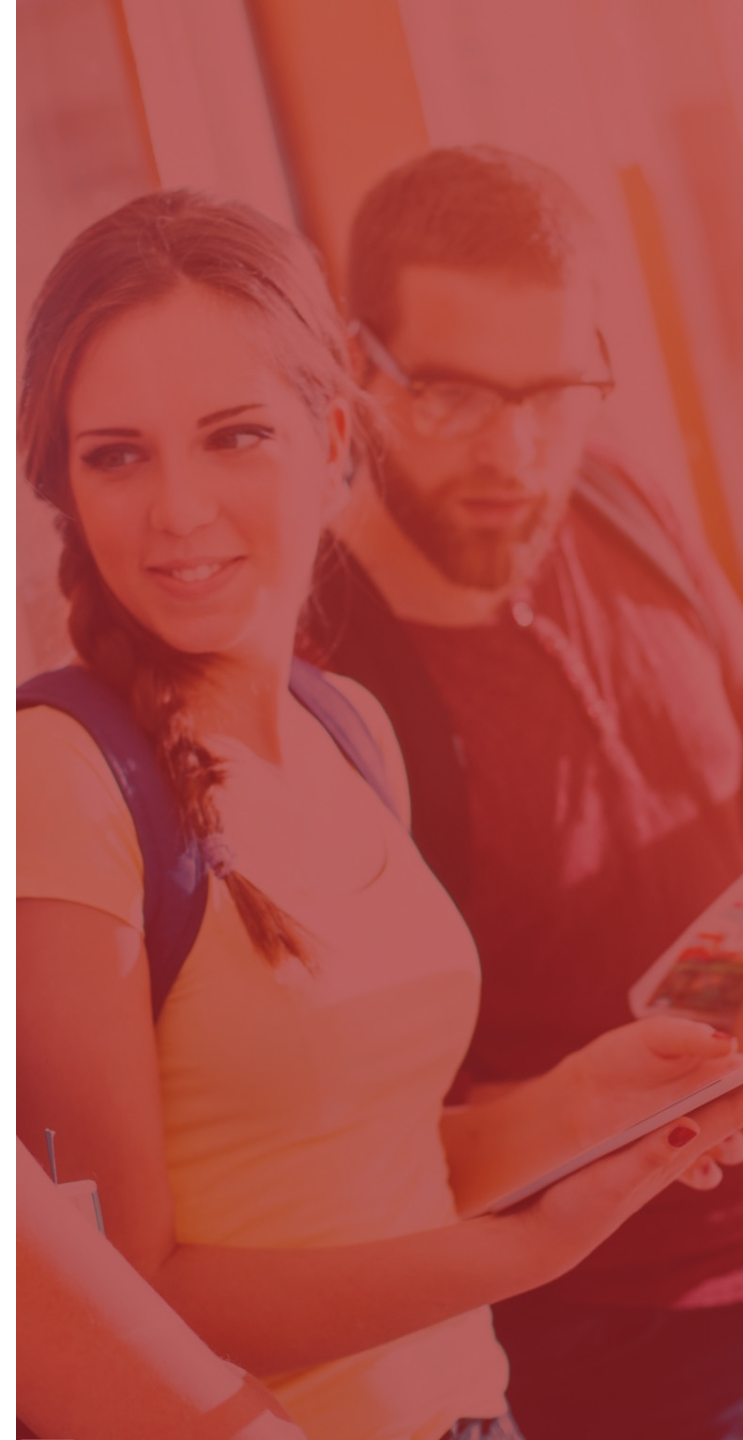


- Junior High Schools
- High Schools
 - Family and consumer science
 - Home economics
 - Sociology
 - Math
 - Personal Finance class
- Community Event – in partnership with realtors, car dealerships, and retail stores
- Community College / University – Welcome Week freshman activity
- Scouting Troops
- Youth Groups

FAQs

Q: How do you gain access into schools?

A: It is helpful to remind them that you are offering this at no-cost to them, it meets national financial literacy standards for budgeting, it is a fun change for the students (and the teachers), and you do not sell anything while with the students. 😊



Pricing

Reality Fair = **\$3,500**

Classroom Simulation = **\$2,000**

ADD-ON Option:

Spanish Classroom Simulation = **\$500**

Spanish Only Classroom Simulation = **\$2,000**

All quoted costs are one-time fees, not annual re-occurring licenses.





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Thank you.