



Northern Shenandoah Valley

Financial Education Program

“Strengthening Personal Finances Through Education”



Youth Financial Simulations

Virginia Cooperative Extension’s youth financial simulations give students the opportunity to experience real world applications of the economics and personal finance topics they are learning in school. A collaborative effort of local Family and Consumer Sciences and 4-H Youth Development Extension Agents, these programs correlate with grade-level SOLs and present the concepts using the 4-H Experiential Learning Model:

To Schedule a Program for Your School, Contact:

Karen Poff, Extension Agent, FCS
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Or your local 4-H Agent:

Clarke County—955-5164
Claudia Lefeve: cmymbarra@vt.edu

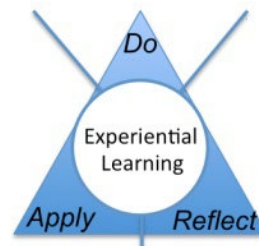
Frederick County—665-5699
Spring Vasey: smvasey@vt.edu

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Meagan Dyer: meg21@vt.edu

Shenandoah County—459-6140
Carol Nansel: cnansel@vt.edu

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If you are a person with a disability and desire any assistive devices, services, or other accommodations to participate, contact Karen Poff by calling your local office of Virginia Cooperative Extension or (540) 635-4549 at least five days prior to the event.



Elementary School (3rd Grade) – Kids Marketplace

The Kids Marketplace simulation is a hands-on activity that introduces elementary school age students to the concepts of personal economics, career choices, and decision-making. It is generally conducted in a classroom or school setting but has been successfully implemented in afterschool and enrichment programs. Since its development in 2002, the Kids Marketplace has been implemented in multiple states and reached thousands of students. In 2014, 1,809 Virginia students participated in Kids Marketplace, supported by 510 volunteers who contributed 2,123 volunteer hours to the program.

The simulation involves two parts:

Day 1: Preparatory lesson. This lesson introduces economic terms related to The Kids Marketplace and prepares students for the simulation on Day 2. It generally lasts 30 minutes.

Day 2: Simulation. During the simulation, students are assigned a career, receive a monthly income, and spend their income on typical real world expenses. It generally lasts 60-120 minutes depending on the group size.

Middle School (8th Grade) – Real Money, Real World

The Real Money, Real World simulation is a youth financial literacy program that includes a series of five classroom lessons and a hands-on spending simulation that gives young people the opportunity to make financial choices similar to those they will make as adults. Youth explore how career choice influences future earnings, lifestyle choices, and budgeting. Youth increase awareness of money management skills.



Part I: Four preparatory classroom lessons

1. How Education and Occupation Affect Income
2. Deductions: What You See is Not What You Get
3. How to Use Checking and Savings Accounts
4. Making Choices

Part II: A hands-on budget management and decision-making spending simulation

Part III: A post-session evaluation of spending choices made during the simulation

High School (11th Grade) – Reality Store



The Reality Store simulation is a real world money management activity designed specifically for high school students. In this 2 – 2 ½ hour simulation, teens are introduced to concepts such as making wise financial decisions, considering costs and benefits, using mathematical applications in real life situations, balancing a budget and a bank account, exploring career choices and education, and understanding how lifestyle decisions affect an individual's finances. The purpose of this activity is to help teens become more aware of the financial demands they will encounter in the "real" world.

At the reality store, youth receive an occupation based on their educational plans after high school. Plans may include not furthering their education after high school, dropping out of school or completing post-secondary education. They receive a checkbook register including an amount of money equivalent to the average monthly salary in that occupation. The students will then visit stations where they will spend their salary on the necessities and luxuries they envision as part of their adult life. Students will also have the opportunity to visit the crystal ball to pull out a "chance" card. "Chance" cards are those unexpected things that affect life daily. If for some reason a student finds him/herself in real financial trouble, there will be help at the SOS table.

