



FUNDACJA BANKU
Millennium

Financial education for parents and children
– investment, which pays off

Bank Millennium Foundation

„We multiply social capital”

Bank Millennium Foundation focuses its actions in three areas:

- financial education
- cultural patronage
- promotion of voluntary work



FUNDACJA BANKU
Millennium

*Financial education
of preschoolers - possibility,
necessity or waste of time?*



Bank Millennium Foundation

Foundation's mission is to support projects, which engage people in activities for local communities

2 400

workshops organized as part of our initiative Financial ABC

350

lessons about basics of finance for gymnasium students as part of BAKCYL project

8 000

people visited cultural events, which our Foundation supported

58 000

preschoolers took part in classes organized by our Foundation

600

volunteers took part in voluntary actions supported by our Foundation

Bank Millennium Foundation

Financial Elementary

Bank Millennium Foundation has been running **since 2016** an original financial education project for the youngest, called "**Financial ABC**". Despite of the pandemic, the foundation managed to continue the project, giving it a new format. We have created a series of **online educational materials**. Previously printed handbooks assumed a more attractive animated form and were shared in a multimedia version on **YouTube channel and website of Bank Millennium Foundation**.

In response to numerous parents and preschools requests, we have also created a new guide concerning **online security**. During pandemic, classes in preschool were suspended, however our foundation guaranteed Internet access to educational materials, which were used by preschool employees, but also by parents.



Millennium Bank Foundation

Financial ABC

In 2019 Financial ABC took 1st place in competition „**Złoty Bankier**” in category „Socially conscious Bank”.

For program purposes we have prepared special educational materials - books, which main protagonist presenting the content is Mr. Sebastian; coloring books and stickers. Materials were created with help of **parents – Bank Millennium employees**. Books are also available in children's corners at bank branches.



Bank Millennium Foundation's Mission

Adventures of Mr. Sebastian

Mr. Sebastian is the protagonist of „Financial ABC” and preschooler's guide in the financial world.

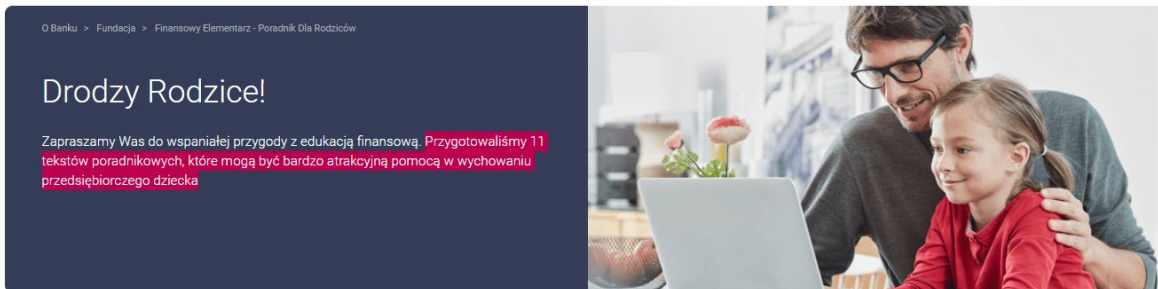
-  **1** Pan Sebastian i pierwsze zakupy. Finansowy Elementarz Fundacji Banku Millennium, odcinek 1.
Fundacja Banku Millennium
-  **2** Pan Sebastian i pierwsze oszczędności. Finansowy Elementarz Fundacji Banku Millennium, odcinek 2
Fundacja Banku Millennium
-  **3** Pan Sebastian i opowieść o banku. Finansowy Elementarz Fundacji Banku Millennium, odcinek 3
Fundacja Banku Millennium
-  **4** Pan Sebastian i nowe technologie. Finansowy Elementarz Fundacji Banku Millennium, odcinek 4
Fundacja Banku Millennium



Bank Millennium Foundation's Mission

Financial education for parents

Webpage devoted to foundation activities
On **Bank Millennium website** accumulates all materials that are useful for parents. All presented in a very simple and visually attractive form



- We have prepared **11 guidance texts**, which might be very helpful in raising resourceful child.
- We have created an **outdoor game** for children and parents SUPERBANKIER / BIZNESMEN / PRZEDSIĘBIORCA
- **Digital compendium of knowledge** for parents
- Database of material on **Facebook** and **YouTube**

Jak uczyć dzieci finansów - **Poradnik dla rodziców**

*How to teach children about finances? - **Guidebook for parents***

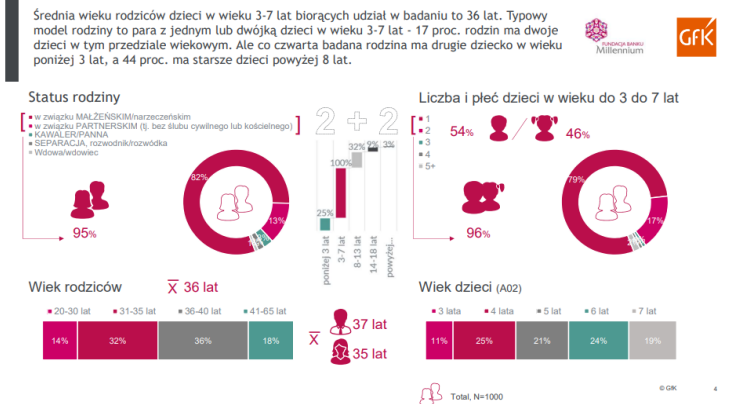
Preschoolers' parents about financial education

GfK study

In 2020 Bank Millennium Foundation ordered and examined results of **a study concerning preschoolers' parents' opinion about financial education.**

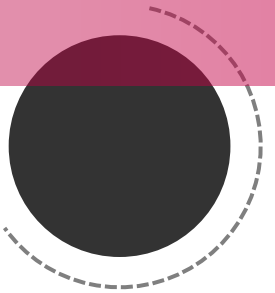
Parents taking part in the study conducted by research agency GfK, admitted that it is best to **start teaching about finances between 3 and 7 years of age.**

Parents are willing to **personally engage** in teaching children. Also, they would advocate creation of a **National Financial Education Program**, concerning financial education of children from preschool age, if the initiative would happen.



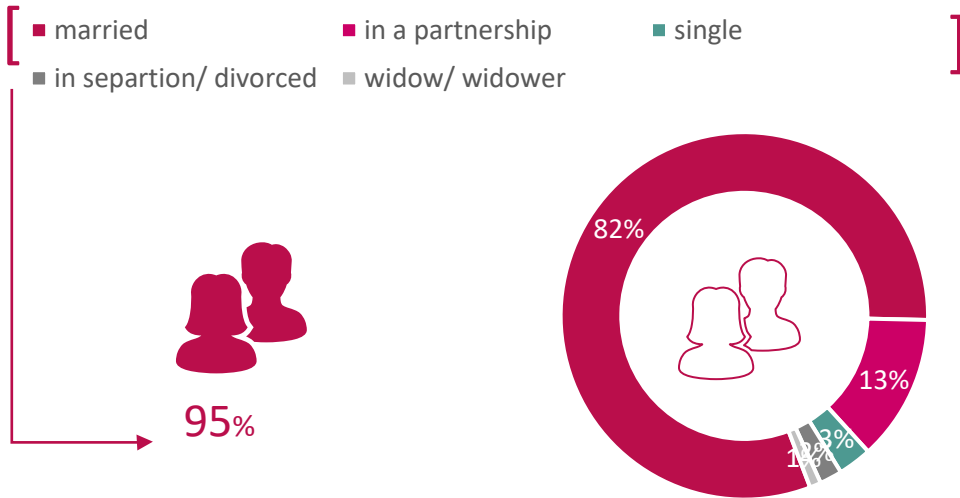
Information about the study

- **Methodology:** CAWI on-line,
Questionnaire survey
- **Sample: N=1000 Polish nation-wide**
 - targeted in amount,
 - sample structure for 16 voivodships
- **Parents of children aged 3–7 years**
- **Interview length:** 15 minutes
- **Execution time:** May 2020

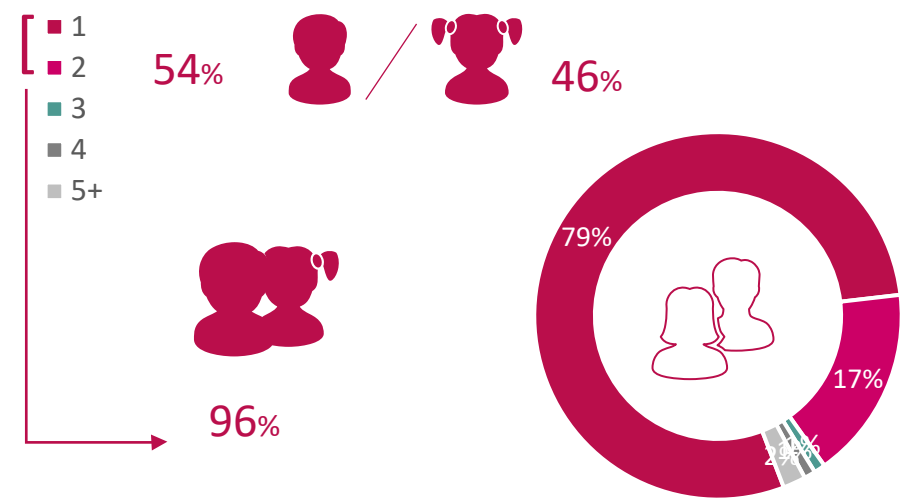


Average age of parents taking part in the study is 36 years. Typical family model is a couple with one or two children aged 3-7 years - 17% of families has both children in this age. Every fourth family has second child under 3 years old, and 44% has older children - above 8 years old.

Family status

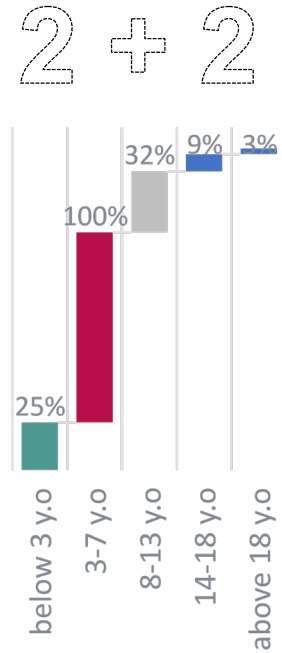
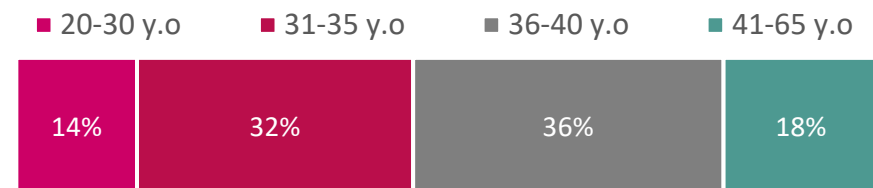


Number and sex of children aged 3-7

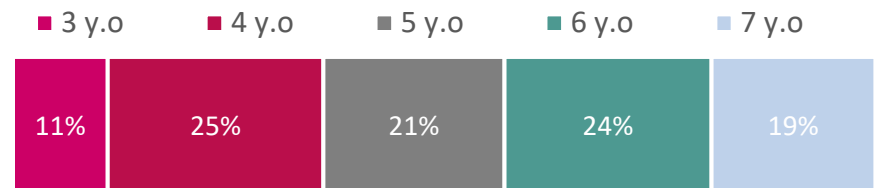


Age of parents

\bar{X} 36 y.o.

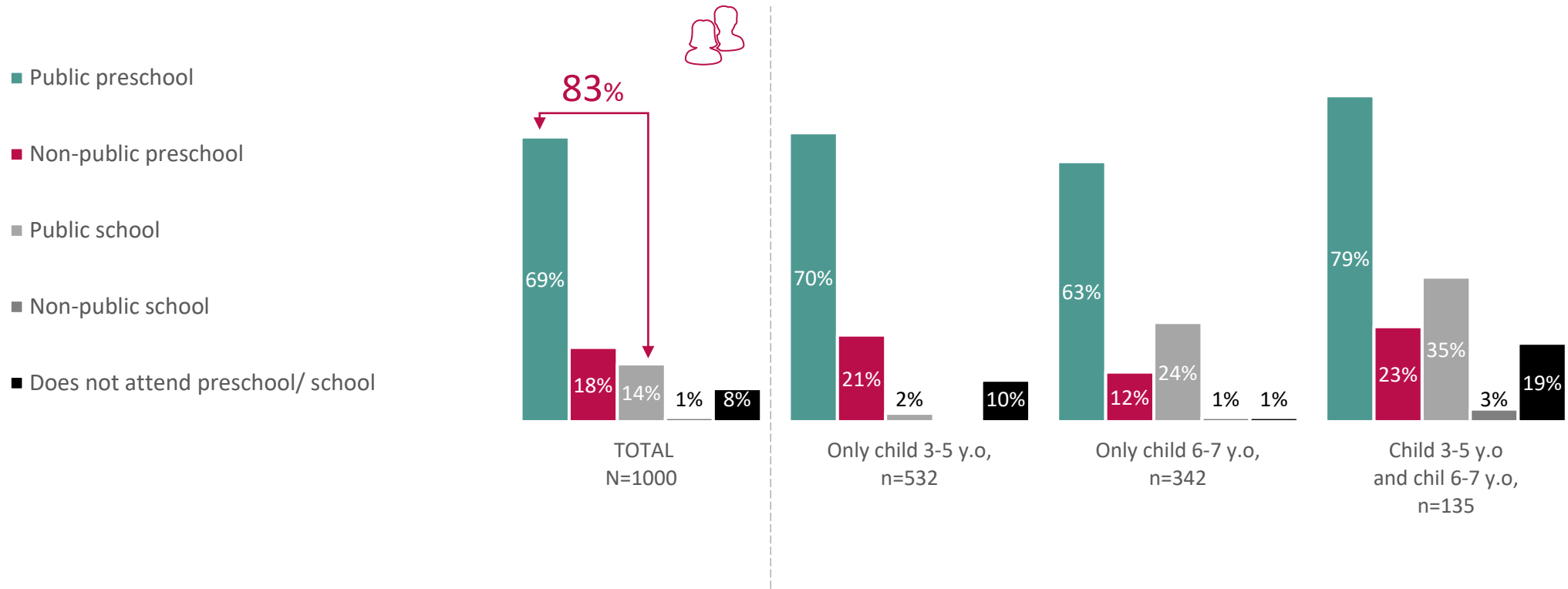


Age of children (A02)



Above three quarters of children aged 3-7 years are preschoolers, 69% attend public institutions. Every fourth child aged 6-7 years attends public school (24%). The willingness to keep children at home, grows with the number of children aged 3-7 years in the family.

Type of preschool/school, which children attend:



KNOWLEDGE



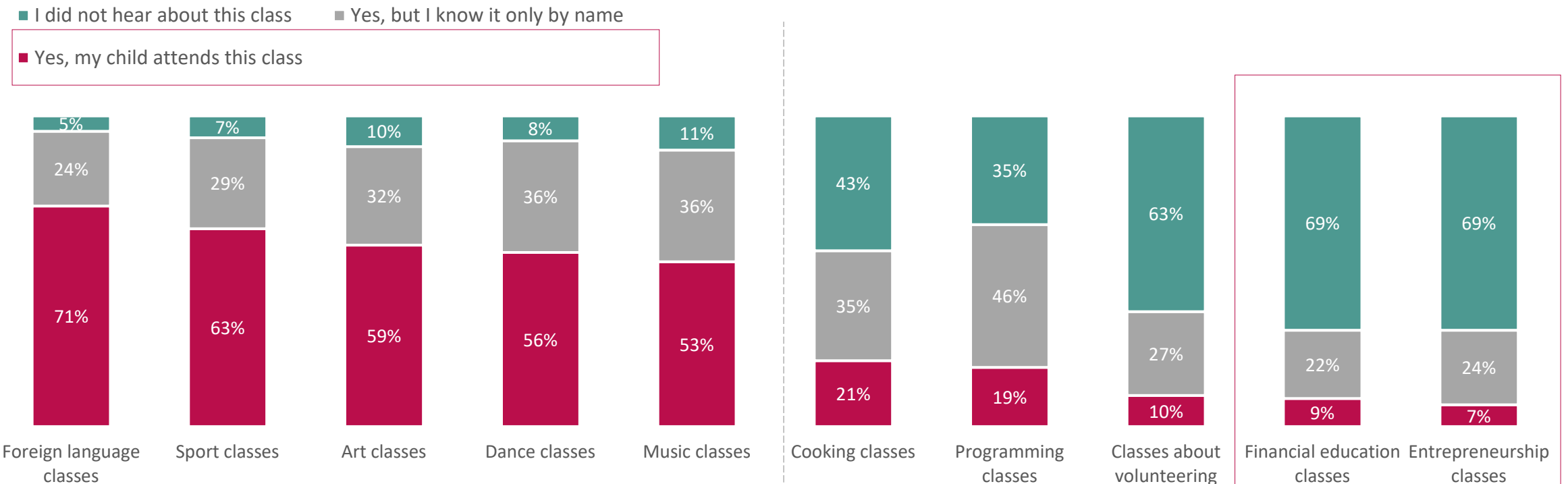
Children's financial education is a rare phenomenon

There is a wide range of additional classes, offered by schools and other institutions, which children aged 3-7 years can attend.

Over 70% of children aged 3-7 years, takes part in foreign language classes and over half of them attends: sport, art, dance and music classes.

Share of children taking part in classes about volunteering, financial education or entrepreneurship is very low among children in preschool age, but also parents' interest and knowledge about such classes is minor - only one in four parents has heard about them.

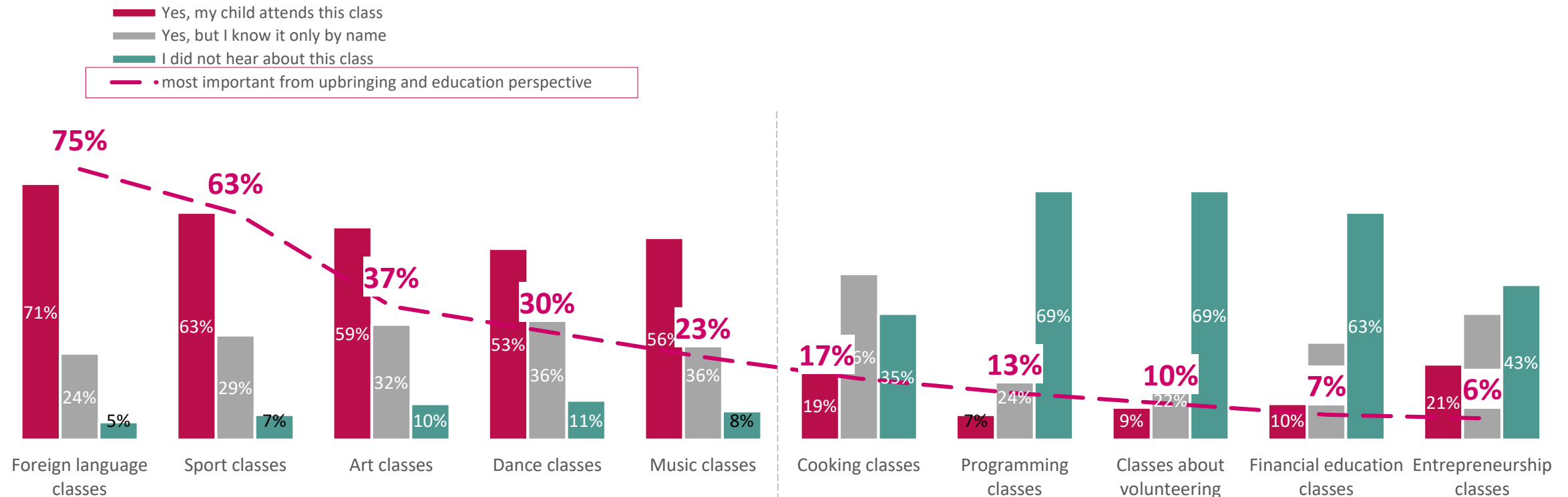
Classes, which can child attend



Untapped potential

Ranking of classes for children from the most important from perspective of upbringing and education to the least important in eyes of parents, indicates that crucial needs such as: learning foreign languages, sport and art classes, are satisfied and realized. However, there is an untapped potential of classes with higher rank - programming, entrepreneurship, financial education. Probably such classes are not offered in institutions which children attend.

Ranking of classes according to importance from upbringing and education perspective

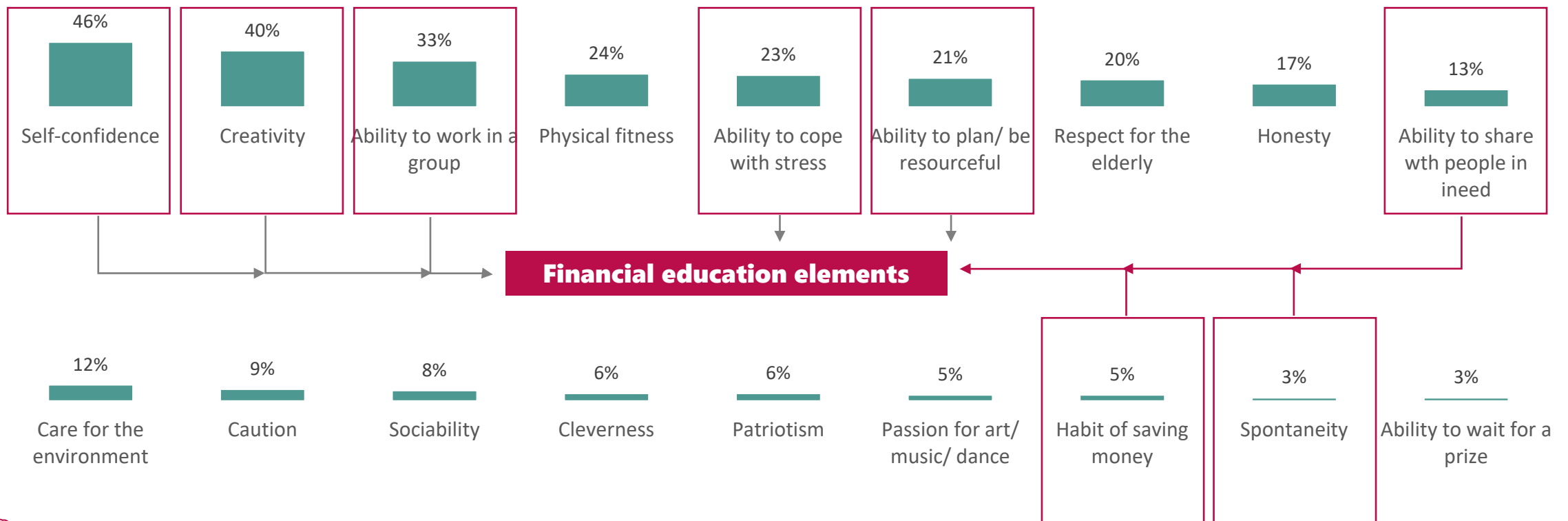


Abilities (not directly connected to financial sphere) developed thanks to financial education are much needed

Ranking of abilities, which should be shaped in preschool age according to parents.

Naturally on first positions we can find elements of financial education.

Ranking of abilities primarily shaped in children of preschool age



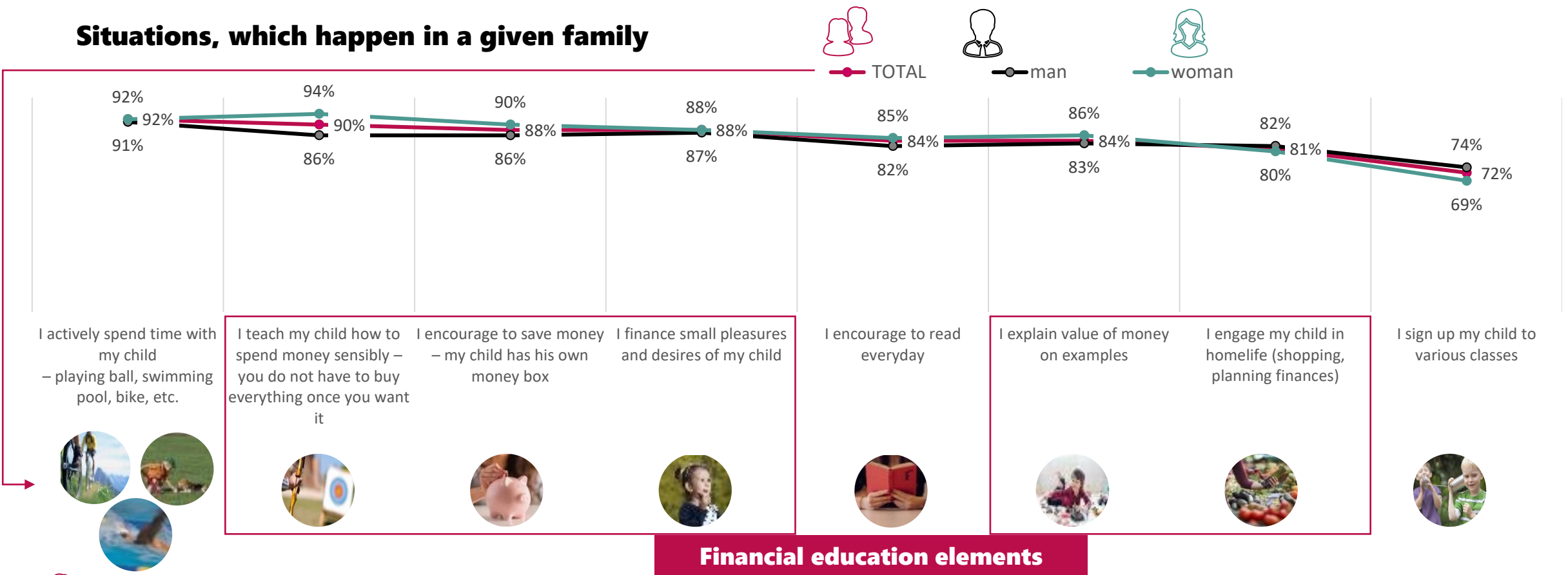
ATTITUDES



Elements of financial education, which are sometimes present in parent-child relations

There are many ways for child development and time spending. Questions is - to what extent is this time used by parents consciously for financial education of 3-7 years old children in everyday life. Over 80% of parents of children in preschool agree that they spend time with children actively; teach them about sensible money spending (more often mums); encourage them to save money; finance small pleasures and desires of their children; encourage them to read; explains value of money on examples and engages children in home life. Signing up children for classes seems to be dad's thing.

Situations, which happen in a given family

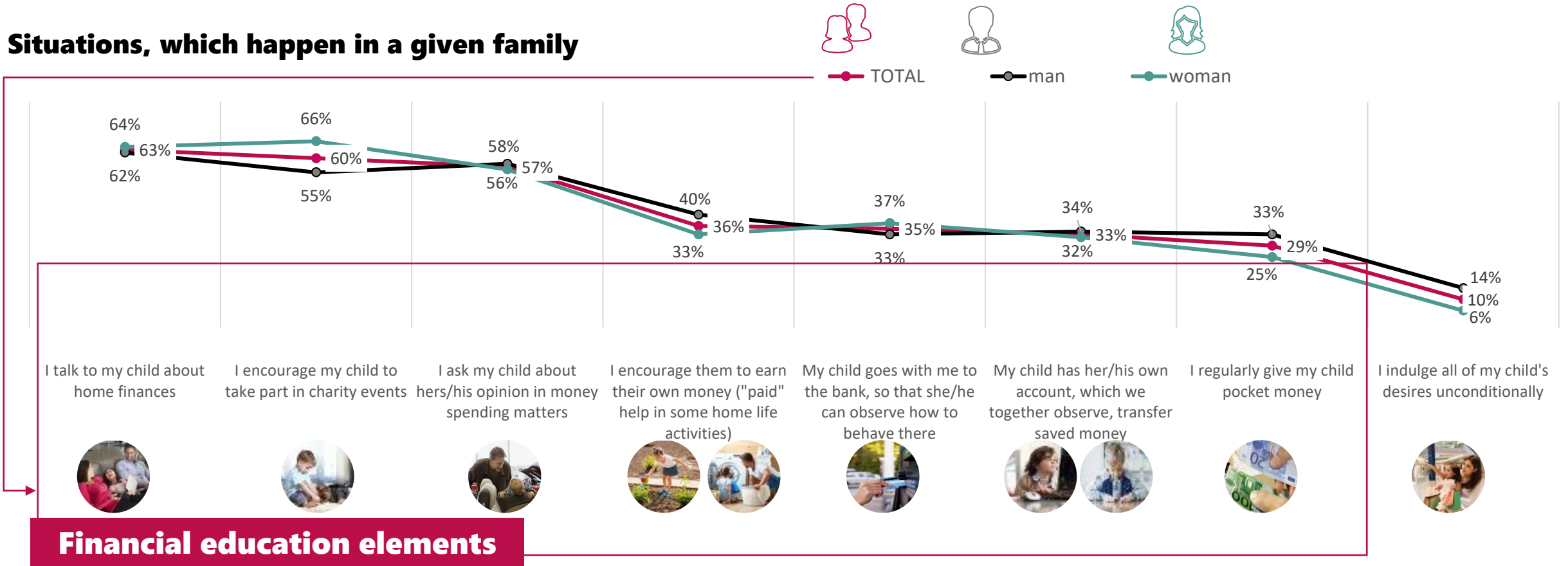


Financial education elements

Total, N=1000

Parents Relatively less often admit that they talk to their child aged 3-7 years about finances and home budget or ask their child about opinion in money spending matters. Mothers, significantly more often than fathers, encourage their child to support charity events, whereas fathers more often encourage children to earn their own money. Fathers also more frequently give child pocket money and unconditionally indulge all of child's desires.

Situations, which happen in a given family

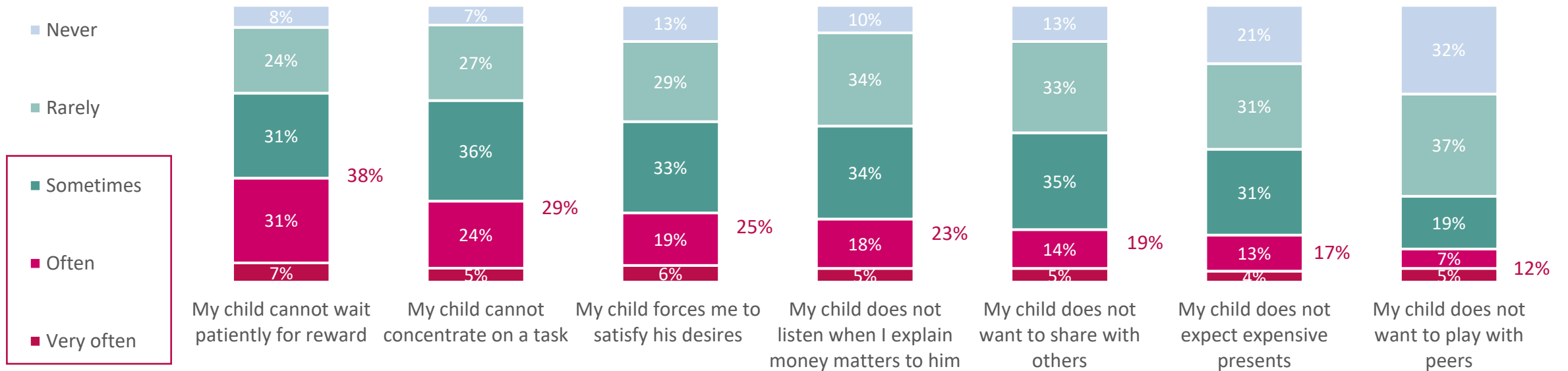


Financial education elements

Situations, in which financial education can help, are very common

According to parents, the most common situation in family life is child's impatience in waiting for a reward and child's inability to focus on a task. Children often force parents to satisfy their desires, do not want to share with others or do not listen when parents explain money matters. It is rather rare for a child to expect expensive presents or not to play with peers.

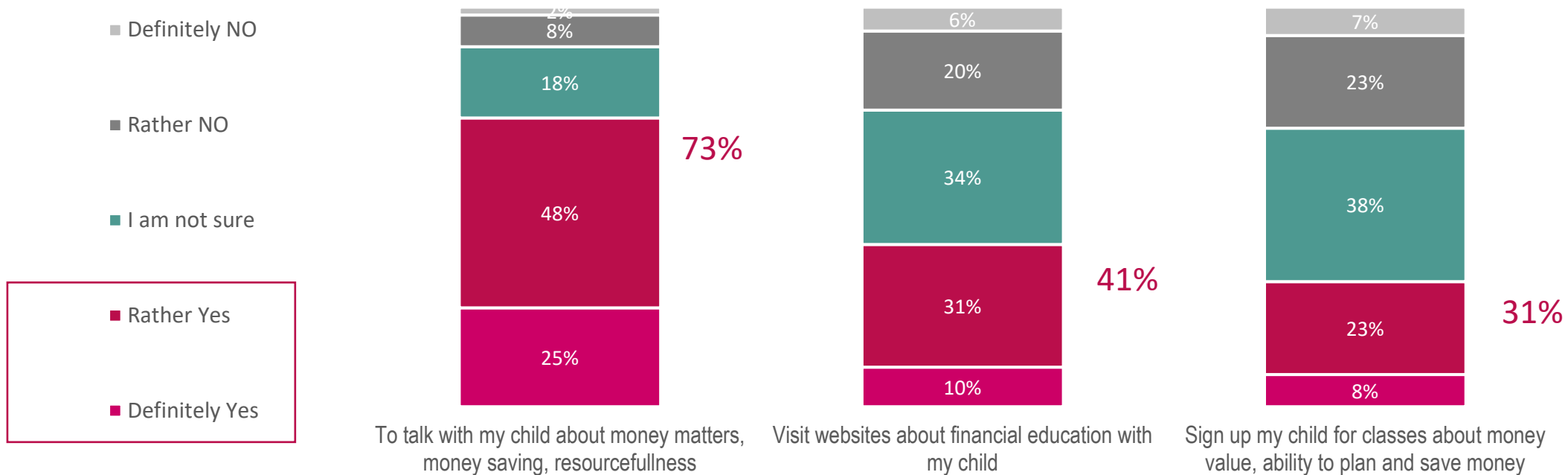
Frequency of given situations in family life



Parents are open to teaching their children about finances and entrepreneurship –

above all in form of a conversation with child, more rarely in form of organized classes. As much as 73% of respondents says, that the nearest future, they plan to talk to their child about money matters, money saving and resourcefulness. Nearly two times less often, parents are willing visit websites about financial education with their child or to sign up their child for classes about money value.

Do you plan in the nearest future...:



EMOTIONS

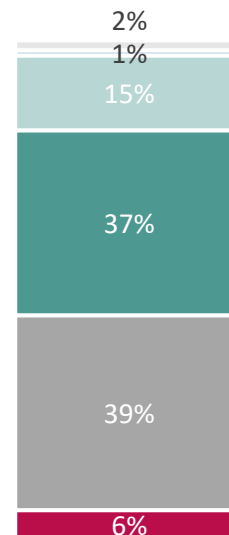


Financial education of children should start before 7 years old

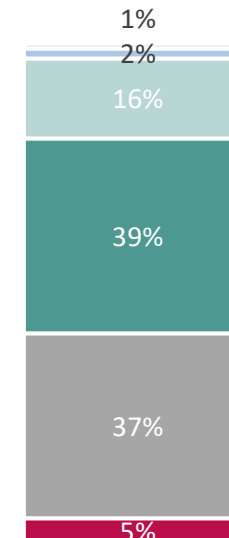
The need for financial education of children is felt by parents. Only 2% of parents believes that watching parents is enough for a child. Three-quarters of parents says that age 3-7 years old is the best moment to start financial education for children. Only 6% would prefer children start financial education before 3 years old, whereas 15% would like to postpone it to higher classes of elementary school (+8 years old). Among fathers, there is slightly more preference towards postponing financial education to the age of elementary school, whereas mothers support early childhood education.

THE BEST MOMENT (child's age) to start financial education

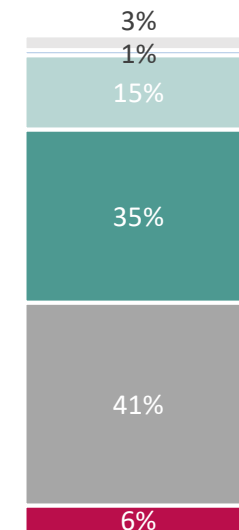
- there is no such moment, it is enough for a child to observe parents and learn this way
- from 14 y.o –after beginning of secondary school education
- 8-13 y.o - when a child goes to higher classes of elementary school
- 6-7 y.o - when a child starts school education
- 3-5 y.o - when a child starts to actively take part in preschool life
- before 3 y.o - when a child starts to understand what happens around him



TOTAL,
N=1000



man,
n=500



woman,
n=500

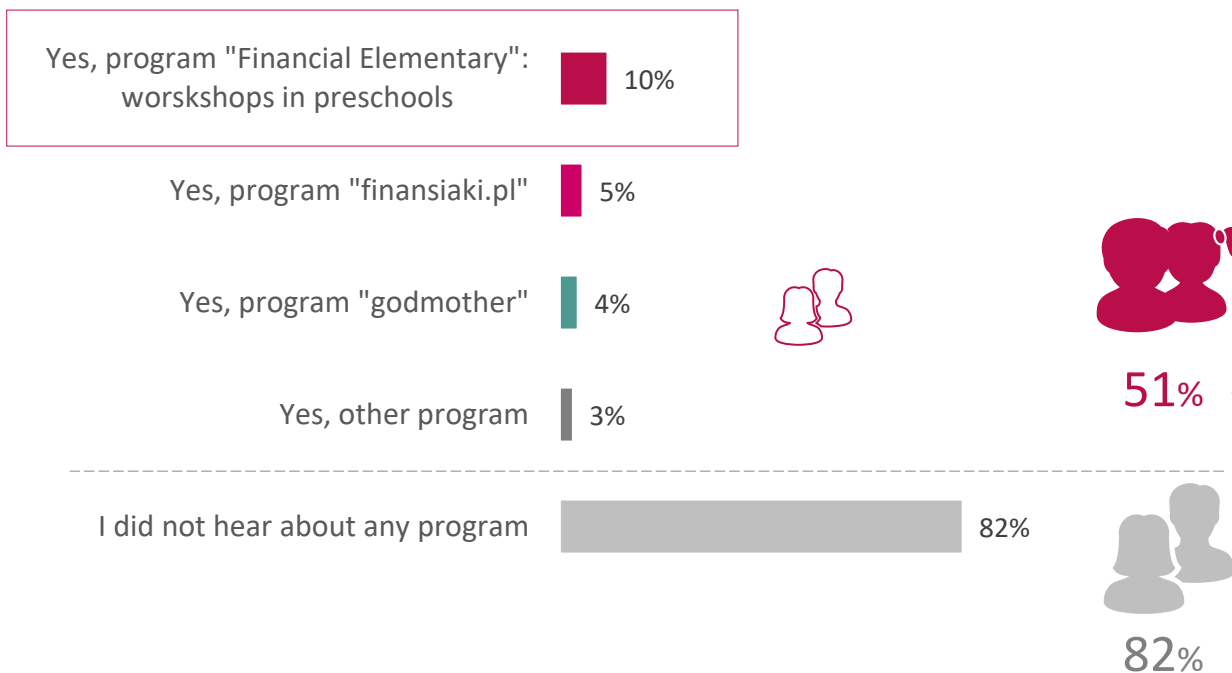


Total,
N=1000

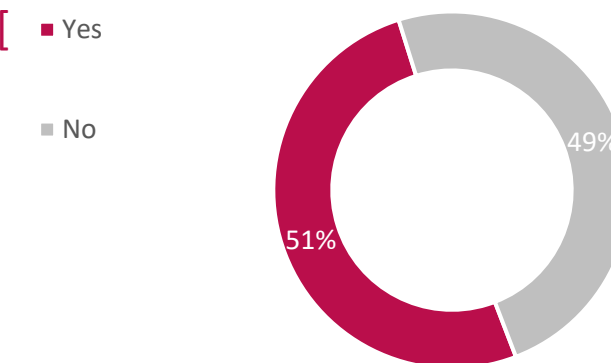
It is crucial to further build awareness of financial education programs

Awareness of financial education programs among parents is very low - 18% heard about at least one program, but only half decided to sign up their child. 83% did not hear about any financial education program for preschoolers. Every tenth parent of a child aged 7-10 years is aware of the program "Financial Elementary": workshops in preschools, which main protagonist is a dog, Mr. Sebastian.

Awareness of financial education programs for children



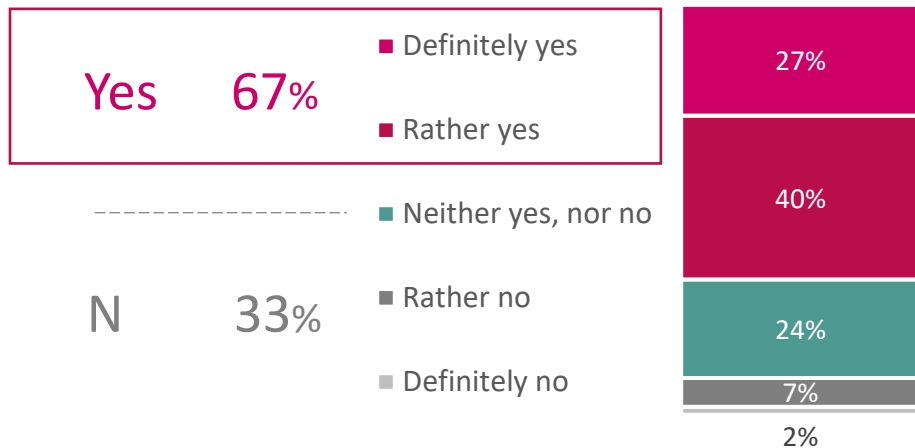
Child's participation in program



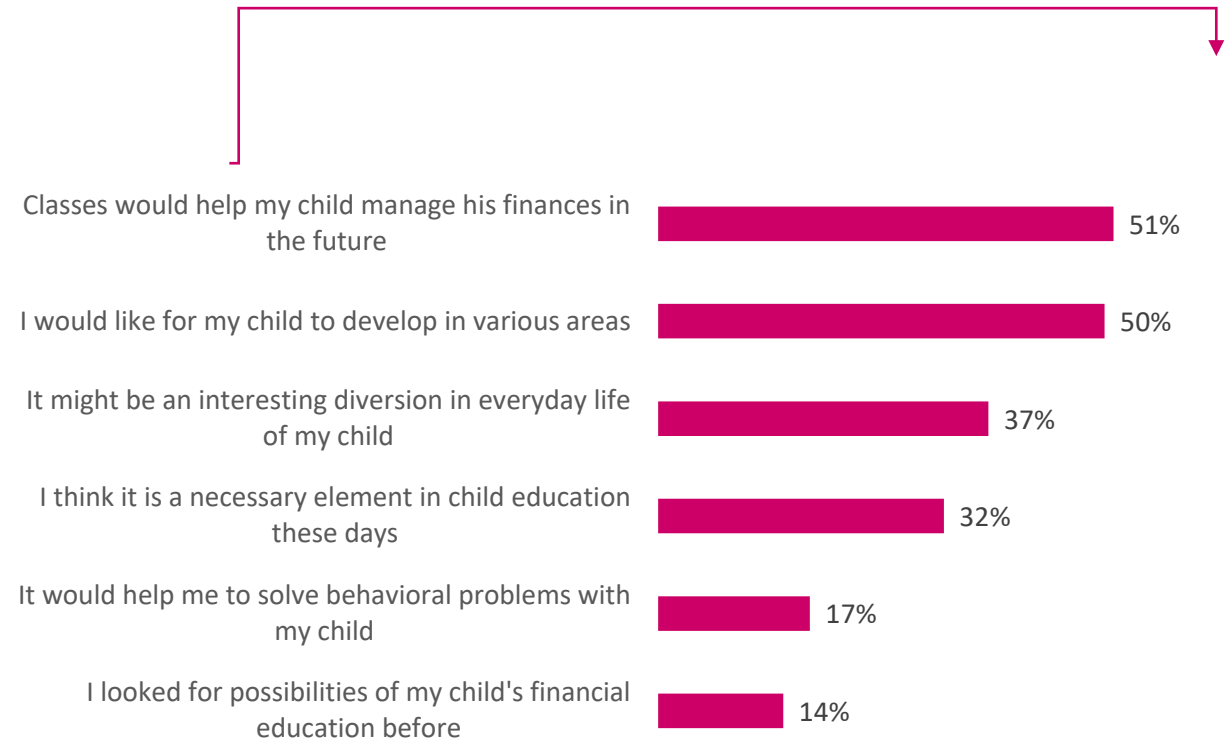
Parents are interested in their child's participation in financial education classes

As much as 67% of respondents says, that they would be interested in their 3-7 years old child participation in unpaid classes about finances. The reason of interest for half of these parents is belief that such classes would help their child in finance world in the future in the diversion in everyday life of their child, whereas 1/3 world (32%) considers it a necessary element of education these days. For 17% of parents, it would be help in solving behavioral problems.

Interest in participation of a 3-7 years old child in unpaid classes about finance



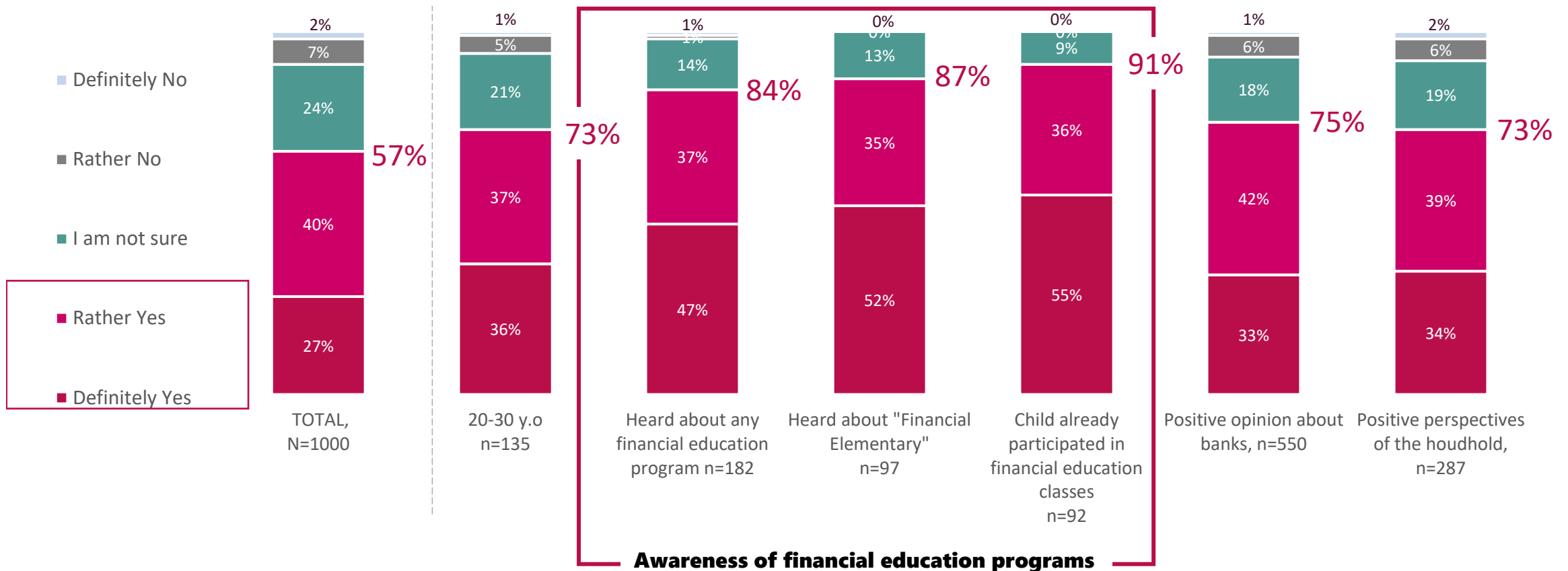
Reasons for interest



Parents, who are aware of financial education programs, appreciate its benefits

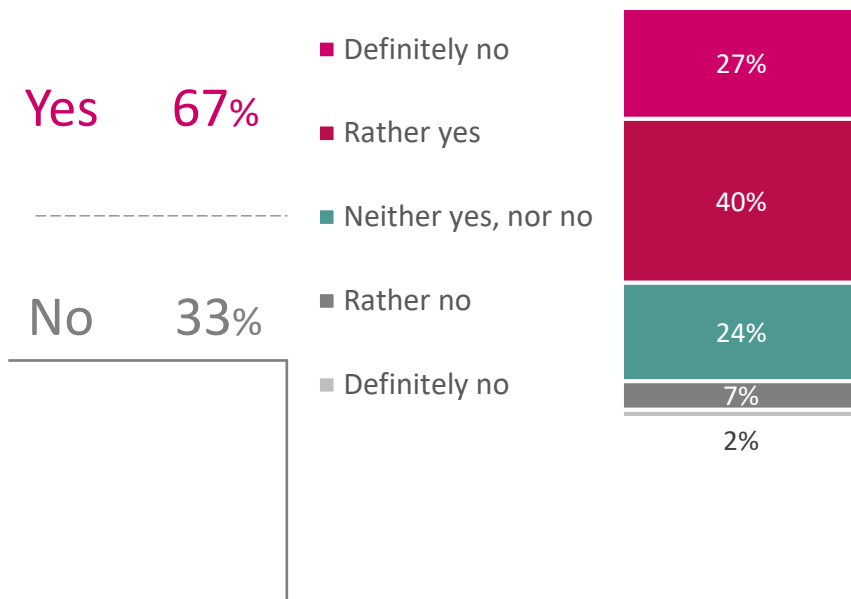
They are the most interested group in participation of their children in financial education.

Interest in participation of a 3-7 years old child in unpaid classes about finances



As much as **67%** of respondents declares that they would be **interested in participation of a 3-7 years old child in unpaid classes about finances**. The rest believes, that it is too early to introduce financial education (41%), that observing parents is enough to learn about finance (25%), or they simply do not trust such initiatives (20%) or do not have time for it (16%).

Interest in participation of a 3-7 years old child in unpaid classes about finances



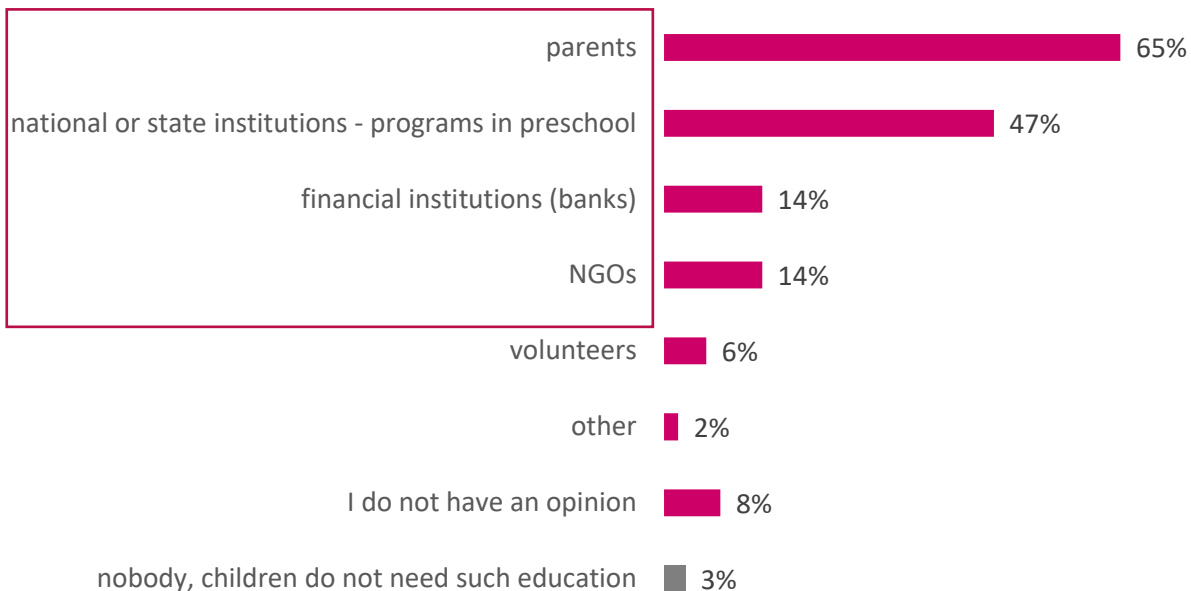
Reasons for no interest



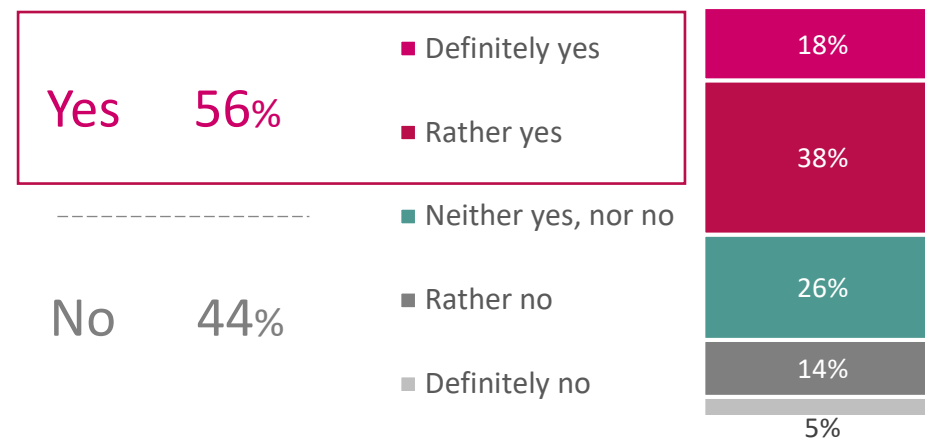
Parents expect support in financial education of children

As much as 65% of respondents agrees that parents should take care of financial education of their children, meanwhile close to half (47%) expects support from national and private institutions in this matter. 14% points to financial institutions (banks), also 14% to NGOs, and 6% to volunteers. 3% of parents consistently maintains that preschool age children do not need financial education. At the same time, 56% of parents recognizes the need for creation of a National Financial Education Program from preschool.

Who should take care of financial education of children in preschool age



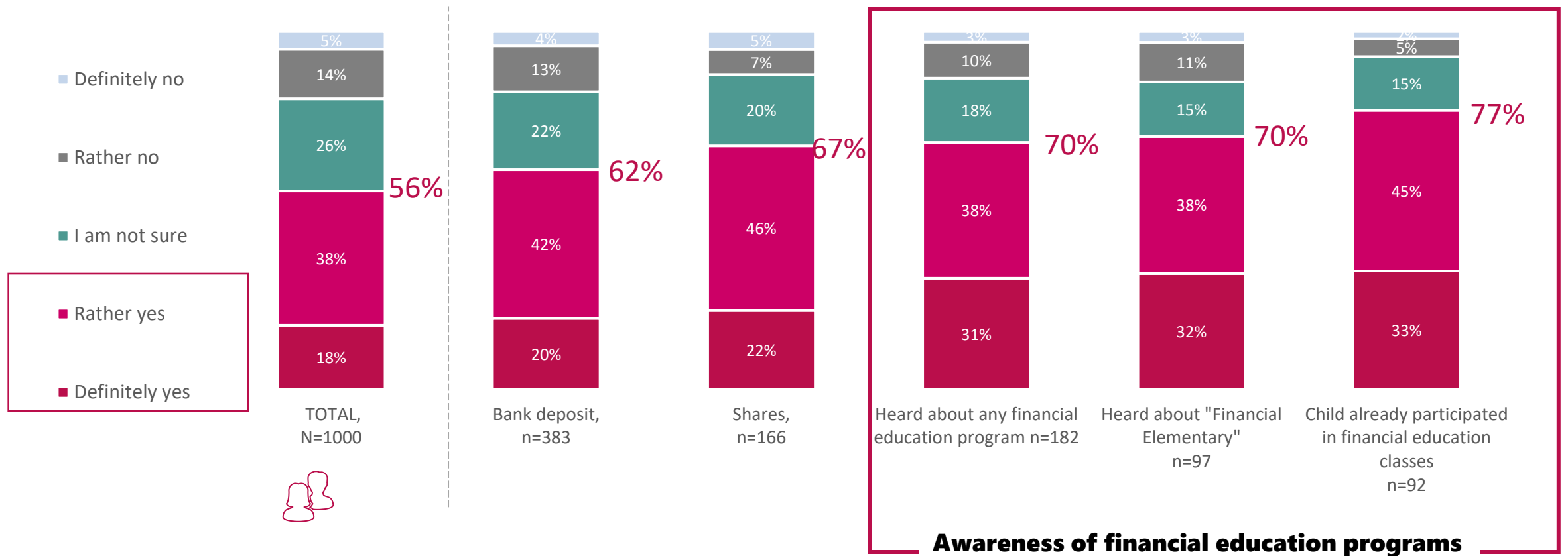
Need for creation of National Financial Education Program from preschool



Total,
N=1000

Among parent of children in preschool age, aware of financial education program, there is a significantly greater need for creation of a National Financial Education Program from preschool.

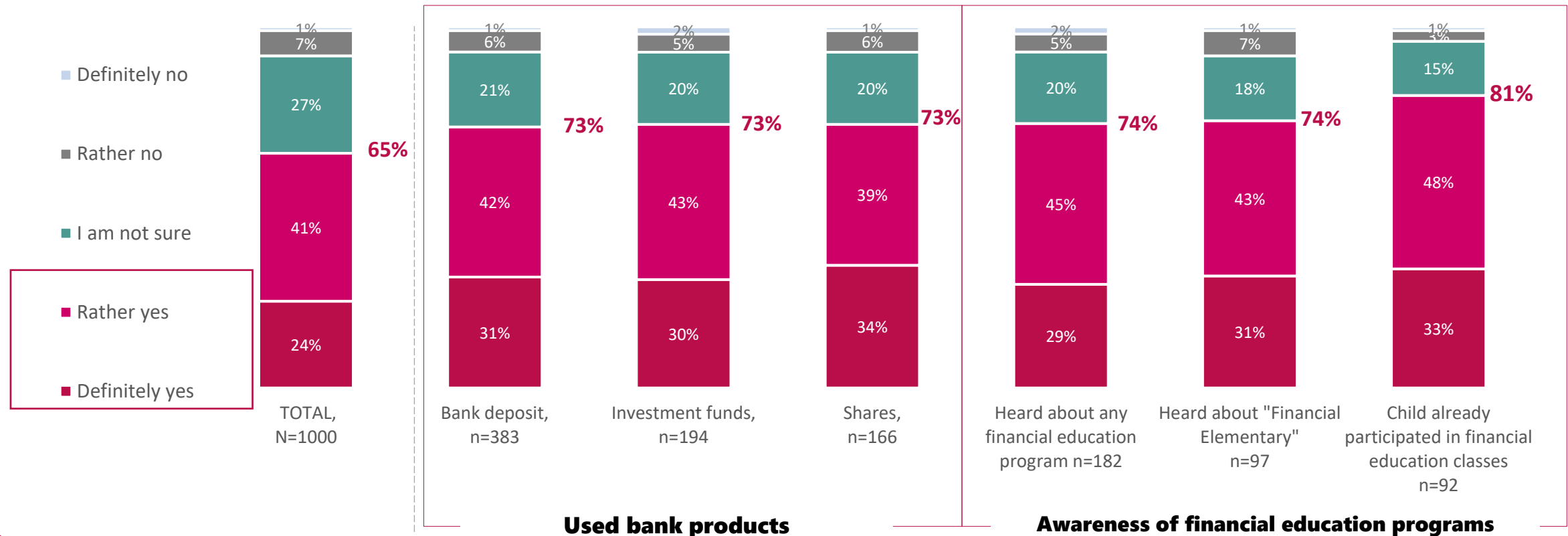
Need for creation of National Financial Education Program from preschool



Financial education started already in preschool age, makes it easier to overcome any future crisis situations

Majority of parents of children in preschool age believes that people, who had been educated about money value since very young age, better cope with the existing crisis. Among parents using different bank products - more often among those owning bank deposits or stock market shares - there is more belief in financial resourcefulness of the people educated about money value since very young age.

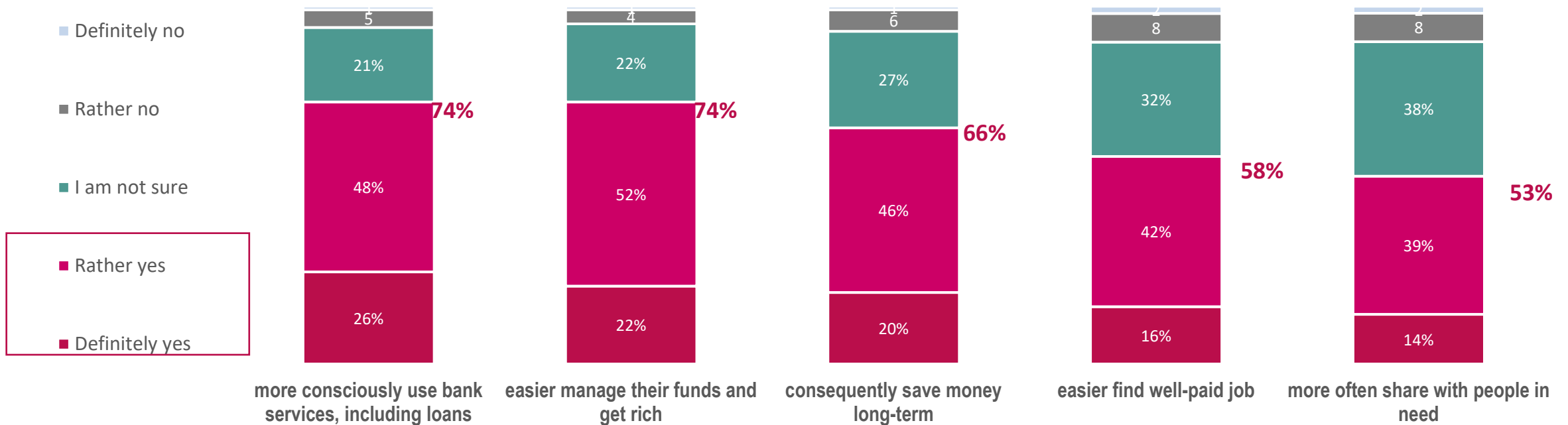
If people financially educated since very young age, better cope with the existing crisis caused by COVID-19 pandemic:



Financial education of children will bring measurable benefits in the future

Parents of children in preschool age have high expectations towards influence of financial education classes on beneficial future of their children. They believe that children, who take part in classes about money value, in the future will more consciously use bank services, including loans and will be able to easily manage their funds and have good financial situation.

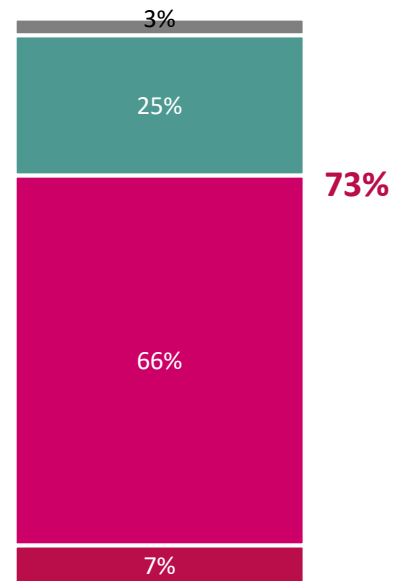
Children, participating in classes about money value, in the future will:



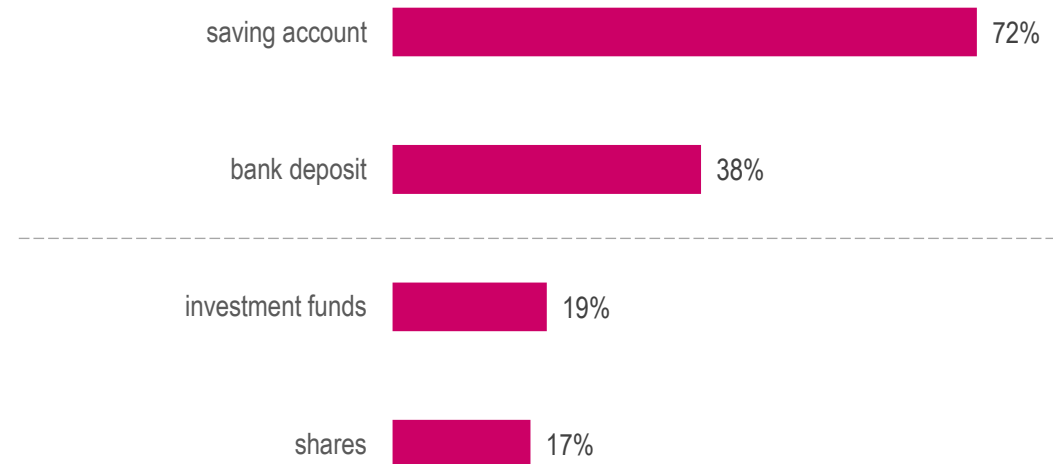
Close to ¾ of parents of children aged 3-7 years, taking part in the study, evaluates their own knowledge about banking and finances as good, of which 7% claims to be experts in this field. Group of "experts" is significantly higher among people with higher income and owning bank products such as shares, investment funds; but also, among people aware of financial education program. When it comes to securing children's future, most popular among preschoolers' parents are saving accounts (72%) and bank deposits (28%).

Evaluation of self-knowledge about banking and finances

- very BAD – I know nothing about finances
- rather BAD – I sometimes lack knowledge about finances
- neither GOOD, nor BAD – I am not interested in this topic
- rather GOOD – it is enough for me to make everyday decisions
- very GOOD - I am an expert



Owned funds/savings for secure future



Significantly more often claim to be experts in financial field:

- | | | | |
|-----|----------------------------------|-----|---|
| 17% | people owning shares | 21% | people, whose children take part in financial education |
| 15% | people owning investment funds | 15% | people, who heard about "Financial Elementary" |
| 13% | people with income over 5000 PLN | 14% | people who heard about any financial education program |

Summary

Need for financial education

- **Abilities developed thanks to financial education are much needed. Situations, where financial education might help, are common** (child's inability to patiently wait for a reward and to focus on a task).
- **Financial education started in preschools age makes it easier to overcome crisis situations in the future.**

Openness to classes about financial education for children

- **Financial education for children should start before 7 years old.**
- **Parents are interested** in participation of their children in financial education classes.
- **Parents expect support in financial education of children.**



Bank Millennium Foundation postulates

1

**Financial education
should start in
preschool age**



2

**Financial
education should
also include
parents**

3

**Creation of
National Financial
Education Program**



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[click!](#)

2021 Summary of Foundation's activities:

[click!](#)

Preschoolers' parents about financial education - GfK study

[click!](#)

Contact: fundacja@bankmillennium.pl

Iwona Jarzębska, Bank Millennium Foundation President: iwona.jarzebska@bankmillennium.pl

Paulina Wołosz-Sitarek, Bank Millennium Foundation Board Member:

paulina.wolosz@bankmillennium.pl





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