

**KNOW
YOUR
DOUGH**

Impact Analysis

2015



Know Your Dough 2015 Impact Analysis

The following information provides a recap of our accomplishments and impact in 2015.

Description

Know Your Dough, Inc., is a non-profit organization designed to inspire local youth to begin their path toward financial literacy and independence. In partnership with local school districts and educational institutes, we provide financial literacy programs. KYD was formed in July 2013 and is a non-profit serving SW Colorado. KYD was founded by Paul Gervais CPA and Allison Andersen Financial Coach & Educator.

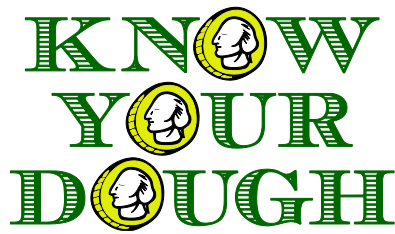
Accomplishments

Students Served: We served over 800 youth and young adults in 2015

- Durango High School - 217 eleventh graders
- Sunnyside Elementary School - 34 fourth graders
- Riverview Elementary School - 72 fourth graders
- Park Elementary School - 88 fourth graders
- Park Elementary School – 78 fifth graders
- Miller Middle School 149 seventh graders
- Bayfield High School – 35 eleventh graders
- Durango Open Enrollment – 10 Parent & College Students
- Women's Resource Center: Girls to Women - 60 eighth graders
- Women's Resource Center - Get Your Girl Power - 77 fifth graders
- Fort Lewis College: *How to do your 1040EZ Tax Return* - 25 college students

Grants, Sponsorships & Donations received

- Mercury Gives \$2000,
- Gervais & Associates \$500
- Durango Education Foundation \$2000
- Kennebec Wealth Management \$1000
- Ken Duncan \$500
- LPL Financial \$500
- Community Foundation (private family fund) \$10,000
- Alpine bank \$500
- Integrated Financial Planning \$250
- BP\$2000
- DAAR \$1000
- Cornerstone \$1000
- Kennebec Wealth Management \$1000
- Ballantine Family Fund \$1000
- Consumers United - \$2000
- First Southwest Bank - \$500
- First National Bank - \$1000
- Miscellaneous contributions



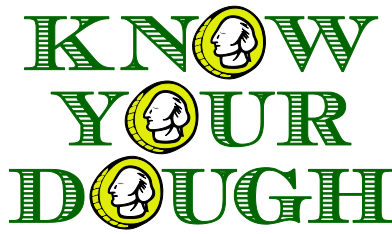
Accomplishments, cont.

Our *Best-In-Class Volunteer* program

In 2015 we implemented a *Best-in-Class Volunteer* program. We recognize the importance of having well trained and prepared volunteers as being critical to our success. This year we have implemented new *Best-in-Class Volunteer* procedures, including an evaluation process for volunteers and teachers to continuously improve upon our programs and delivery. In addition, we provide orientation training for all new volunteers focusing specifically on the program content, teaching tips and teacher collaboration. Special attention has been given to providing comprehensive teaching guides and easy to administer materials packages. Our team of volunteer teachers come primarily from local financial and teaching professionals who have a passion for the topic of financial literacy and enjoy working with youth.

Other Accomplishments

- Hosted a Guest Bartender Event at the Red Snapper, raising \$1651 in donations
- Implemented a Strategic Planning Process leading to more efficient implementation of programs and a broader reach
- Expanded programs to elementary & middle schools and to Bayfield
- Implemented a new Sponsorship Program that pairs local businesses with schools, with the businesses providing volunteer & financial support and making a three year commitment (three secured for 2016 and three in development).
- Presentations were made to: The Lions Club, Tuesday Night Rotary Club, High Noon Rotary, Pine River Valley Rotary, Narrow Gauge Kiwanis, Durango Kiwanis, Bayfield Rotary, Durango Area Association of Realtors, and the Durango Business Association.



Know Your Dough Measurement Data

We track our results through pre & post testing. These tests are custom designed to measure the impact and knowledge and skills gained through our programs. Below are the results from three schools.

1. Never Too Young for Personal Finances: Sunnyside Elementary 4th Graders

- a. Daily assessment question. Average comprehension at the end of the program was 74% for the daily assessment question. This was measured through an “assessment” question at the end of each day. Students wrote the answer on an index card and the teacher marked them correct or incorrect.

Daily Assessment Questions and Results:

Questions	% Correct
Why do we make choices?	64%
What is scarcity?	82%
How do I make the best choice?	64%
How can I protect my money?	87%
Average Comprehension	74%

- b. Pre & Post Skills Assessment: Administered at start and end of program and

Question	Pre Test % Correct	Post Test % Correct	% Improvement
False: You can protect your money by carrying a lot of cash	75%	90%	15%
True: Choice means having to make a decision between two or more possibilities	80%	100%	20%
True: You can protect your money by always saving part of your income/earnings	80%	95%	15%

KNOW YOUR DOUGH

2. Personal Finances: Durango High School 11th Graders

a. Pre & Post Test: Administered at the start and finish of the program

Question	% Correct Pre test	% Correct Post Test	% Improvement
True: The best predictor of how much money you will make in the future is the education you choose.	43%	86%	43%
Which of the following should you remember when developing a savings plan? a) Wait until you are 40 years old before saving b) Pay yourself first c) Pay off your low-interest debt first d) Have only high risk investments	0%	93%	93%

b. Post Test Assessment: Administered at end of program: After completing our financial literacy program 80% of students agree or strongly agree that it will help them manage money better and 65% agree or strongly agree that it will help them get a good job. 68% agree or strongly agree that our programs are connected to real life.

3. The Money Game: Miller Middle School: Pre & Post Test: Administered at the start and finish of the program

Question	% Correct Pre test	% Correct Post Test	% Improvement
A Money Game (good financial) principle is: a. Make money grow by putting it to work for you. b. Pay yourself first. c. Don't put all your financial eggs in one basket. d. All of the above	32	57	25
True: Being financially independent means your passive income is greater than your expenses for your chosen lifestyle.	48	76	28
What are the types or taxes that come out of your paycheck? a. Federal & State b. Social Security c. Medicare/Medicaid d. All of the above	52	82	30