

2017-18 IMPACT REPORT



This impact report provides a recap of Know Your Dough's accomplishments and measurable impact during our fiscal calendar of July 1st - June 30th, 2017-2018.

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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 and Educator, BS.

Mission

Create strong financial futures for our youth and young adults by:

- Delivering high-quality, life-changing personal financial knowledge
- Promoting practical, short and long-term financial literacy
- Empowering financial security and independence

KYD Board and Staff



Allison Andersen
Executive Director



Laurel Waller
President



Jess Adams
Secretary



Leah Gillaspie
Treasurer



Steve Johnson
Member at Large



Juli Tallman
Member at Large



Theresa Hilliard
Member at Large



In March, Paul Gervais passed away suddenly. We are humbled and honored to be able to continue Paul's legacy with our work at Know Your Dough. He provided the vision and inspiration for this non-profit. We are grateful to the many donations in his memory that allow us to continue to serve our mission and maintain Paul's dream.

Who We Served



4

**New
Schools**



42

Classes



995

Students

While we did add new programs/schools, we did not serve any Durango 9R School District elementary schools as they were testing out an alternate online program: Banzai.

Who We Served

ELEMENTARY SCHOOLS

Durango Montessori
18 first - third graders
&
17 third - fourth graders

Bayfield Elementary
70 fourth graders

**Hope Christian
Academy, Ignacio**
13 third - sixth graders

MIDDLE SCHOOLS

Koogler Middle, Aztec
200 eighth graders

Miller Middle, Durango
147 seventh graders

**Escalante Middle,
Durango**
172 seventh graders

Bayfield Middle
130 seventh graders

HIGH SCHOOL

Durango High School
238 eleventh graders

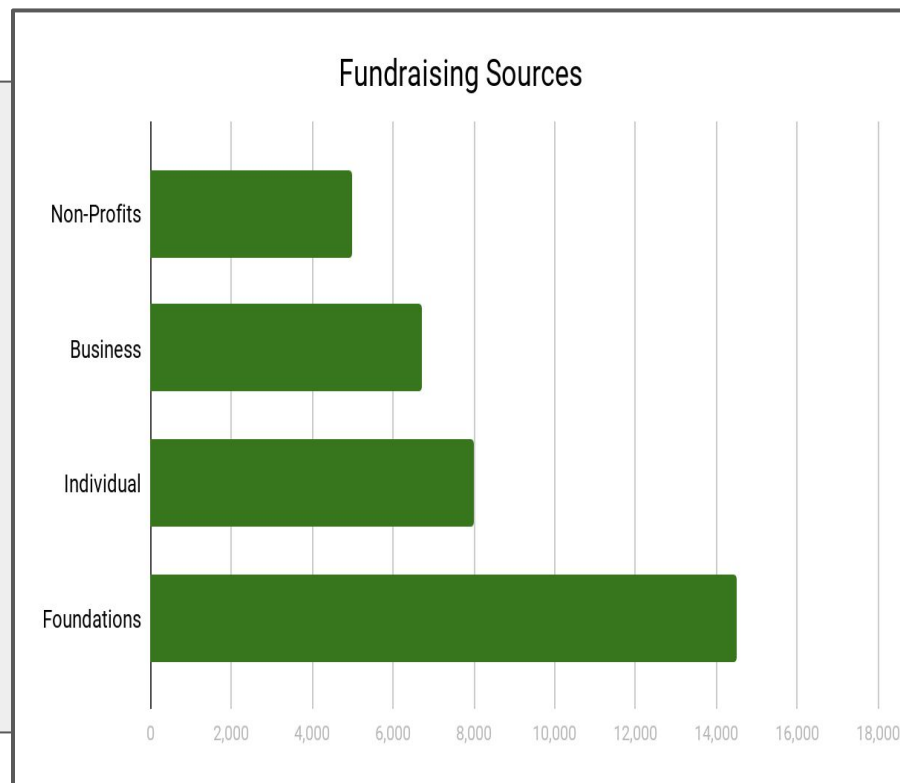
CIVIC and COMMUNITY

**Boys & Girls Club of
La Plata County**
12 Jr. staff members

**BOCES Family Day
for disabled persons**
15 students

Grants, Sponsorships & Donations

We are so grateful to our community for their continued generosity with sponsorships, business memberships, grants and donations of money, fundraising items and volunteers!



May 24, 2018

Allison Andersen,
Executive Director,
collects \$1015 from
Sky Ute Casino
Resort's 19th Annual
Non-Profit Money
Booth grant.



Grants, Sponsorships & Donations

In addition to the generous contributions of the following business and granting organizations, KYD received donations from several individual donors:

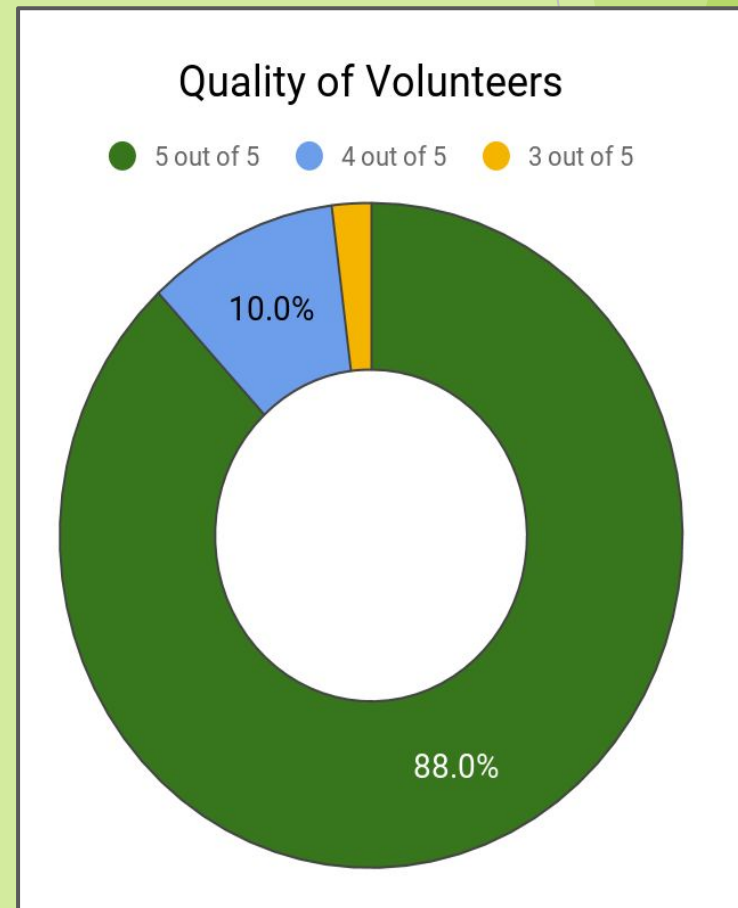


Community Relationship: Volunteers

Our volunteers are highly rated by school teachers in post evaluations. Teachers were asked to rank KYD volunteers in four areas on a scale of 1–5, with 5 being the highest score:

- Knowledge
- Professionalism
- Storytelling
- Appropriate use of lecture.

88% of volunteers
rated 5 out of 5!





Volunteers

*To all our volunteers, we wish to say “Thank You”
for your commitment of time and energy and contribution
to increasing financial literacy in our local youth.*

Allison Aichele
Stan Johnson
Stephanie Krueger
Stephen Weatherby
Moni Grushkin
Dave Smiley
Leah Gillaspy
Bruce & Sandy Heller

Aaron Schenk
Lauren Ziesel
Laura Shelton
Paige Aickman
Rebeka Garcia
Tami Joslin
Steve Johnson
Brian Beal

Wendy Rice
Pat Melin
Fred Eng
Alan Markert
Marion Horton
April Bates
Rebecca Applegate
Helen Wilkenson
Laurel Waller

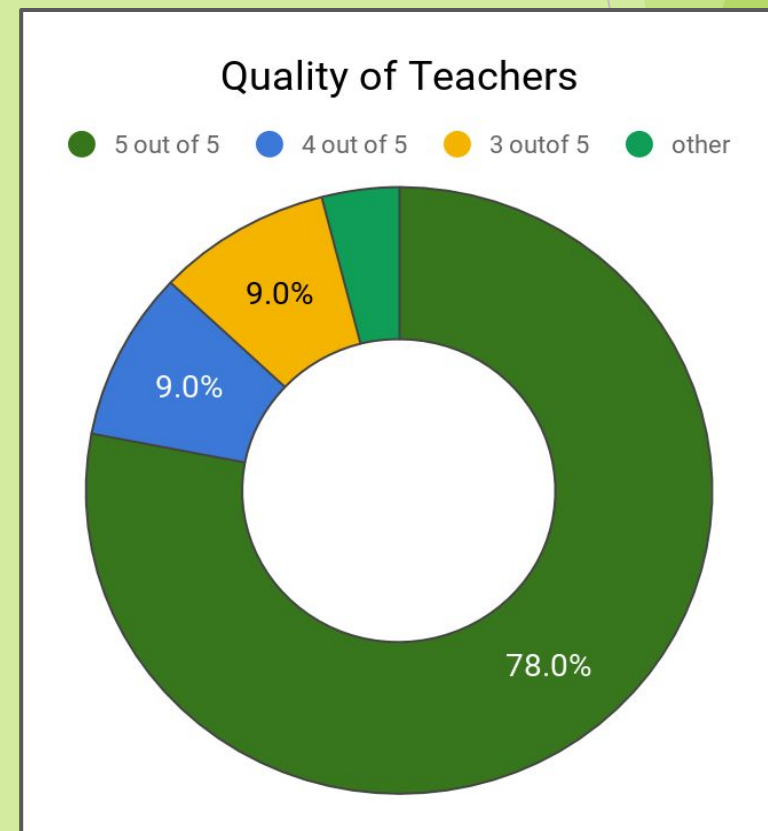
In addition Wendy Barney & Paul Gervais served on our Development Committee and the following people supported our special events: Sheri Rochford Figs, Tom Barney, Deb Schultz and Sienna Holiday

School Relationship: Teachers

School teachers continue to be an asset in the classroom. They were ranked on a scale of 1-5, with 5 being the highest, by our volunteers in four areas:

- Group Activity Support
- Storytelling
- Engaged & Present
- Classroom Management

78% of teachers
rated 5 out of 5!



Accomplishments

Expanded programs to FOUR new schools and clubs,
serving 13 classrooms of new students.

Increased program revenue by 24%.

Added SIX new classroom volunteers.

Increased our overall income by 19%

Accomplishments



For the second year, KYD was nominated for the Durango Chamber of Commerce's 2017 Non-Profit of the Year Award. We are so honored and proud.

Hosted 4th Annual Guest Bartender Event at the Red Snapper, raising \$2800 in individual donations and matching grants.



Selected as a beneficiary of The Wine Experience, a community event held in May in Downtown Durango

Selected as a beneficiary of Sky Ute Casino Resort's 19th Annual Money Booth.



Strategic Planning

Our board & committees continue to work on our Key Strategic Objectives:

PROGRAMS

Be the predominant provider of financial literacy training in Southwest Colorado

VOLUNTEER

Improve quality and quantity of volunteer base

DEVELOPMENT

Strengthen financial sustainability

GOVERNANCE

Create and Implement Internal Board and Staff Policies and Procedures

KNOW YOUR DOUGH PROGRAMS

STUDENT MEASUREMENT DATA

Measuring our impact on students is critical. We want to ensure that we are making a difference with our programs and in the lives of the youth we serve. We track our results through PRE/POST testing. The questions are identical and designed to measure improvement prior to and after our programs. These tests are custom designed to measure the impact of KYD's programs as well as the knowledge and skills gained by students.

In the following pages, we present the results of our programs, sorted by program and grade level.

Look for links to program assessment questions and answers on results pages. Hard copies are available upon request.



Feed The Pig Skill RESULTS

Elementary School: 3rd - 4th Grade

2017-18 SAMPLE SIZE: 87



QUESTION	% CORRECT: PRE	% CORRECT: POST	% IMPROVEMENT
1	95	98	3
2	65	82	26
3	90	95	6
4	87	97	12
AVG SCORE	84	93	11

Feed The Pig Behavior Changes

Elementary School Students - 3rd & 4th Grade

2017-18 SAMPLE SIZE: 87



What is the main thing you learned from this program?

57% of replies had to do with spending money responsibly

37% of replies had to do with saving money for future purchases

Did you like this program (scale of 1-5, 5 being “liked it very much”)

47% said they liked it “very much”



The Money Game Skill RESULTS

Middle School: 7th Grade

2017-18 SAMPLE SIZE: 448

QUESTION	% CORRECT: PRE	% CORRECT: POST	% IMPROVEMENT
1	47	75	60
2	65	80	23
3	66	81	23
4	54	67	24
5	52	67	29
6	63	86	37
7	42	82	95
AVG SCORE	56	77	38



The Money Game Behavior Changes

Middle School: 7th Grade

2017-18 SAMPLE SIZE: 435

QUESTION	% PRE:	% POST:	% IMPROVEMENT
1	57	69	21
2	44	52	18
3	23	38	65
4	32	42	31
AVG SCORE	39	50	28

HSFPP Skill Results

High School: 11th Grade

2017-18 SAMPLE SIZE: 137

QUESTION	% CORRECT PRE	% CORRECT POST	% IMPROVEMENT
1	57	70	23
2	34	44	29
3	46	67	46
4	73	76	4
AVG SCORE	52	64	23

HSFPP Behavior Changes

High School: 11th Grade

2017-18 SAMPLE SIZE: 137



QUESTION	% PRE	% POST	% CHANGE
1	63	83	32
2	44	73	66
3	54	77	43
4	75	76	1
5	27	56	107
6	64	76	19
7	65	74	14
AVG CHANGE	56	74	32

Lessons Learned

Each year we review the results with an eye towards improving our questions in order to more accurately measure improvement. Below are some lessons learned about the pre & post test questions and processes.

Feed The Pig

Based on last years results in which there were some negative improvement scores we revised the questions and answers to be more clear. The result was all positive improvement, although only single digit in two cases. Therefore, we have room to improve those questions once again and eliminate multiple choice options, which aren't effective with this age group.



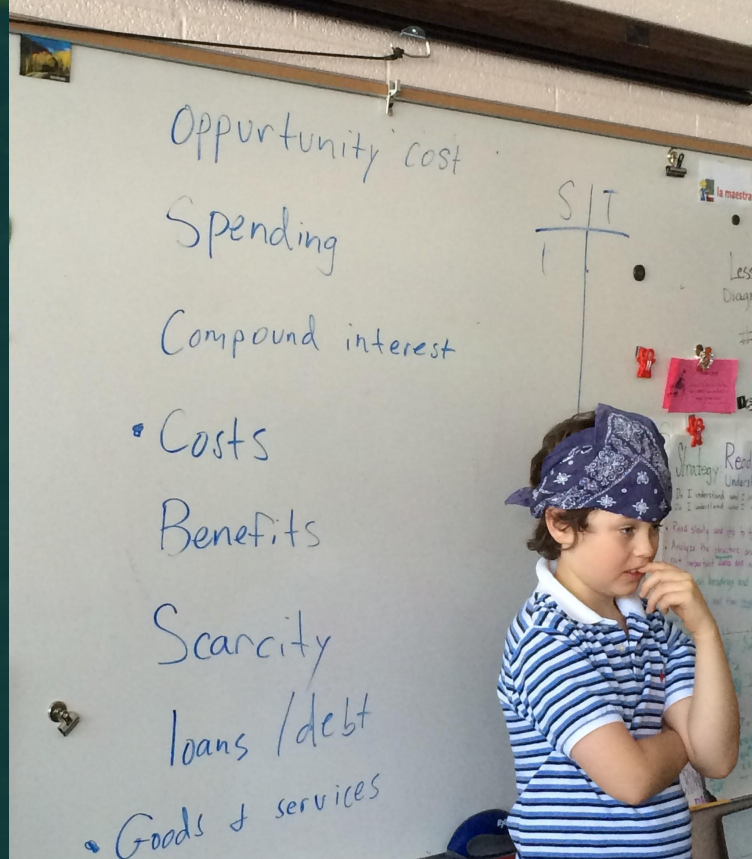
Lessons Learned - continued

The Money Game

We did not make any changes to questions this year and students achieved even better results, especially in questions 5 & 6 -from 1% to 37 and 12% to 95% respectively. Average skill improvement scores went from 28% to 38%. This year we added four new questions to measure behavior change. Scores ranged from 18% to 65% and are a good measure of financial behavioral change.

HSFPP

We made some content changes to the program this year, but kept all the questions the same. Students achieved even better behavioral results with scores increasing from 26% to 32%. However, the skill building results dropped from 55% to 23%, primarily due to question #4, in which there was only a 4% improvement. We will make sure to cover this in more depth in the future.



27%

Students completing ONE WEEK of Know Your Dough classes increased their financial literacy skills on average of 27%

Appendix of Test Questions

Feed the Pig (4th -6th) 27

The Money Game® (7th) 28

HSFPP (10-11th) 31

FEED THE PIG

PRE/POST Skill Test Questions: Correct answers are in **BOLD**.



1. *Responsible spending is: (select all that are true)*

- A. **Earning extra money by doing chores for the neighbors**
- B. **Saving up for a big purchase that you really want**
- C. Telling your friends where you keep your money hidden
- D. **Always saving some portion of allowance, gifts or earning for future expenses**

2. *Irresponsible spending is: (select all that are true)*

- A. Buying chips and snacks every day after lunch and using up all your allowance
- B. Borrowing money and not being able to pay it back
- C. Buying the first option that comes along
- D. **All of the above**

3. *People _____ because they don't think about their needs versus their wants..*

- A. **Overspend**
- B. Underspend

4. *Long-term goals are typically for _____ purchases.*

- A. **Larger**
- B. Smaller

Behavior questions:

5. What was the main thing you learned?

6. Did you like this program?



Don't like it at all. Don't like it. Don't know. Like it. Like it very much.

THE MONEY GAME

PRE/POST Skill Test Questions: Correct answers are in **BOLD**.



1. *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.**

2. *Being financially independent means your passive income is greater than your chosen lifestyle*

True

False

3. *What are the types of taxes that come out of your paycheck?*

- A. Federal and State.
- B. Social Security.
- C. Medicare/Medicaid.
- D. **All of the above.**

4. *Assets take money out of your pocket and liabilities put money in your pocket.*

True

False

THE MONEY GAME, con't.

PRE/POST Skill Test Questions: Correct answers are in **BOLD**.



5. *Two of the three wealth building strategies are:*

- A. A job.
- B. The stock market.
- C. Real estate investments.
- D. **B and C only**

6. *Making minimum payments on your credit card balance is a good way to build your credit score.*

True

False

7. *The purpose of insurance is:*

- A. To protect your assets.
- B. To avoid costly bills.
- C. To get people to pay for something they may never use.
- D. **A and B only**

THE MONEY GAME, con't.

PRE/POST Behavior Test Questions:



1. *I feel confident about making money decisions*
2. *I have a plan for spending my money or I am working to create a plan*
3. *I can explain the benefits of paying off debt quickly.*
4. *I have a savings and/or investment account, or I plan to open an account in the next two months.*

HSFPP

PRE/POST Skill Test Questions: Correct answers are in **BOLD**.



1. *The best indicator of a cost of a loan is the:*

- A. Amount of down payment
- B. **Annual percentage rate**
- C. Number of payments
- D. Monthly payments

2. *Charlie opens a savings account and deposits \$500. What amount will Charlie have in his savings account at the end of two years if the savings account has an annual interest rate of 5 percent and he makes no additional deposits or withdrawals?*

- A. Exactly \$505
- B. Exactly \$550
- C. Less than \$550
- D. **More than \$550**

HSFPP, con't.

PRE/POST Skill Test Questions: Correct answers are in **BOLD**.



3. *The purpose of insurance is:*

- A. Help people who have little income when they have property damage or injuries
- B. Avoid costly bills**
- C. Make sure that your property is never stolen or damaged
- D. Get people to pay for something they may never use

4. *Which strategy is most likely to improve a person's financial situation over a lifetime?*

- A. Making financial decisions quickly to take advantage of sales and discount prices
- B. Using credit to spend on needs when money is available later to repay
- C. Buying insurance to protect from losses due to property damage or personal injuries
- D. Investing early in life when a person begins earning an income**

HSFPP, con't.

PRE/POST Behavior Test Questions:



1. *I feel confident about making money decisions*
2. *I think about my criteria for an acceptable outcome before comparing spending options.*
3. *I can explain the benefits of paying off debt quickly.*
4. *I have a savings and/or investment account, or I plan to open an account in the next two months*
5. *I am careful to protect my personal information from misuse and fraud.*
6. *I have a plan for spending my money.*
7. *I discuss money matters with my family.*