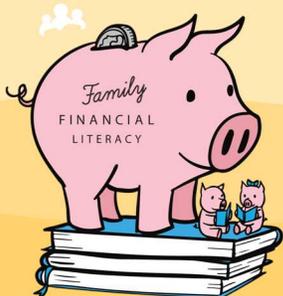


Financial Literacy: Family Activities

The Trumpet of the Swan (1970)

by E. B. White

- 1. A Penny Saved Is a Penny Earned (to be spent later)** – In Chapter 8, Sam bought Louis a slate and chalk with money he had saved. Louis saved the money he earned playing his trumpet to pay back the music store. *Saving money* means that you put money away to spend later, rather than spending it right now, and that can be hard for some people to do. What is something you want badly enough to give up spending money right now to save for it? (See the *Save Your Pennies!* worksheet for some math exercises on saving vs. spending.)
- 2. Beantown, Here We Come!** – In Chapter 13, Louis decides to go to Boston. Pretend your family is going on a trip to Boston to visit sites from the book. Using internet sources or travel guides from the library, plan your trip. Here are some questions to get you started:
 - How would you get from your town to Boston? How much would that cost?
 - Louis stayed in the Ritz Hotel on Arlington Street. That hotel is now called the Taj Boston. How much would it cost to stay there for your trip?
 - How much would swan boat rides in the Public Garden cost for your trip?
 - What other sites would you want to see while you were in Boston?Once you plan your trip, calculate the cost. (See the *Beantown, here we come!* worksheet in this packet for some help planning the trip and calculating the expenses.)
- 3. Have Trumpet. Need Work.** – In Chapter 14, Louis looks for a job by writing “Have trumpet. Need work,” on his slate. In real life, you typically need a *resume* in order to find a job. A resume shows your skills and experience, so potential employers know you will do a good job. Try your hand at writing a resume. See the *Sample Resume* worksheet in this packet for help getting started.
- 4. Getting Your Message Out** – In Chapter 15, the newspaper in Boston did a story on the trumpeting swan in the Public Garden, giving Louis publicity. *Marketing* is when you get information out to the public about something you want to sell. In this case, the newspaper did the marketing for the Boatman. But what if the Boatman hired you to do marketing for Louis and his trumpet playing? Design a billboard, TV commercial, or magazine ad for Louis.



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5. **Make a Trade** – In Chapter 16, Louis agrees to give free Sunday concerts at the zoo in exchange for being able to live at the zoo without his wings being clipped. This type of deal is called *bartering* – when you exchange goods or services without using money. Usually, to get something you want, you have to use money to pay for it. In *bartering*, you can trade something you have, or something you can do, for something else. There is even a barter page on Craig’s List with people looking to trade items. (Parents – Be sure to preview any Craig’s List page before sending students there. There may be items for barter listed that are not appropriate for your child to see.) What could your family barter with other families?

6. **Clear Profit** – On page 218, the Head Man says, “When it comes to money, birds have it easier than men do. When a bird earns some money, it’s almost all clear profit.” *Profit* is the money you have left from your earnings after you pay your costs. For a hotel like the Ritz, they earn money when customers pay for their rooms – that is called *revenue*. But they have *costs* they have to pay out of that revenue. Costs might include the salaries of the people who work at the hotel, the food they buy for the hotel’s restaurant, the little bottles of shampoo, the towels, etc. So, revenue minus cost equals profit. The lower your costs, holding revenue the same, the higher your profit. Louis has very low costs, so his profit is high.

Think about a business you might want to start, and the costs, price, revenue, and costs associated with that business. What would the costs be? Would you be able to charge a price that would cover the costs?

Maybe you want to sell ice cream sundaes in your neighborhood. What supplies would you need? How much would that cost? What would you need to charge for the sundaes to cover that cost and make a profit? (See the *You Scream, I Scream* worksheet for help with this activity.)

7. **A Good Cause** – In Chapter 20, the music store owner decides to keep only enough money to pay for the trumpet and the repair costs for his shop. He wants to give the rest to a good cause, which is called *philanthropy*. Research some charities that work in your community. How do they raise money for their work? What do they do with the money? You can use websites like www.CharityNavigator.org to see which charities are able to do more with their money by having less *overhead*. Overhead are the costs of an organization that do not go directly to the good work they are doing. Then, pretend you had \$100 to donate to charity. Where would you donate it? Would you give it all to one organization, or would you spread it across several? Would you donate to local organizations or national ones?

