

KNOW  
YOUR  
DOUGH

# 2018-19 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, 2018-2019.

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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*



Steve  
Johnson  
*Vice President*



John  
Beekmann  
*Treasurer*



April Bates  
*Secretary*



John Ogier  
*Member at Large*



Amy Johnson  
*Member at Large*

## Who We Served



**10**

**Schools**  
(and youth  
organizations)



**47**

**Classes**



**1,027**

**Students**

# Who We Served

## ELEMENTARY SCHOOLS

**Durango Montessori**  
21 first - third graders

**Florida Mesa**  
56 fourth graders

**Riverview**  
74 second graders

## HIGH SCHOOL

**Durango High School**  
220 ninth graders

## MIDDLE SCHOOLS

**Miller Middle,  
Durango**  
131 seventh graders

**Escalante Middle,  
Durango**  
145 seventh graders

**Bayfield Middle**  
101 seventh graders

**Mountain Middle**  
60 seventh graders  
&  
60 eighth graders

## CIVIC and COMMUNITY

**Durango Library Teen  
Program**  
9 young adults

**MoneyWi\$e for  
Southwest CO  
teachers**  
85 teachers

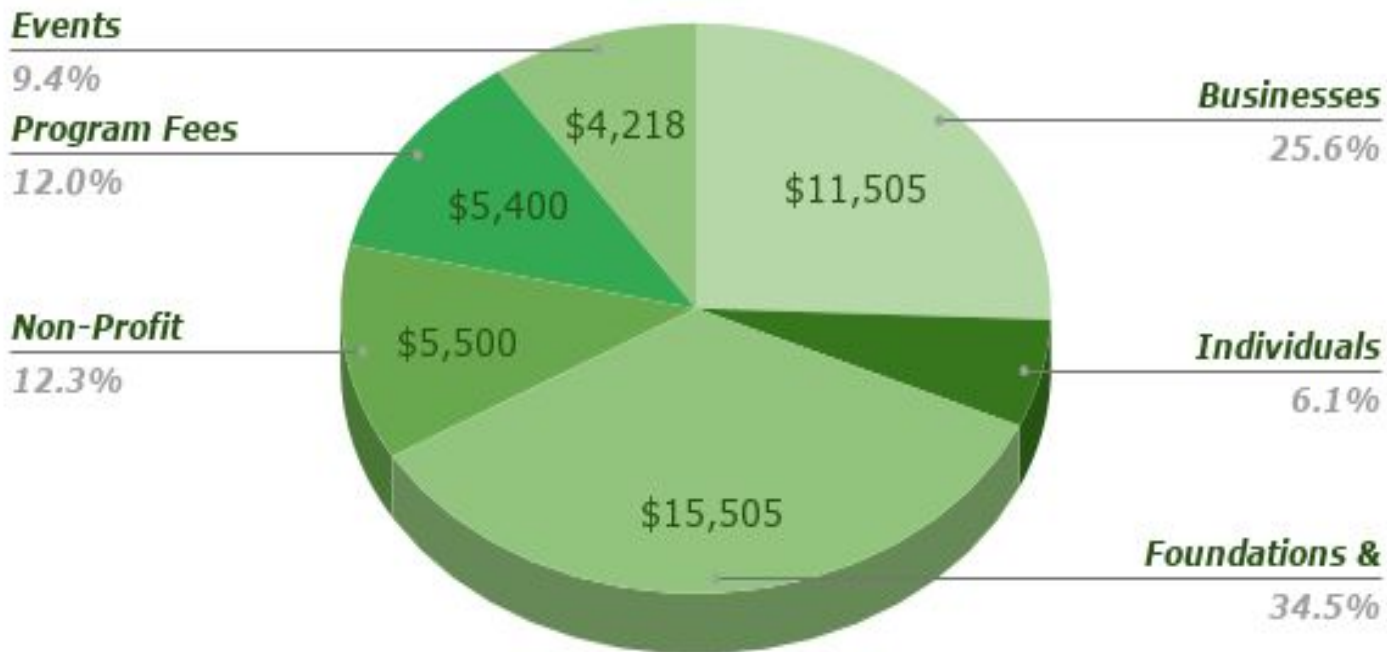
**La Plata Boys &  
Girls CLub**  
30 second - fifth  
graders



# 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!

## Foundation Sources



**Steve Johnson,  
Vice President of KYD Board  
receiving the  
Right On The Money Award.**

# Grants & Sponsors

KYD would like to acknowledge the following organizations for their generous grant and sponsorship funds.



Community Partner



Durango High Noon Rotary





## Business Members

KYD would like to acknowledge the following businesses for supporting financial literacy through their membership contributions.



*Philips and Hards, P.C.*

**ASAP**

**ACCOUNTING & PAYROLL**

*businessASAP.com*

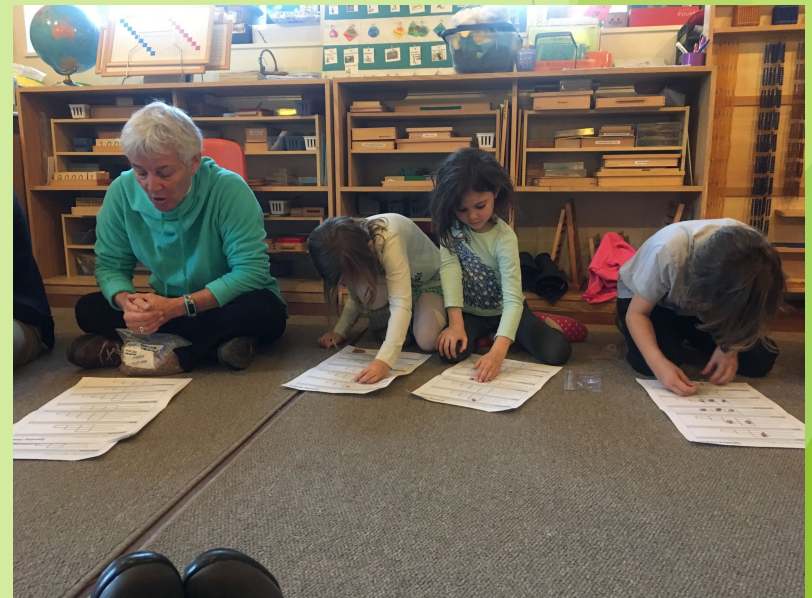
## Community Relationship: Volunteers

We could not do our work and reach so many youth with our financial literacy programs were it not for our volunteers. This past year we had **37** active volunteers contributing **1237** hours of work to KYD.

That is **\$31,296** in in-kind value.

Our volunteers are:

- Dedicated
- Have a passion for working with youth
- Knowledgeable
- Professional
- Engaging





## 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.*

Alan Markert  
Allison Aichele  
Amber Harwig\*  
April Bates  
Ashley Geyer\*  
Donn Mulderink\*  
Gina Schulz\*  
JR Spies\*

Justin Bates  
Liz Oetter  
Kathy Tonnesson\*  
Kaytlyn Alexander  
Macy O'Rourke\*  
Laurel Waller  
Rachel Kuss\*  
Rebecca Applegate

Rebeka Garcia  
Ron Dunavant\*  
Stan Johnson  
Stephanie Krueger  
Steve Johnson  
Tami Joslin  
Wendy Most\*  
Wendy Rice

- New Volunteers
- In addition another nine volunteers supported our efforts in other ways.



## Key Accomplishments

Established Key Partnership with Alpine Bank

KEY PARTNER  
ALPINE BANK



Increased proceeds from 5th Annual Guest Bartender Event at the Red Snapper by 25% - from individual donations and matching grants from R. Bell & Associates and The Payroll Department



R. BELL &  
ASSOCIATES  
P.C. CPAs

## Other Accomplishments

Logged in 1237 volunteer hours  
**\$31,296** in In-Kind support

Served 4484 students since 2013.

Recipient of Right on the Money –  
***Excellence in Financial Education Award***  
in 2015, 2016, 2017, 2018 & 2019

Overall funding increased 14%

Reduced fundraising costs by 6% from previous year.

# 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 and 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.

*Please see the electronic version of the Impact Report for the test questions, due to printing costs. Or you may request to have the test questions emailed to you.*





## Feed The Pig Skill RESULTS

2nd - 5th Graders

2018-2019 SAMPLE SIZE: 7 classes, 94 pre-tests 77 post-tests



Behavioral Question	B1	B2	B3	BEHAVIORAL AVERAGE
PRE TEST	99%	82%	65%	82%
POST TEST	100%	85%	85%	95%
% CHANGE	1%	4%	31%	16%

*Overall students scored 95% in the practice of good financial behaviors - post program.*

## Feed The Pig Skill RESULT

2nd - 5th Graders

2018-2019 SAMPLE SIZE: 7 classes, 94 pre-tests 77 post-tests



Skill Question	S1*	S2	S3	S4	SKILL AVERAGE
PRE TEST	33%	34%	85%	75%	56%
POST TEST	33%	55%	90%	93%	69%
% IMPROVEMENT	0%	62%	6%	11%	23%

\* S1 may have received 0% increase because it was too difficult for the 2nd & 3rd graders to understand. The older students showed improvement.

## Feed The Pig Skill RESULTS

2nd - 5th Graders

2018-2019 SAMPLE SIZE: 7 classes, 94 pre-tests 77 post-tests



	OVERALL AVERAGE
PRE TEST	67%
POST TEST	80%
% CHANGE	20%



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## The Money Game Behavior Results

Middle School: 7th & 8th Grades

2018-19 SAMPLE SIZE: 322 pretests, 309 post tests



BEHAVIORAL QUESTION	B1	B2	B3	B4	B5	B6	AVERAGE
PRE TEST	86%	81%	67%	63%	58%	73%	71%
POST TEST	94%	89%	88%	77%	71%	80%	83%
% DIFF	9%	10%	32%	23%	24%	11%	17%

*Overall students scored 83% in the practice of good financial behaviors - post program.*

## The Money Game Skill Results

Middle School: 7th Grade

2018-19 SAMPLE SIZE: 322 pretests, 309 post tests



SKILL QUESTION	S1	S2	S3	S4	S5	S6	AVERAGE
PRE TEST	52%	70%	69%	62%	55%	43%	59%
POST TEST	64%	87%	78%	68%	74%	80%	75%
% CHANGE	23%	25%	13%	9%	34%	86%	28%

Greatest improvement = 86% on question S6: *Making minimum payments on your credit card balance is a good way to build your credit score.*

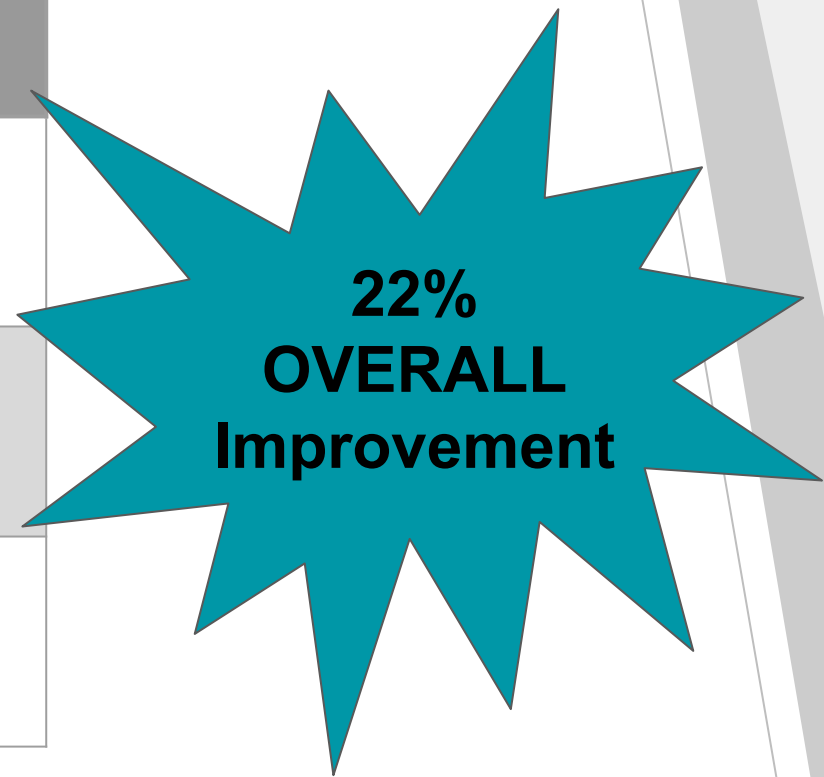
## THE MONEY GAME RESULTS

Middle School: 7th Grade

2018-19 SAMPLE SIZE: 322 pretests, 309 post tests



TMG	OVERALL AVERAGE
PRE TEST	65%
POST TEST	79%
% CHANGE	22%



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## HSFPP Behavior Results

High School: 9th Grade

2018-19 SAMPLE SIZE: 221 PRE TESTS, 123 POST TESTS



BEHAVIORAL QUESTION	B1	B2	B3	B4	B5	B6	B7	BEHAVIORAL AVERAGE
PRE TEST	77%	71%	63%	66%	54%	69%	75%	68%
POST TEST	94%	90%	92%	80%	66%	87%	80%	84%
% CHANGE	22%	27%	47%	21%	21%	25%	6%	24%

Most Improved = 47% on B6:

11

*I can explain the benefits of paying off debt quickly.*

## HSFPP Skill Results

High School: 9th Grade

2018-19 SAMPLE SIZE: 221 PRE TESTS, 123 POST TESTS



SKILL QUESTION	S1	S2	S3	S4	SKILL AVERAGE
PRE TEST	22%	36%	44%	64%	42%
POST TEST	31%	49%	60%	78%	55%
% CHANGE	39%	37%	35%	21%	31%

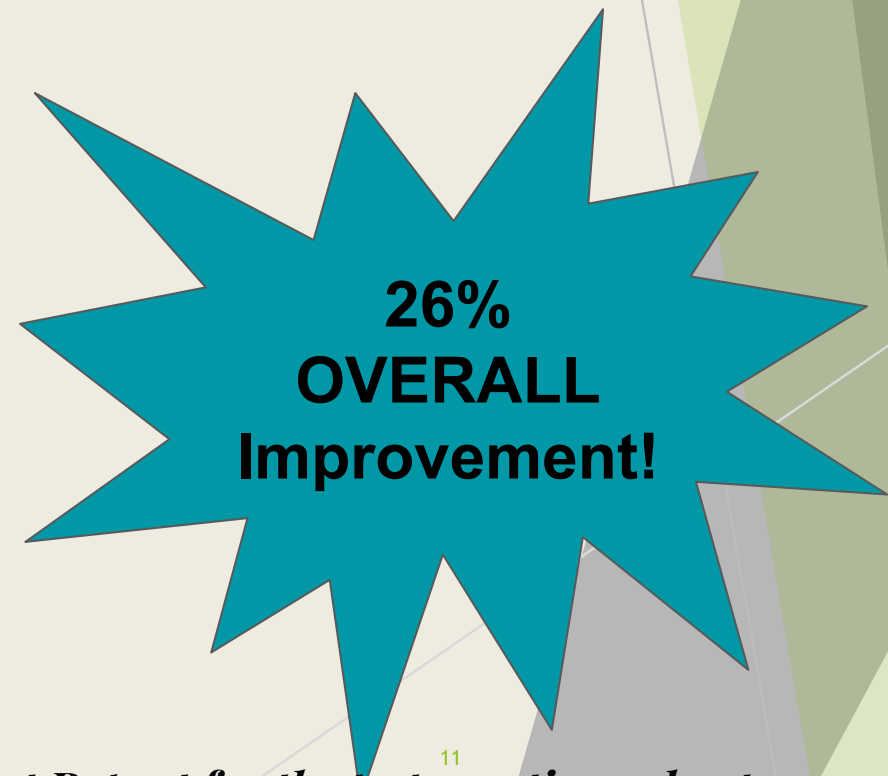
## HSFPP Skill Results

High School: 11th Grade

2018-19 SAMPLE SIZE: 221 PRE TESTS, 123 POST TESTS



OVERALL	AVERAGE
PRE TEST	58%
POST TEST	73%
% CHANGE	26%%



11

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## 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 (FTP)

This year we delivered FTP to a wide range of ages so there were some mixed results. However, overall the improvement in scores across the board were significant = 20%. The **Most Improved Skill** = **86%** was for question S2 about irresponsible spending.





## Lessons Learned - continued

### The Money Game

This program continues to perform well for teachers, volunteers and especially students. Students scores increased in all areas with an overall improvement of 28% in skill questions and 17% in behavioral questions. One question that only achieved a 9% increase was on examples of federal taxes. We will emphasize this concept more going forward.

### HSFPP

Overall there was improvement for every questions with B7 being the lowest at 6%, the next lowest was 21%. These are great results. Question B7 was: *I have discussed money matters with my family.* This is an area where we can work with our teachers and students to hopefully initiate more conversations about money with their families.



**23%**

**Students completing ONE WEEK of Know Your Dough classes increased their financial literacy skills on average 23%!**

# *Appendix*

## Program Test Questions

*Feed the Pig (2nd - 5th)*

*The Money Game<sup>®</sup> (7th)*

*HSFPP (9th)*

LINKS TO TEST QUESTIONS ARE AVAILABLE BY CLICKING ON THE PROGRAM NAME ABOVE



## ***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. Always saving some portion of allowance, gifts or earning for future expenses
- D. **All of the above**

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

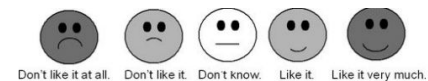
- A. Buying chips and snacks every day after lunch and using up all your allowance
- B. Borrowing money and not being able to pay it back
- C. Buying the first option that comes along
- D. **All of the above**

3. *When people don't think about their needs versus their wants, they tend to do this:*

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

4. *Long-term goals are typically for this kind of purchase:*

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



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

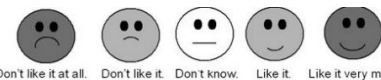


## ***FEED THE PIG***

### **PRE/POST Behavioral Test Questions:**



- 1. I think saving money is important.*
- 2. I keep track of my money I earn, spend and owe*
- 3. I have a saving goal (long, medium or short term)*



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

***THE MONEY GAME***<sup>®</sup> 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. *Federal Taxes pay for:*

- A. *Federal employees*
- B. *Public schools*
- C. *Military*
- D. **Only A and C**

## ***THE MONEY GAME, con't.***

### **PRE/POST Skill & Behavior Test Questions:**

Correct answers are in **BOLD**.

5. *State taxes pay for:*

- A. *Housing*
- B. *State employees***
- C. *Military*
- D. *Medical Bills*

6. *The Three Wealth Building Strategies are:*

- A. Stocks, Employment/Job and Businesses
- B. Stocks, Real Estate, and Businesses**
- C. Real Estate, Employment/Job and Businesses

&

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.
5. I have taken steps to protect my personal information from misuse and fraud.
6. I have discussed money matters with my family.



## **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**

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 Behavioral 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 have taken steps to protect my personal information from misuse and fraud.*
6. *I have a plan for spending my money or I am working to create a plan.*
7. *I discuss money matters with my family.*