



# Secret Millionaires Club

## Learn & Earn



### National PTA and the Secret Millionaires Club

Financial fitness skills are increasingly important for families to develop, and it's never too soon for kids to start learning financial basics. Entrepreneurial skills benefit students in numerous ways and lead to innovations that improve our communities and society. **The Secret Millionaires Club Learn & Earn program combines financial fitness and entrepreneurship in fun, free, easy-to-access material that's designed for kids!**

### Getting Started

Secret Millionaires Club Learn & Earn materials are evergreen and available year-round online at [www.SMCKids.com/learnandearn](http://www.SMCKids.com/learnandearn).

#### Materials include:

- Afterschool activities
- Parent/home activities
- Classroom activities
- Short webisodes
- Webisode-matching content in [comic books](#) created by Archie Comics
- Comic book activities
- The "Grow Your Own Business Challenge," a cornerstone of the program that asks kids 7–14 to come up with new business ideas for a chance to win \$5,000 and a trip to a celebration event with Warren Buffett! The Challenge kicks off this year on October 20 and continues through January 31.

[Quick-Start Guide to an SMC Afterschool Club](#)

### SMC Step-by-Step

1. **Build a team:** Engage parents who are entrepreneurs or in the financial industry.
2. **Access tools:** Watch the fun, informative [webisodes](#) featuring an animated Warren Buffett (26 in total; each about 4 minutes long) and check out the different types of content available. Note: Classroom activities are based on the Common Core!
3. **Determine who, what, when, where:**
  - **Who:** Promote this to families of kids in grades 3–8 using social media, school newsletters, backpack folders, etc.
  - **What:** After you review the materials, decided which you want to use. Show the [How-To Video](#), host an activity session, and facilitate dialogue among families so they learn from each other.
  - **When & Where:** You can host this as part of another PTA event or as a special program on its own. Consider using a classroom or create a moving experience in which families visit different locations in the school to experience the [webisodes](#), activities, and so on.

[How to Start an Afterschool SMC Club](#)

## What is the “Grow Your Own Business Challenge”?

Now in its fourth year, the “Grow Your Own Business Challenge” offers kids 7–14, individually or in teams of 2–4, the opportunity to come up with a new business idea for a chance to win fantastic prizes!

### Prizes include:

- \$5,000!
- A trip with a **parent/guardian** and **teacher/mentor** to a celebration event in Omaha!
- A chance to pitch their business idea in person to Warren Buffett!

Contestants get a chance to practice financial fitness skills, entrepreneurship, creativity, problem-solving, innovation, research, perseverance, and more!

### Did we mention teachers/mentors win, too?

[Get Kids Started with the Challenge Today!](#)

## What is the *Secret Millionaires Club* Learn & Earn Program?

The *Secret Millionaires Club* Learn & Earn program was developed to extend the lessons of the *Secret Millionaires Club* animated webisodes and prime-time TV specials, both of which feature the words, wisdom, and voice of Warren Buffett! Now, classrooms, homes, and learning settings across the country can benefit from the knowledge of this financial guru and his fictional friends! A robust array of materials sponsored by the Fairholme Foundation has been developed for distribution to schools, youth organizations, and families. Classroom-specific activities are based on Common Core State Standards to ensure maximum integration and seamless implementation.

## What is the *Secret Millionaires Club*?

The *Secret Millionaires Club* is an animated series featuring Warren Buffett as mentor to a group of entrepreneurial kids whose adventures lead them to encounter and solve financial and business problems. The series teaches the basic components of making sound financial decisions and starting a business. Twenty-six short webisodes are featured on this website, and the *Secret Millionaires Club* expanded to include a new TV series that launched on The Hub Network in spring 2013. The animated series was created by Genius Brands International. [Watch the webisodes!](#)

## What does the website offer teachers?

Teachers can

- [Watch the SMC webisodes with their students.](#)
- Find [educational activities](#) and more corresponding to the webisodes.
  - All classroom activities are based on national core math and financial literacy standards for grades 3–6.
- Help students develop their “Grow Your Own Business Challenge” contest entries.
- Win up to \$1,000 and a trip to a celebration event with Warren Buffett! *See [Rules](#) for complete contest details.*

## What does the website offer parents?

Parents can

- [Watch the SMC webisodes with kids.](#)
- Find [family activities](#), [comic books](#), and [comic book activities](#) corresponding to the webisodes.
- Help kids develop their “Grow Your Own Business Challenge” contest entries.