



## **BIZ KID\$**

### **Episode 126: Social Entrepreneurs**

#### **Episode 126 Synopsis:**

Join the Biz Kid\$ and you'll meet social visionaries who use the same tools as profit-oriented entrepreneurs. Yet instead of building companies and large profits, these people create thriving organizations and powerful movements for social change.

#### **Contents**

Biz Terms (Vocabulary)  
Equipment and Materials Needed  
Day One: Lesson Plan  
Day Two: Lesson Plan  
Family Activity Sheet

### **Biz Kid\$ Curriculum Package #126**



## **BIZ KID\$**

### **BIZ TERMS**

#### **Episode 126: Social Entrepreneurs**

1. business principles
2. dedication
3. develop
4. philanthropy
5. prosper
6. social change
7. social entrepreneur
8. success
9. third world countries
10. venture
11. volunteer

#### **Suggestions for using Biz Terms include:**

- Have students research and write dictionary definitions.
- Discuss the use of these terms in the episode of "Biz Kid\$".
- Have students construct sentences using these terms.
- Have students write paragraphs, stories, dialogs, "raps", or lyrics.





## Episode 126

### Social Entrepreneurs

#### Equipment/Materials/Prep needed:

##### Day One and Day Two:

- TV or projection system
- DVD player
- DVD of Episode 126

##### Day Two only:

- Student copies of the "Family Activity Sheet".
- Student copies of the "Biz Terms" Sheet.
- Paper, pens, pencils, color markers, and highlighters for students making ads and posters.
- Computers for students to explore web sites listed.
- Guest speaker to be greeted and directed to the correct location for the session.

##### Preparation:

- Check to be sure needed equipment is available and operational prior to the sessions.
- Gather listed materials.
- Make an appropriate number of copies of the "Biz Terms" Sheet and the "Family Activity Sheet".
- Invite guest speaker from the local community regarding fraud and how to prevent being scammed.



## Episode 126: Social Entrepreneurs

### Day One

#### Previewing Questions:

##### Day One Introduction

Welcome students/youth to **"Biz Kid\$"** and introduce yourself, giving your name and job title.

Explain that **"Biz Kid\$"** is a program to help people become financially educated, learn work-readiness skills, and to even become entrepreneurs...Biz Kids!!! They can view the program **"Biz Kid\$"** with their families on Public Television stations all over the country, and also participate by using the **"Biz Kids"** web site. Today, they get to see an episode with you.

Today's pre-viewing questions:

1. Have any of you ever started your own business?

***To prompt the students, specifically ask if anyone has ever had a lemonade stand.***

2. Have the students describe any businesses that they have begun.
3. Ask the students their reasons for starting a business.

***They likely will comment that they wanted to make money.***





**Explain that some people start a business because they have a great idea and want to earn money for themselves, but other people start businesses because they want to raise money to help others. These people are called social entrepreneurs.**

Define a **social entrepreneur** as a person who sees a need in a society or community and passionately pursues a solution using entrepreneurial thinking and sound business practices.

You're going to meet some social entrepreneurs in this episode of "**Biz Kids**". Pay particular attention to what motivated each of them to work for positive change.

Show Episode 126: "What is a Social Entrepreneur?"

Activity to follow viewing the program together:

Talk about the **TayBear** part of the video. *(This clip features a young woman who began a hair clip sales business that funds the purchase of teddy bears for young cancer patients.)*

Ask the students to identify the need Taylor saw in her community. *Students should respond that she saw sick children who needed comforting when she was visiting a relative in the hospital.*

Explain that a social entrepreneur generally thinks of a problem that has a special meaning to him or her and then develops a business plan to raise money to help solve that problem. This is called making a **social change**.

Define a **social change** as any action or event that affects a group of individuals that have shared characteristics.

*Ask the students if they can think of any examples of social change that they have seen. List their responses on a blank OHP Transparency.*



**Some examples might include:**

- Religious organizations who work to solve many problems
- *Habitat for Humanity*, which has volunteers who build homes for people in need
- Community groups who gather recyclable waste to help the environment
- Groups who clean trash off of beaches, or beside highways, to improve their communities

Ask students what other kinds of needs in a society or a community they think social entrepreneurs might be concerned about.

***Again, record their responses on an OHP Transparency.***

**Responses may include (but are not limited to):**

- Homelessness
- Illness
- War victims
- Environmental issues

Thank students for their attention and participation in today's session. Encourage them to look for ways to make positive social change.



## Episode 126

### Social Entrepreneurs

## Day Two

### Day Two Introduction

Play part of the theme music for "Biz Kid\$" from the episode intro to motivate and engage the students. Then stop the music, welcome the students/youth to today's session, and introduce yourself.

How many of you were really moved by the efforts of the young social entrepreneurs you met in Episode 126 of "**Biz Kid\$**"?

**Jessica**, who started the organization called "**Richard's Rwanda**", is part of a group of girls who raise money to support young girls who are victims of the genocide in Rwanda. They sell hats, beanies, and pants to raise money to purchase educational supplies and pay school fees so these girls can get an education. They shared some of the thank-you letters from the girls. The organization has a new goal: to build a school in Rwanda.

**John Wood** is an author and also a social entrepreneur who started the organization "**Room to Read**." His business raises money to build schools and libraries to provide education to children in Third World Countries. He still needed a business plan and smart business practices. Have any of you ever seen a Bookmobile? His version was a "**Yakmobile**", to deliver books to begin educating a village.

**Dr. Yunus** began making micro loans to poor woman all over the world as seed money to start a business to support themselves and their families. He reminded us that everything starts small; and a solution for one person can be multiplied to help others.





**Taylor**, who started "**TayBear**" over ten years ago, credits the organization Junior Achievement with helping her devise a business plan and manage finances. Hand-painting and selling hair clips has raised over \$180,000 to purchase teddy bears for children in need of comfort who are undergoing medical procedures.

**Katie, Julia, and Sam** work for "**Running for a Reason**." They involved community sponsors in helping raise funds to donate to hospice care.

**Micklina** is an amazing young lady who survived when her village was bombed, and people were shot and kidnapped. She walked for three weeks, from Sudan to Kenya, and eventually came to the United States. However, she could not forget the other girls still there, and she wanted to help them. She shared her ideas with her American family and friends. They appealed to people in churches, synagogues, and schools for help. They sold greeting cards, held fund-raisers, and were given private donations. Fourteen more girls have been brought to the United States, and they, in turn, want to make a difference for the girls still there in Rwanda.

*Ask the students what they think about social entrepreneurs. Their answers should be quite interesting and enlightening.*

## Activity

**Ask the students if they are familiar with trading cards, for example baseball cards. Tell them that they are going to design their own social entrepreneur trading cards.**

Distribute a "**Trading Card Template**" to each student.

**Review the template with the students, explaining that, just as with baseball cards, the back of this card will contain writing and the front will display an image.**





Explain that students should think of a social cause that means a great deal to them. Then they should think of a way to raise money to aid that cause. Remind students to be careful not to think simply of a fund-raiser, such as holding a bake sale, but to think of a business that produces profits that could partially be used to support their cause.

Once students have made their plan, they should complete the information required on the back of their card and use their coloring tools to illustrate the front with an image that represents their social entrepreneurial effort.

***Allow students at least 15 minutes to create their trading cards.***

***Circulate around the room while students are working, answering questions as they arise.***

Students may wish to present their cards and ideas to the entire group. Ask those volunteering to explain the social issue that they wanted to address, as well as the business they would start to help solve this problem.

Teachers may want to use these social entrepreneurial trading cards to create a class book to share with other classes and parents visiting the room. They could be displayed on a bulletin board in the classroom, and even shared with the local school board and community organizations.

## Summary and Review

Distribute the **“Family Activity Sheet”** and the **“Biz Terms Sheet”** for Episode 126 to all students to share with their families.

Thank the students for their participation and encourage them to discuss these issues with their families, and remind them that they can make a difference for themselves and others by being Biz Kids!!!



## Episode 126

### Social Entrepreneurs

#### Family Activity Sheet

#### Episode 126 Synopsis:

The Biz Kid\$ look at visionaries who use the same tools as profit-oriented entrepreneurs. But instead of building companies these people build thriving organizations and powerful movements for social change.

#### Family Activities:

Is your child looking to change the world? Well, a good place to start is getting to know and support a cause. An easy way to help your child learn about various social issues is to join them in a volunteer effort. Think of something that you could do together that would also have a positive impact on your community or the world.

The following web sites are geared to help young people find volunteer opportunities in their own communities:

- [www.networkforgood.youthnoise.com](http://www.networkforgood.youthnoise.com)
- [www.life.familyeducation.com/volunteer-work/teen/29594.html](http://www.life.familyeducation.com/volunteer-work/teen/29594.html)
- [www.idealists.org](http://www.idealists.org)

Your child can be a superhero! Talk to your child about problems that he or she sees in your neighborhood, town, state, country, or the world. Help your child brainstorm reasons why these problems exist, as well as steps that a person can take to remedy these issues.

Once your child has some ideas in mind, have him or her lie down on a large sheet of butcher paper or poster board, and then you trace his or her body outline. Let your child use the outline to illustrate his or her own superhero





who addresses and even solves the problems that were identified. Who knows, this drawing could end up as a logo for a new social entrepreneurship venture.

