

## A Global Initiative from Sesame Workshop and MetLife Foundation

Dream, Save, Do: Financial Empowerment for Families is a global initiative from Sesame Workshop and MetLife Foundation to help children and the adults in their lives set goals, have aspirations, make plans, and understand that the choices they make every day could help them achieve their dreams.

The initiative, targeted to young children and their families (in particular the head of household/women), provides engaging Sesame Street content, language for discussion, and effective strategies for spending, saving, sharing and donating.



### What is Financial Empowerment?

MetLife Foundation and Sesame Workshop worked together to build a coalition of global and local advisors and specialists to inform content development. Financial empowerment was determined to have three core elements:



**We can do it!** Having a positive attitude including confidence and aspirations.



**How can we do it?** Knowing behaviors related to self-regulation and executive function (conscious control of thoughts, feelings and actions) that can help set, plan and achieve goals.



**What information do we need?** Having the knowledge and information needed to achieve financial empowerment and reach one's goals.

### CONTACT US!

For more information on how you can support Dream, Save, Do, please contact: **Nada Elattar**, Director, Educational Programs, International Social Impact

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### OR VISIT US AT:

[www.sesameworkshop.org/what-we-do/our-initiatives/dream-save-do/](http://www.sesameworkshop.org/what-we-do/our-initiatives/dream-save-do/)

# DREAM | SAVE | DO

Financial Empowerment for Families

## GOALS AND RATIONALE

» The benefit of acquiring financial skills and behaviors goes beyond economic impact. The skills of setting goals, planning, and making selective choices are applicable to healthy habits such as practicing good hygiene and eating nutritiously. In addition, building financial reserves can lift a barrier to accessing high quality education.

» As attested by local and global advisors, Sesame Workshop is in a unique position to contribute to financial empowerment by creating child-centered content and providing guidance to young children, parents, extended family members (especially grandparents), educators, child care providers, community workers and financial networks with simple activities and key messages.

» Our approach is to incorporate financial empowerment-related activities into daily routines and practices, facilitating open communication and interaction between children and adults.



## COMPONENTS

» Research and advice from global and local experts were used to drive the creation of messages and to gauge reach, understanding, and educational and social impact. Families will be exposed to a wide-range of multi-media content including new animated and documentary videos, digital games, comics, songs, activity sheets, and caregiver guides featuring the beloved Sesame Street characters through digital media, broadcast, community outreach, local events and seminars.

» “Dream, Save, Do” will reach up to 10 countries over 5 years and is specifically tailored to address global needs as well as the particular needs of families in each targeted country. The core set of global resources were created for the overall initiative to be shared and localized across project countries including Bangladesh, Brazil, Chile, China, Egypt, India, Japan, Mexico, and United Arab Emirates.

## THE BOTTOM LINE

» The need for increased skills that lead people to start saving and planning for the future is great. The ability to make careful choices, plan, and save is essential for positive health, education, and overall life outcomes. As with so many other critical life skills, establishing a foundation for these abilities in the earliest years is essential to build positive lifelong habits.

» Our approach to financial empowerment will not only improve and strengthen financial behaviors but will also provide valuable information and skills that address the needs of the whole child and help families and children be better prepared for the future and potential setbacks.

## Success

The effectiveness of the Dream, Save, Do: Financial Empowerment for Families initiative will be determined by three kinds of measures:



**Reach** – Number of children, caregivers and communities reached. It is estimated that the initiative will reach up to 75 million people worldwide.



**Impact** – Measurable positive changes in Financial Empowerment knowledge, attitudes and practices, which will be determined through a multi-country impact evaluation.



**Ripple Effects** – Broader impact on the availability of appropriate educational resources and increased capacity in the early childhood sectors (due to the provision of materials and training on financial empowerment).



Sesame Workshop is the nonprofit educational organization behind Sesame Street which reaches 156 million children across more than 150 countries. The Workshop’s mission is to use the educational power of media to help children everywhere grow smarter, stronger, and kinder. Delivered through a variety of platforms, including television programs, digital experiences, books and community engagement, its research-based programs are tailored to the needs of the communities and countries they serve. For more information, visit us at [www.sesameworkshop.org](http://www.sesameworkshop.org).

MetLife Foundation was created in 1976 to continue MetLife’s long tradition of corporate contributions and community involvement. Today, the Foundation is dedicated to advancing financial inclusion, committing \$200 million over the next five years to help build a secure future for individuals and communities around the world. MetLife Foundation is affiliated to MetLife, Inc. a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers. Through its subsidiaries and affiliates, MetLife holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East. To learn more about MetLife Foundation, visit [www.metlife.org](http://www.metlife.org).