



## Lesson 4: Philanthropy with Purpose



### Learning Target

- Begin a personal plan of philanthropy by creating a mission statement. Use new knowledge about philanthropists, their purposes, and impact investing.



30 Minutes

### Lesson Overview and Teacher Prep



- **Warm-Up (5 min):** video prompts brainstorming about impact investing and philanthropy.
- **Activity (10 min):** small group research about impact investing and philanthropists.
- **Reflection for Action (5 min):** asks students to write their ideas for giving their time, talents or treasures to a specific cause or nonprofit/charity.
- Materials used as needed: PowerPoint - HS Lesson 4 PP, L4W1, electronic devices/laptops for research.
- Standards from [Common Core](#), [National Council for Social Studies \(NCSS\)](#), and [National Standards for Economics](#).
- Document your class' progress by posting pictures, videos, stories, and "a-ha" moments to Facebook, Instagram, YouTube, and Twitter @ottercares #projectheart



### Philanthropy Objectives

- Research philanthropists and identify the purpose of their efforts.
- Research Impact Investing and relation to philanthropy.

### Anchor Standards

- **CCSS.ELA-LITERACY.CCRA.SL.1** - Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.
- **CCSS.ELA-LITERACY.CCRA.SL.2** - Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.

### Common Core Standards

- **CCSS.ELA-LITERACY.SL.9-10.1.C** - Propel conversations by posing and responding to questions that relate the current discussion to broader themes or larger ideas; actively incorporate others into the discussion; and clarify, verify, or challenge ideas and conclusions.
- **CCSS.ELA-LITERACY.WHST.9-10.10** - Write routinely over extended time frames (time for reflection and revision) and shorter time frames (a single sitting or a day or two) for a range of discipline-specific tasks, purposes, and audiences.

### Social Studies Standards

- **Individual Development and Identity** - h. work independently and cooperatively to accomplish goals.

### Economics Standards

- **Content Standard 2: Decision Making** - As long as the marginal benefit of an activity exceeds the marginal cost, people are better off doing more of it; when the marginal cost exceeds the marginal benefit, they are better off doing less of it.





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**Warm-Up: Investing in Your Impact** (Video prompt for quick-write activity - 5 minutes)



*PowerPoint Slide 1 – Click on slide to play clip: [https://www.youtube.com/watch?v=1Bpe\\_dAOL2M](https://www.youtube.com/watch?v=1Bpe_dAOL2M) (1:40)*



- Call on several students to brainstorm what they think impact investing means and how (and why they would do it).
- Ask students to write how impact investing relates to philanthropy.
- They should write their ideas in the top box on their student worksheet
- Close this activity by calling on 2-3 students to share their responses.



*[TEACHER TIP] Use this warm-up to discuss the difference that an individual can make.*

**Activity: Nonprofit Research and Impact Investing** – 10 minutes



*PowerPoint Slide 2 – Discuss impact investing*

- Discuss four types of impact investing



*PowerPoint Slide 3 – prompt small group or individual work around philanthropy.*

- Ask students to look up two nonprofits – they can be local, national or global. Have them use their worksheets to write down their mission statements, and determine if they would invest in this nonprofit financially.

**Activity: Mission Statements** – 10 minutes



*PowerPoint Slide 4 + 5 – What's the difference between a mission statement and a vision statement?*

- Remind students that philanthropy is the process of giving back for the greater good: donating money, goods, services, time and/or effort to support a beneficial cause and creating a lasting impact is how you can engage in this process. It can also be the start to a wonderful entrepreneurship adventure!
- Discuss the difference between a mission statement and a vision statement, and how both can be used to help set yourself up for future success.
- Read through the difference in Animal Friends Alliance's (a nonprofit focused on the protection and care of animals) mission vs vision statement.



*PowerPoint Slide 6-11 – Mission statement examples*

- Go through each of the three mission statement examples and have students guess which company belongs to each mission statement.



*PowerPoint Slide 12-16 – Write a mission statement*

- Have students write their own mission statements on the provided student worksheet to reflect the change they want to make, how they will make that change, and the impact it will make on the world.

**Reflection** - 5 minutes



*Option to share mission statement with partner or class*

