

# POCKETS | CHANGE

*Building financial resilience through Hip Hop pedagogy*

## Workshop 1: Spending Values



Discovery through  
Hip Hop Pedagogy  
& Design Thinking



Building  
Financial Resilience  
Beyond Financial Literacy



Developing  
Understanding to Navigate  
Financial Systems



Creating Community for  
Intergenerational Action  
& Advocacy

# HISTORY OF ME

## About me

- rapper theaterer educator...



Let us Google us for you...




2019 ANNUAL EDITION  
**Best of New York**  
Head spa, Mexican burger, British underwear, surfboard storage... p.58  
And: Glenda Jackson / Jeremy O. Harris / Heidi Schreck & Tony Kushner / Peter Bogdanovich  
NEW YORK  
March 4-17, 2019  
This Is How Impeachment

Financial Planner  
**Brunch & Budget**  
letsbrunch@brunchandbudget.com

Pamela Capalad, who had been with a w  
was the only one of her friends who “wo


Forbes

## This Couple Created A Multilevel Curriculum To Teach All Ages Financial Literacy

 **Julian Mitchell** Former Contributor  
Entrepreneurs  
*I cover entrepreneurs and startups disrupting industries.*




**TWEET THIS**

- That experience made me realize that this was my mission in life, helping generations of kids become financially literate.
- From the perspective of an educator, it works well because it's fun.



BLAVITY : NEWS

News Op-Eds Lifestyle Submit a Story

### This Couple Launched Three Programs Dedicated To Teaching Financial Literacy To POC

Want some budget tips to go along with that brunch?

Menu Search Bloomberg Sign In Subscr

Business

## How to Make Managing Your Money Less Scary: Do it Over Eggs and Bacon

This financial planner uses low-pressure meet-ups to get millennials interested in their finances



# What is Pockets Change?

Pockets Change is the winner of the 2022 award for innovation in financial education



Pockets Change uses hip hop pedagogy to teach students, teachers, and families how to liberate their communities through personal finance



Congratulations to the winner of our 2nd annual financial education song contest!



# Community Agreements

**What does it take to create and hold space? These are the ways we create community and a brave space.**

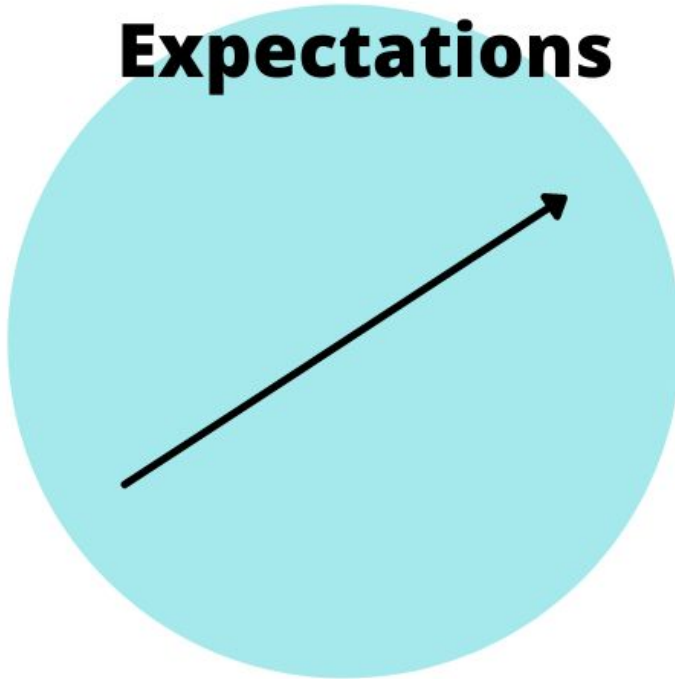
- ★ Treat everyone with empathy
- ★ Assume the best of others
- ★ One mic, listen to learn
- ★ Step up, step back
- ★ No scapegoats, it's all of us or none of us
- ★ Their story is my story too
- ★ Ask why
- ★ Give yourself a break

**What else? Please share via voice or chat**

# Expectations vs Reality

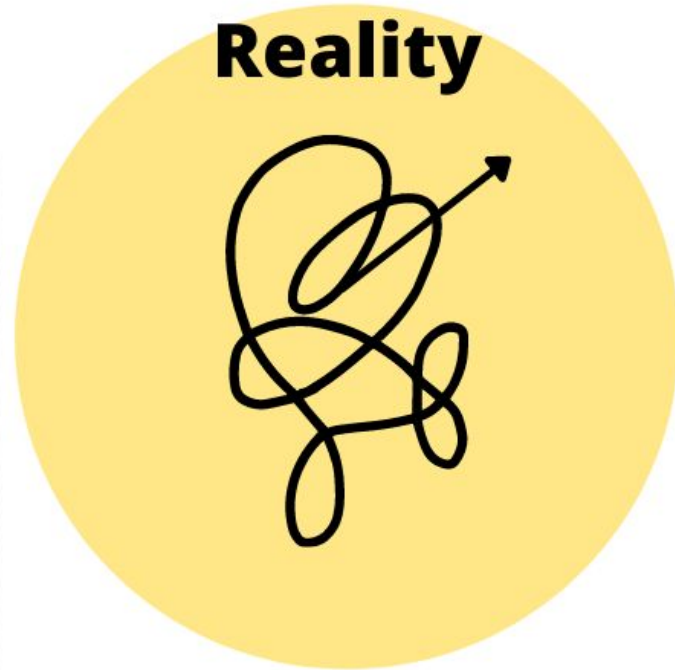
Today:

**Expectations**



Life:

**Reality**



# Money Personality

## Taking control of your finances is a Revolutionary Act

You're part of a system that's designed to take you out:

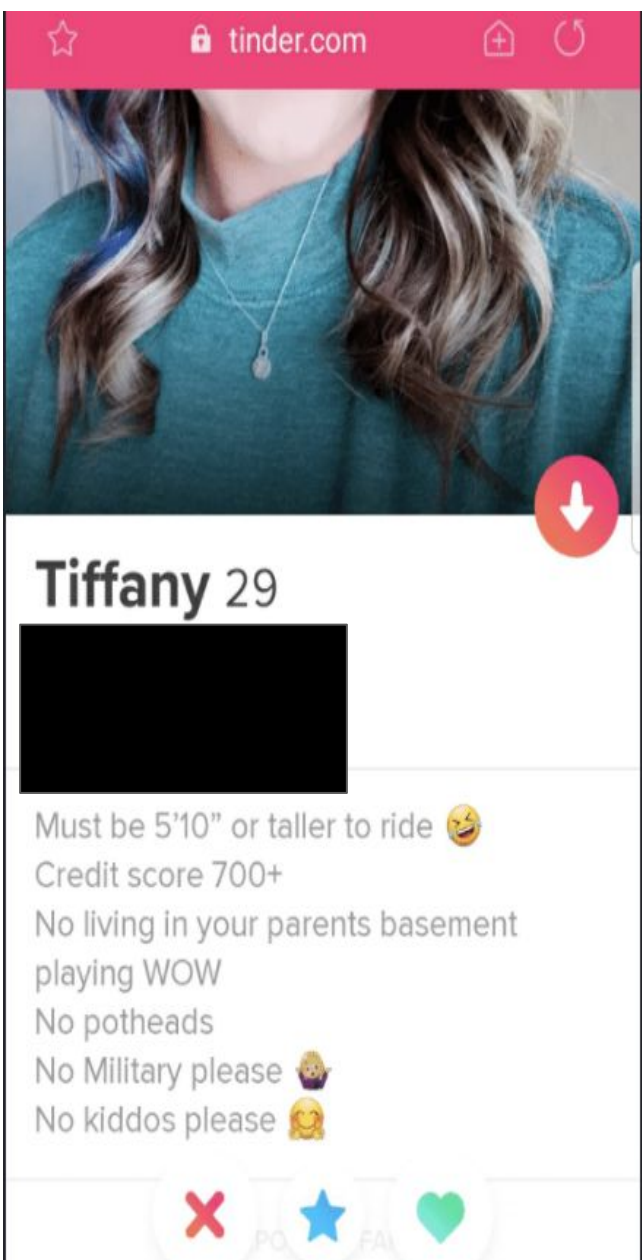
- *Bad credit score?* Your landlord, employer, utility company, cell phone company, insurance company can penalize you
- *Didn't file taxes every year?* Can't buy a house, get a business loan, might owe back taxes
- *No estate plan?* All the work it took to accumulate wealth goes to lawyers and court fees



# Why Should We Talk About Money?







**You're not wrong,  
you're not stupid,  
you're not alone**



**FIND A MONEY BUDDY!**



# Money Personality




What's Your Money Personality?

**POCKETS|CHANGE**



Getting where we want to go with money starts with understanding how we think about and treat money.  
Take the quiz to find out more!

**TAKE QUIZ**

Powered by  **interact**

**POCKETS|CHANGE**

[pocketschange.com/personality](https://pocketschange.com/personality)





## Which Phrase Do You Relate To More?

- A. I think more about the money I have now, it's not real until it's in my hands.
- B. I'm usually spending money in my head before I even get it.

# Money Personality



## Money Quiz Question 1:

**A's think more about NET  
WORTH (I care about what's in  
the bank)**

**B's think more about CASH  
FLOW (I know there's more  
money coming)**

# Money Buddy



## Which Phrase Do You Relate To More?

- A. I tend to plan ahead.
- B. I tend to deal with things as they come.

# Money Personality



## Money Quiz Question 2:

**A's tend to be more PROACTIVE**  
(I better make a plan for every possible scenario, especially the worst ones)

**B's tend to be more REACTIVE**  
(whatever happens, I'll figure it out (probably?))



# What's Your Money Personality?

AA

## The Complicator



More money, more problems!

Net  
worth

Proactive

## The Paper Chaser



More money, NO problems!

BA

Cash  
flow

## The Contemplator



I'll take care of it tomorrow...

AB

Reactive

## The Money Monk



Money changes people, man...

BB

# Money Personalities & Shame

**Complicator (aa)** - Shame manifests as fear of being unprepared. You can be shamed into buying “sale” items you don’t want.

**Contemplator (ab)** - Shame manifests as self-recrimination. You can be shamed into paying late fees as penance.

**Paper Chaser (ba)** - Shame manifests as FOMO. You can be shamed into buying items for a new side hustle.

**Money Monk (bb)** - Shame manifests as survivor’s guilt. You can be shamed into picking up the tab.

# Money Buddy

Share one thing you  
absolutely love about your  
money personality

# WHY DOES SAVING FEEL SO HARD TO DO?





Hidden Costs and the Decline  
of the American Middle Class

# LAND

*of the*



# FEE

DEVIN FERGUS

- Exposes the cumulative effect fees have on wealth redistribution from the poor and middle classes to wealthy corporations
- Traces the history of fees from the deregulation era of the 1970s to the present, tracking its effect on growing inequality in the US
- Argues that corporations employ "trick-and-trap" fees by hiding them in the complicated terms of agreement that accompany many consumer transactions, which effectively trick



## Hidden Costs and the Decline of the American Middle Class

# LAND

*of the*



# FEE

DEVIN FERGUS

“What we've seen in the last two to three generations is the individual now has less time to read more complicated materials. The average individual today as opposed to two generations ago is commuting farther. They are working longer hours than in the 1970s and 1960s. If you're a parent, you're in the middle of an educational arms race that college is more competitive than at any other time.

Contracts have gotten exponentially longer than they were a generation or so ago. So here we are with more complicated contracts, more complicated legalese, while the American consumer has less and less time to deal with and read these materials.” - Devin Fergus interview

# Is Greedflation Driving U.S. Consumer Price Increases?

U.S. Producer and Consumer Price Index (Jan. 1982=100)



Not seasonally adjusted. CPI: All urban consumers, city average. PPI: All commodities  
Source: Bureau of Labor Statistics

**Greedflation?**

**Can you think of any other examples of why it's hard to save?**

# The Racial Wealth Divide



**The average wealth of white families is 10 TIMES the wealth of Black families (\$171,000 vs. \$17,000)**



**It will take 242 YEARS for the average Black family to catch up to the wealth of a white family today**



**1 out of 3 families of color have a net worth of ZERO OR LESS vs. 1 out of 12 white households**



Generally fair today and somewhat warmer; fresh north-east and east winds.  
See the full weather report on Page 15.

TWO CENTS In Circulation New York THIRTEEN CENTS Within 100 Miles FOUR CENTS Elsewhere

921.

WED,  
MANS  
LESIA

## 85 WHITES AND NEGROES DIE IN TULSA RIOTS AS 3,000 ARMED MEN BATTLE IN STREETS; 30 BLOCKS BURNED, MILITARY RULE IN CITY

n Repels  
a Num-

### *Fury of the Firing at Tulsa Is Shown By Scars on Train That Passed Through*

OKLAHOMA CITY, Okla., June 1.—Evidence of the fury of the race clash was borne by a St. Louis and San Francisco passenger train which arrived here today from the East. Many of the windows in one of the coaches had been shot out and the sides of the coaches were scarred by bullets fired upon the train as it passed through the negro quarter in Tulsa early today. None of the passengers was injured.

J. E. Lucas, a traveling salesman, who arrived here today from Tulsa, gave a vivid account of the fighting in the vicinity of the St. Louis and San Francisco passenger station.

"Pullman cars standing in the yards were fired on and the windows shattered," he said. "Passengers left their berths and lay flat on the floor in the aisles."

"There was a lull in the firing when a passenger train pulled in and women and children alighted. Then the firing began again."

"Bodies of three negroes were lying in front of the station when the train arrived."

BATTLE

oy Retreat  
slaught  
hlitz.

TO QUIT

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ble, and  
obey.

June 1. (As-  
situation in re-  
carnant

### SERIES OF FIERCE COMBATS

Angered Whites Surround Negro Quarter and Set It on Fire.

### THOUSANDS FLEE IN TERROR

Passing Trains Hit by Volleys in Battles at Railway Stations.

### TROOPS RUSHED TO CITY

Governor Comes to Investigate

WIRTH TELLS WHAT MARLBOROUGH WILL

# THINGS DON'T JUST GO AWAY HISTORICAL RACISM IS WHY YOU RELY ON TIPS TODAY

For workers regularly making more than \$30 a month in tips, employers can currently pay as little as \$2.13 an hour



iLoveDust

**“N\*\*\*\*es take tips, of course; one expects that of them—it is a token of their inferiority. Tips go with servility, and no man who is a voter in this country is in the least justified in being in service.”**



# Recessions are Racist

In a recession PWIs are more likely to:

- Pitch predatory loan products (in 2008 Wells Fargo targeted Black ppl for what was called “Ghetto Loans”)
- Use discriminatory hiring practices (In 2010 18.4% of Black men were unemployed)
- The usual suspects (credit score, incarceration) turn maybes into hard nos
- Govt spending on schools, municipal safety, sewage systems get cut (Flint)
- Ppl get more Zero sum in general, so competitions become aggressive (they took our jobs)

<https://www.theatlantic.com/business/archive/2015/06/black-recession-housing-raise/396725/>

<https://www.thenation.com/article/economy/recession-race-economy/>

<https://pubmed.ncbi.nlm.nih.gov/28910122/>

# The Marshmallow Test

- Study designed to predict child's willpower and ability to delay gratification at an early age
- **Why** did some children eat the marshmallow right away and others could wait for the 2nd marshmallow?
- Theory was that ability to delay gratification leads to greater personal responsibility which leads to greater success in life

# The Marshmallow Myth

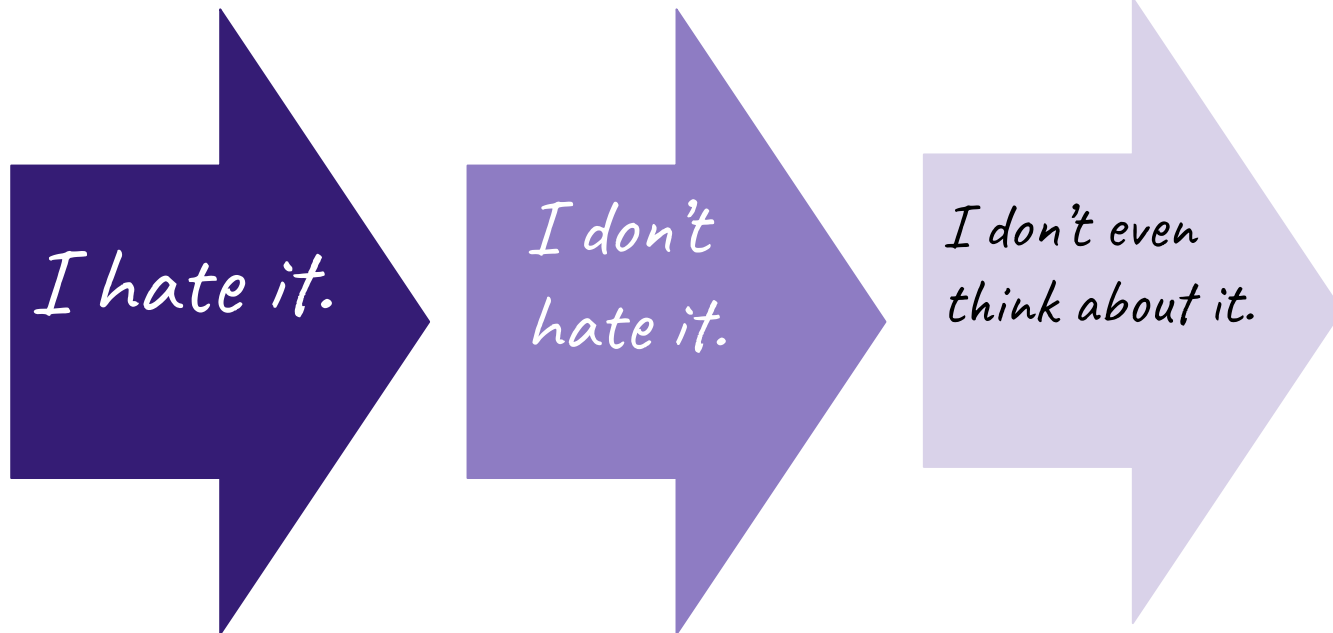
## **Not a predictor of personal responsibility but of socio-economic class**

The failed replication of the marshmallow test does more than just debunk the earlier notion; it suggests other possible explanations for why poorer kids would be less motivated to wait for that second marshmallow.

For them, daily life holds fewer guarantees: There might be food in the pantry today, but there might not be tomorrow, so there is a risk that comes with waiting.

And even if their parents promise to buy more of a certain food, sometimes that promise gets broken out of financial necessity.

# The Evolution Of A Habit



**Habits Become Tradition**

**Tradition Becomes Truth**

**Truth Becomes Common Sense**

**What do you need to unlearn?**

**Are your habits helping you survive**

**or helping you THRIVE?**

# SAVINGS PRINCIPLES

1. Pay yourself first. Now is the best time to save.
2. Saving is a decision, then a habit.
3. Saving is an action, not an amount.
4. To build a savings habit, you also need to change your spending habit.
5. Instead of saving for a thing, save for a feeling.





**Where you spend your  
money is a representation  
of what you value**

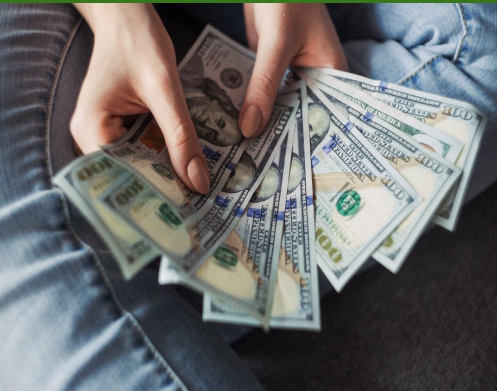
**You ALWAYS put  
your money where  
your mouth is**

# Share in Chat

Share the last 5 things  
you spent money on.

# The Spending Values Matrix

Spending  
Values



The  
Basics

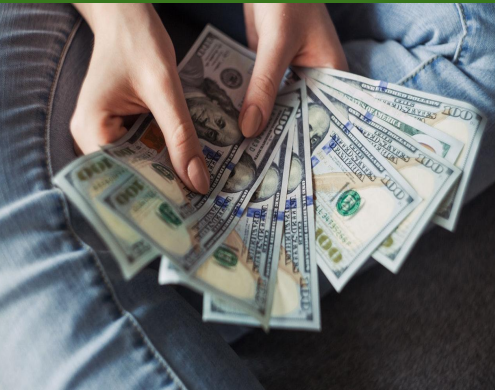
The YES

The  
Details

The  
Nothing

# The Spending Values Matrix

## Spending Values



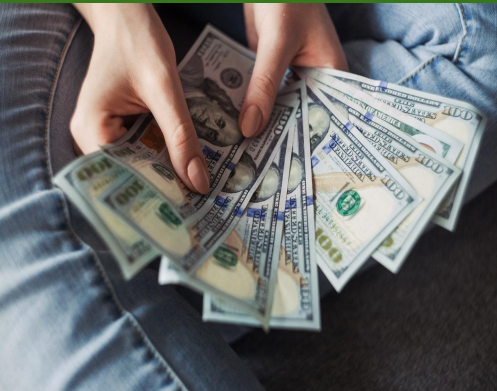
### The Basics

A.K.A. fixed expenses  
The things you need  
to live and work  
Know the number, but  
don't get stuck here

**Bills**  
**Clothes**  
**Groceries**  
**Internet**  
**Phone**  
**Transportation**

# The Spending Values Matrix

## Spending Values



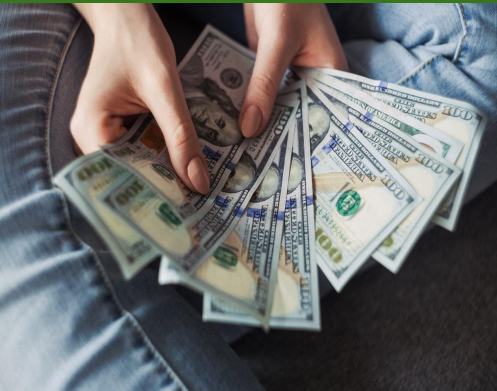
The stuff that makes you feel like you. It's the one you might feel guilty about. You were told this was a waste. Irresponsible. If you don't responsibly budget for the things you enjoy in your details...

**The  
Details**

**Eating with friends  
Video Games  
Candy  
Sneakers  
Nails  
Books**

# The Spending Values Matrix

## Spending Values



Eating with friends  
Video Games  
Candy  
Sneakers  
Nails  
Books

...you'll end up spending even more money here. When you don't do things you enjoy, you can run out of willpower and that's when advertising and convenience trick you into buying things you don't even want

The  
Nothing



**WANTS**  
**ARE**  
**NEEDS**  
**TOO**

# The Spending Values Matrix

Spending  
Values



The  
Basics

The YES

The  
Details

The  
Nothing

# How to Create a Spending Plan

1. **Start with The Basics** - Write down all of The Basics and add them up. These are your bills.
2. **Calculate** - How much do you have left over after The Basics are paid?
3. **Savings** - How much do you want to put towards The YES?
4. **Decide on your Details**- Put money towards the things that you value
5. **Track your spending**- Track one thing at a time (food, clothes, going out, etc.)

**Use tools you like: Spreadsheet, Paper/Pen, Apps**

**Spending Values Plan**

THE BASICS: NEED TO SPEND		THE YES: SAVINGS PLAN		Potential Expenses
Description	Amount (Monthly)	What do you want to save for and why?		Metrocard/Transportation
				Gas/Fuel
				Personal Care/Grooming
				Clothes
				Laptop or Tablet
				Data Plan/Internet
				Cell Phone
				Entertainment/Movies/Events
				Breakfast/Lunch/Snacks
				Pens and Pencils
				Books
				After School Club Expenses
				Sports Clothes
				Sports Equipment
		How much do you need to save?	\$	Hobbies/Clubs/Gym
<b>TOTAL NEEDS</b>	<b>\$0.00</b>	How much can you save each month?	\$	Field Trips
<b>THE DETAILS: WANT TO SPEND</b>		<b>THE NOTHING: BLACK HOLE OF SPENDING</b>		Other School Supplies
Description	Amount (Monthly)	Description	Amount (Monthly)	Living On Your Own:
				Rent
				Rent Insurance
				Utilities (water/gas/elec)
				Car
				Car insurance
				Medical Insurance
				Pet costs
<b>TOTAL WANTS</b>	<b>\$0.00</b>	<b>TOTAL NOTHING</b>	<b>\$0.00</b>	
<b>TOTAL MONTHLY EXPENSES</b>		<b>Questions For Reflection When Buying an Item:</b> How do I feel about this purchase? Will I remember this purchase? Where would this purchase fit on the spending values matrix? <b>ASK YOURSELF WHY</b>		
	<b>\$0.00</b>			

# How Do We Track Spending?

1) Sign your name on a piece of paper. Make it big, boisterous, and robust.

2) Take 3 different colored pens or markers and trace over 3 times in 3 different ways:

**Color 1:** Stare at the signature the entire time you're tracing. Don't blink.

**Color 2:** Don't look at the paper until after you're done.

**Color 3:** Look at the paper, but don't stare intensely at the signature. Feel free to check in every couple of letters, but spend most of the time looking at your signing hand.

# **Taking control of your finances is a Revolutionary Act**



Whether you want to be a  
millionaire or change the  
system, we're here to show  
you how to use it without  
feeling used



# Thank You!

[dyalekt@pocketschange.com](mailto:dyalekt@pocketschange.com) | @Dyalekt

Reach out if you have any questions!