

Saint George's 3rd graders start up and run their own business each year. But sometimes their products can get out of hand.

"The favorite item was our homemade slime," said 3rd grade teacher Denie Inman. "Customers made a run for that table. However, it was not a hit with parents, including myself."

Denie wanted the kids to apply the business skills she was teaching them to help their company succeed. This included being effective marketers, so the students identified their target market to be 6-11 year olds. They wanted repeat customers and needed to figure out what products would do that, so they created a consumer survey for the Lower School to complete.

"Once we got the surveys back in, my students compiled all the data and created graphs for each category of products to help make specific product and ordering decisions," said Denie.

Oreos and Gummi Bears were the most popular snacks selling out every week, making Denie go on numerous trips to Costco. The students chose to name their business "Craft Quest" and decided to sell crafts like pinwheels, bracelets, origami and messy homemade slime.

After this step, they created eye-catching posters with slogans and made announcements to the school about their mission and their pop-up shop.

"A few of my favorite parts of participating in Craft Quest were that we all got to work together as a team, and working as a team is fun!" said 3rd grader Katie Schultheis. "Also working at Craft Quest helps all of us know what a business is like."

During their business experience, the students went on a daylong field trip around Spokane, hosted by three 3rd grade parents at three different real life businesses. First they visited Gonzaga University, where they learned about different careers. Then the kids traveled to Washington Trust Bank to look at loans, interest rates and the banking community. Lastly, they visited Europa Restaurant to learn how a small, local business is run.

"This field trip and our students learning firsthand about who and what they are raising

funds for, creates a much deeper and more enriching unit. We had fun!" said Denie.

Besides educating the kids on business topics, Denie wanted to show her students that they can help make a difference for those in need. The 3rd graders looked at different charities and foundations to see which would benefit the most from a donation of their profits. The third graders' teaching assistant Ali Burns had previously taught the class about weather storms, particularly focusing on Hurricane Maria and its devastating impact on the island of Dominica.

"This third world country was annihilated and their two forms of income, agriculture and eco-tourism, were wiped out," Ali explained.

After that, it was easy for the 3rd graders to decide what their company wanted to focus on. After selling twice a week for three weeks, the students raised \$800.42 and donated it to help the students at a school called Orion in Dominica.

"I was so proud of the passion in each student during this unit and how determined they were to help make a change in someone else's life," says Denie.

To cap off the students' successful attempt to run their own business, they each independently wrote a business letter to their parents, describing their experience, what they enjoyed, and what they learned.

As 3rd grader Preston Sevigny wrote, "I learned businesses need a really good cross between supply and demand (equilibrium), so that they don't have too much product that no one wants, and not enough product that everyone wants (scarcity)."

Denie created and developed this business unit with the hope of making a lasting impact on her students, so that they are confident enough to apply what they have learned to other topics. One of those lessons includes becoming more caring, community-minded individuals and realizing that you can make a difference. Even if you are in the 3rd grade.

— Zanskar Blair,
Whitworth '19,
SGS Communications Intern



**Zanskar Blair,
SGS Communications
Intern**

**Opposite:
The 3rd graders'
"Craft Quest" poster.**

**Below:
Selling treats, the
profits add up, and
a big "thank you"
from the school they
helped in Dominica.**

