

Budget Bunny

and the
Snack Shop



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Stifel Bank is partnering with the United Way of Greater St. Louis and Lion Forge Labs to help families build their financial skills and understand the importance of money management.

We encourage kids to work with their parents on financial principles like spending, saving, and sharing.

Connect with Stifel Bank or United Way of Greater St. Louis for more information.

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Illustrated By Hugo Cuellar and Prayan Studios

Created by Lion Forge Labs

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www.stifelbank.com



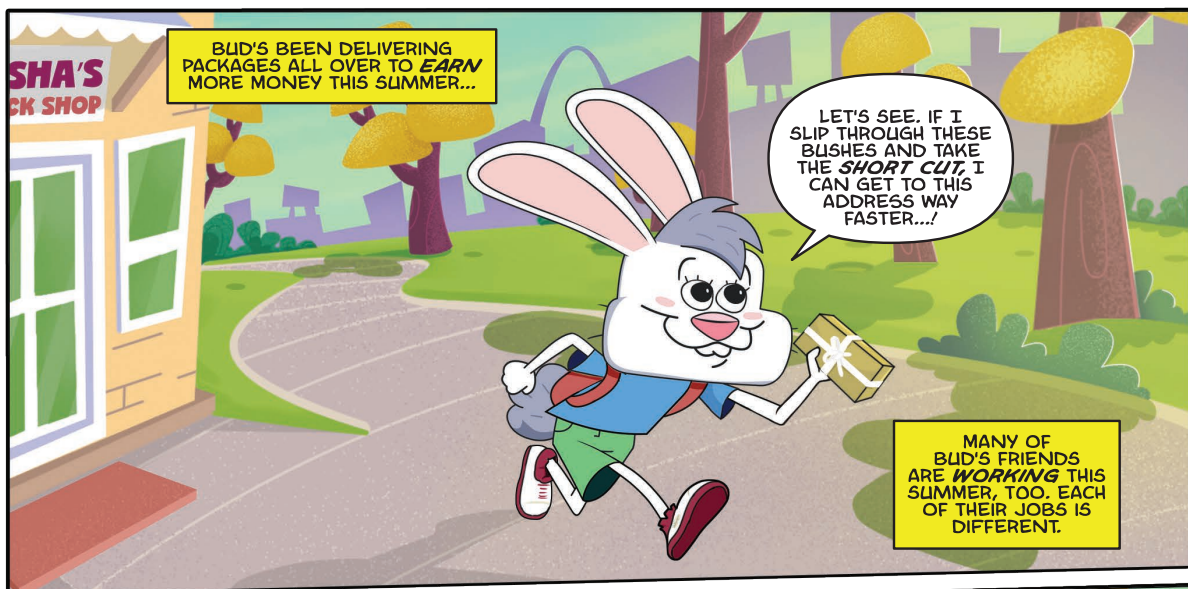
www.stl.unitedway.org

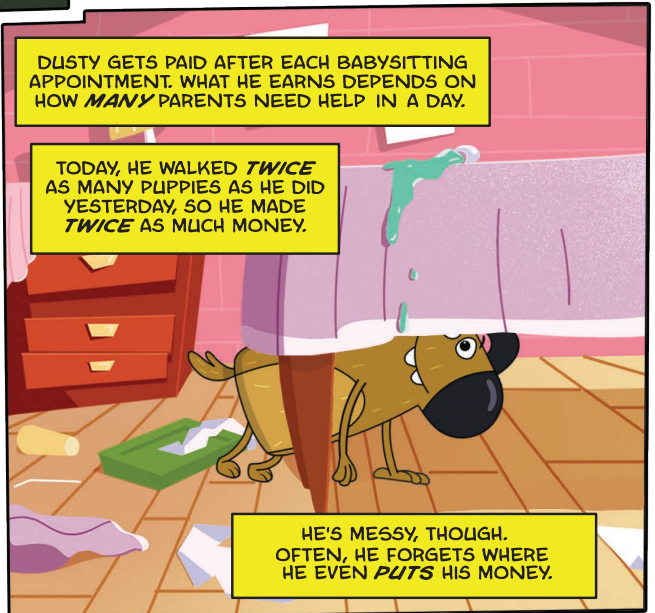
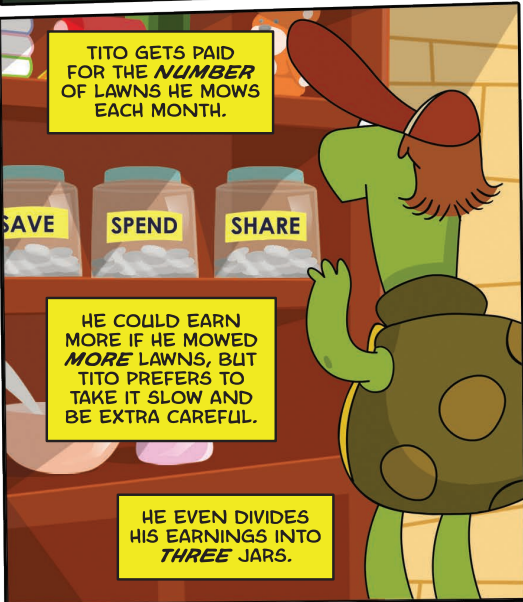
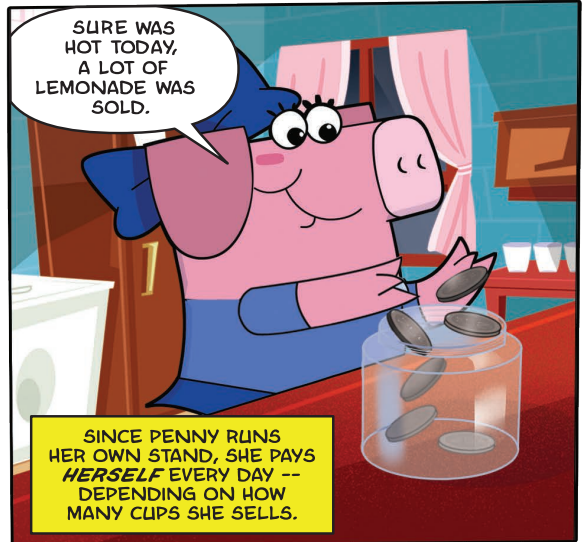
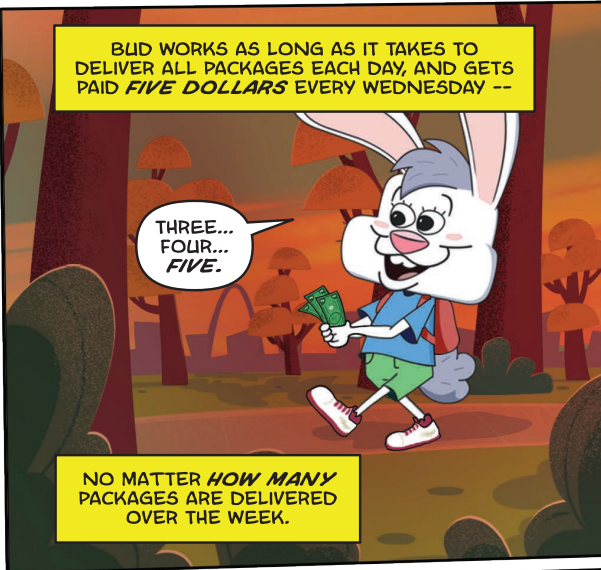
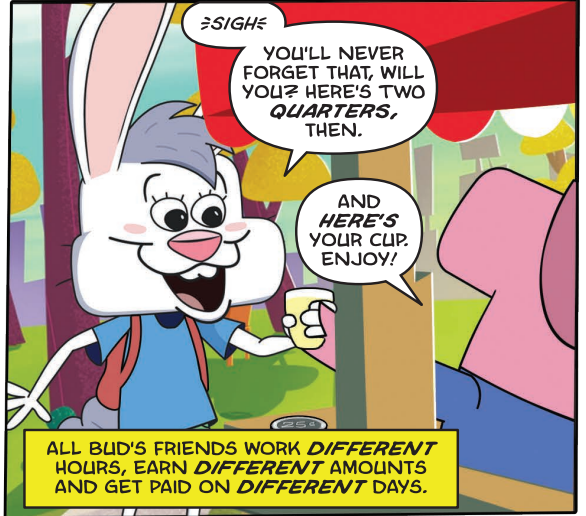


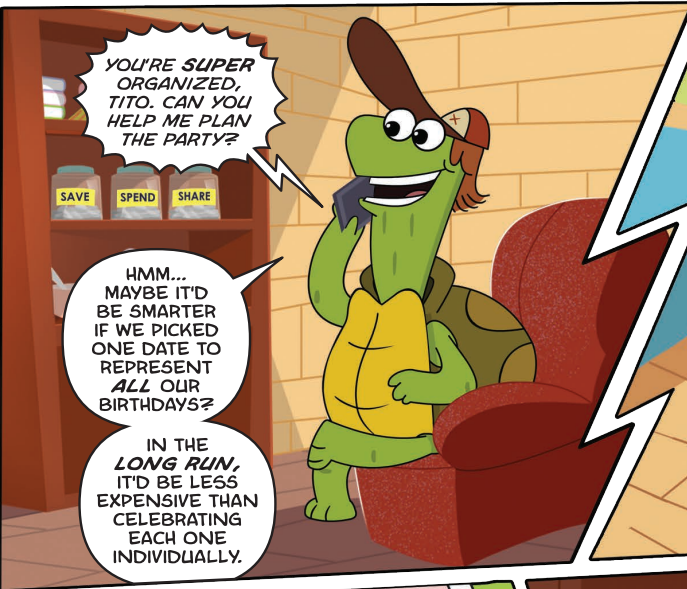
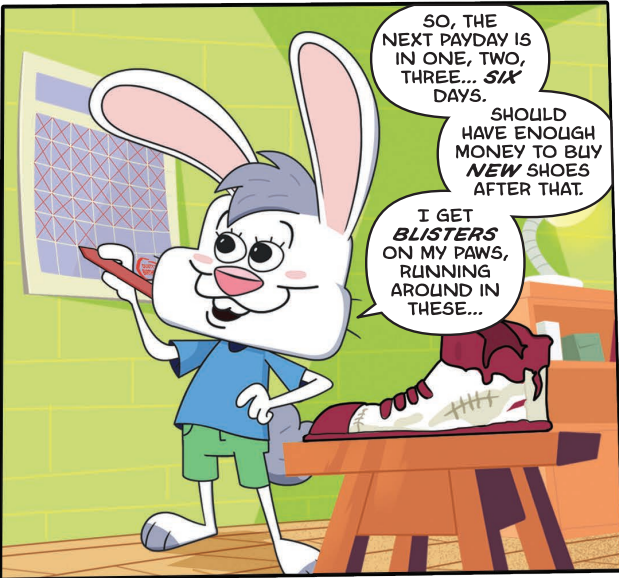
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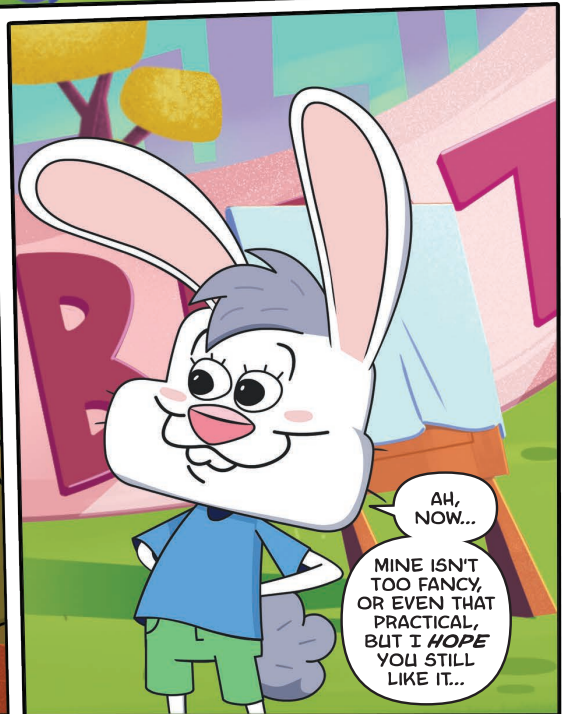
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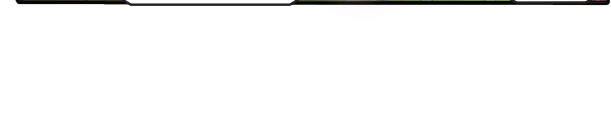
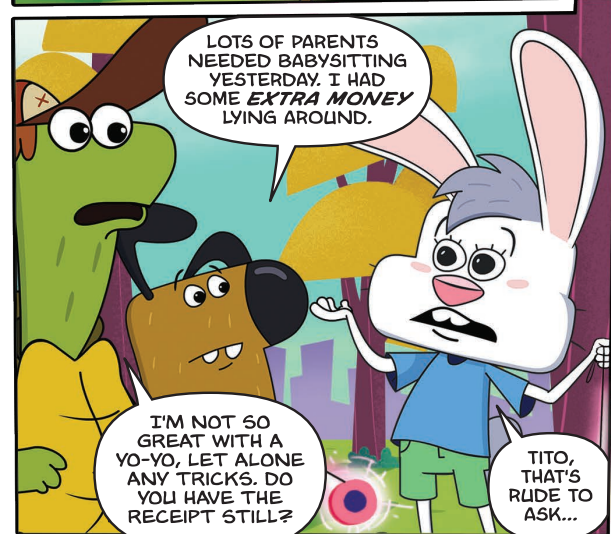
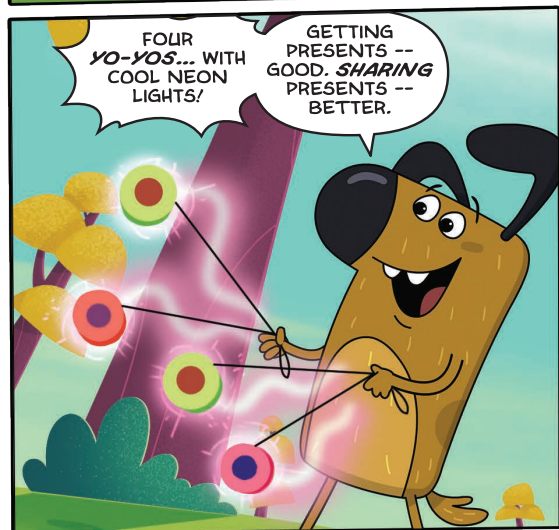
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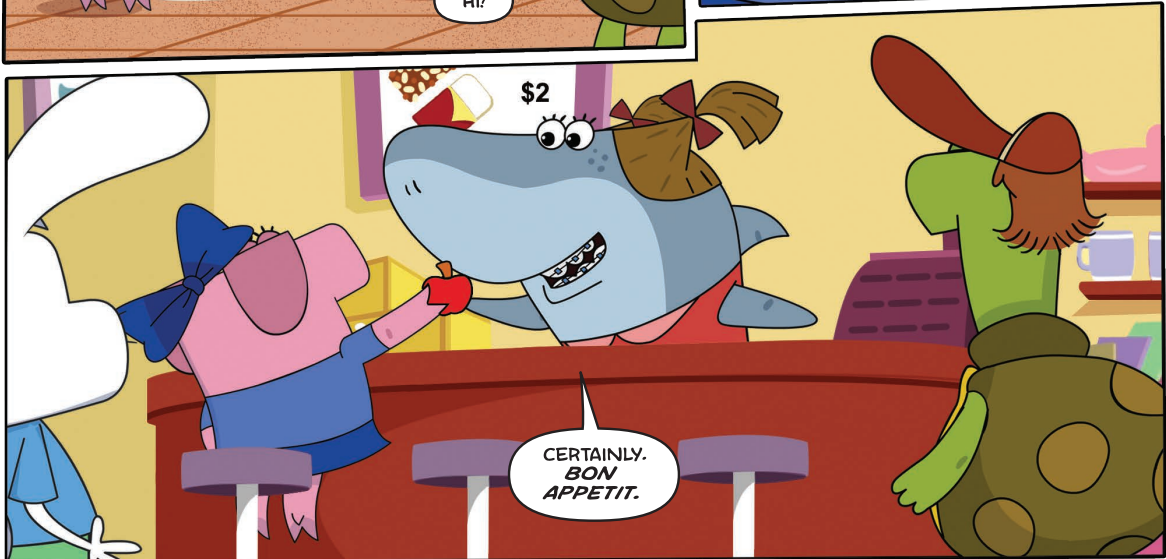
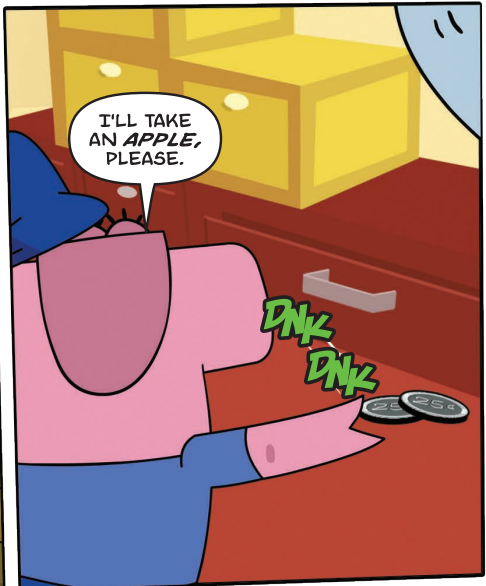
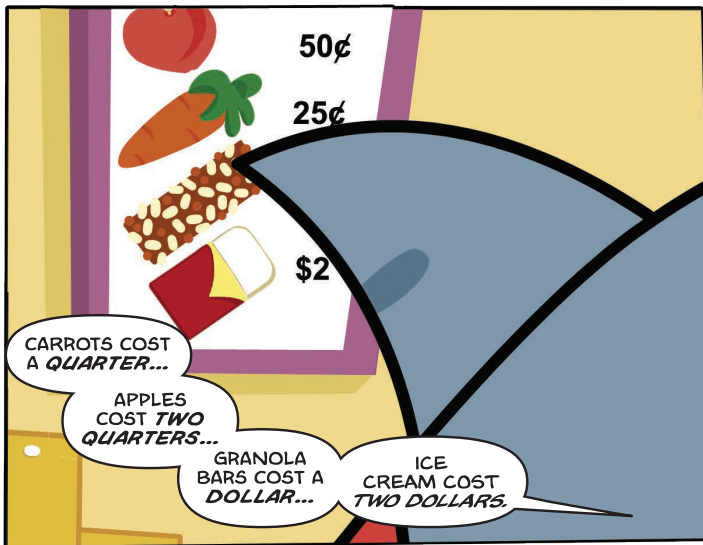


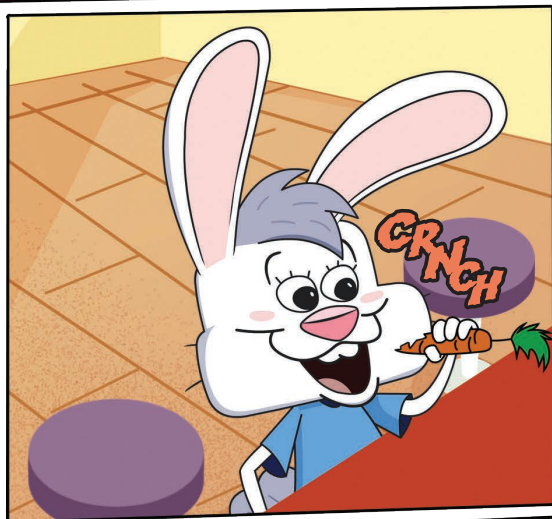
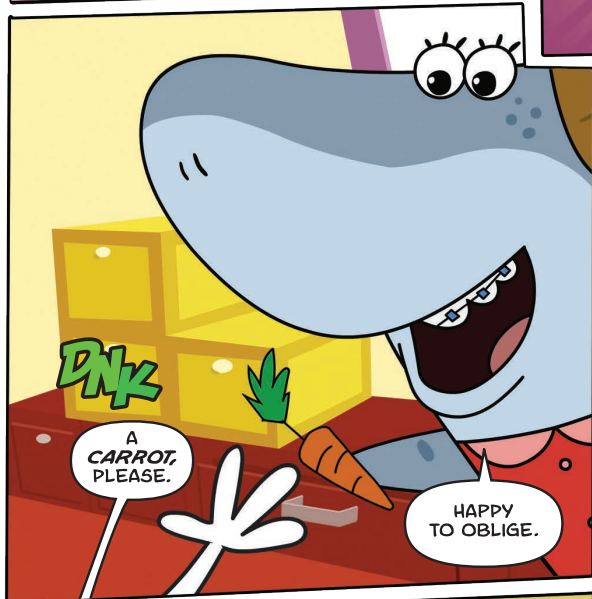
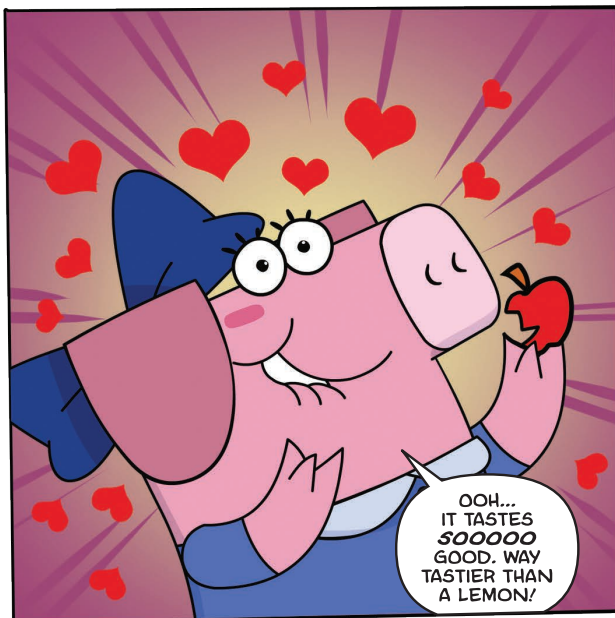


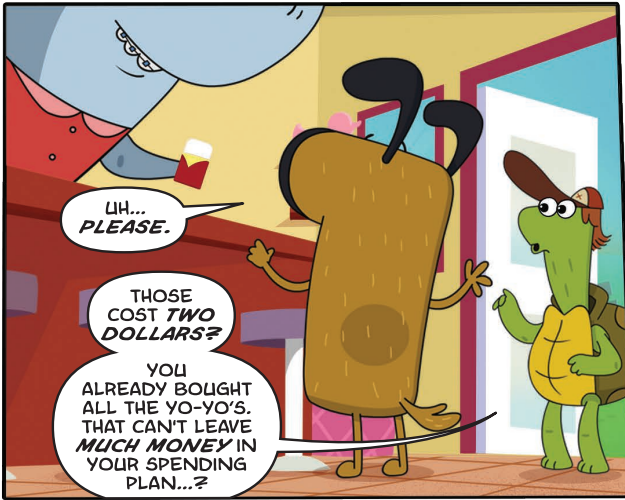


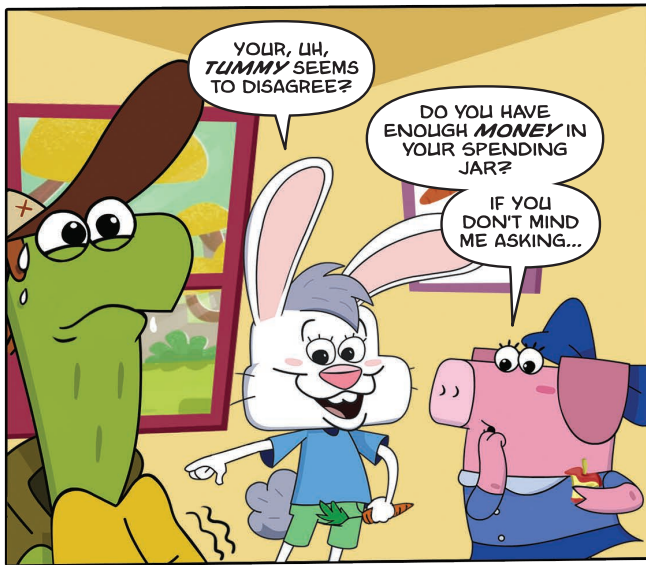


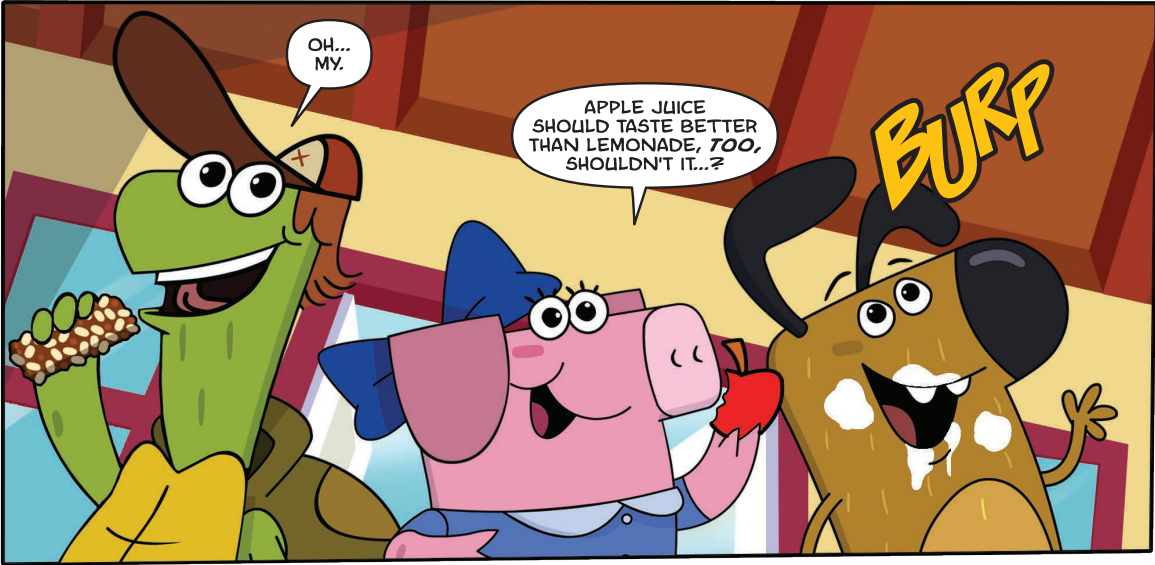


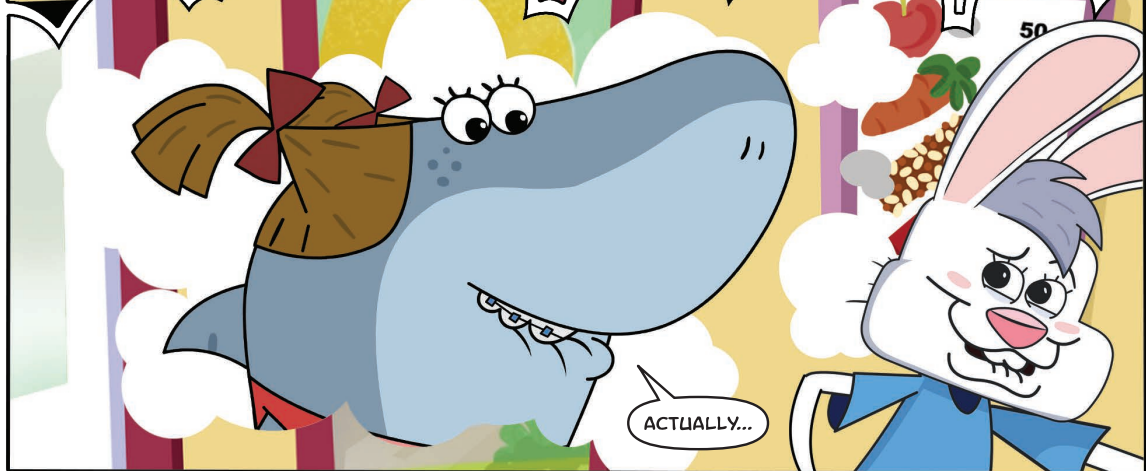
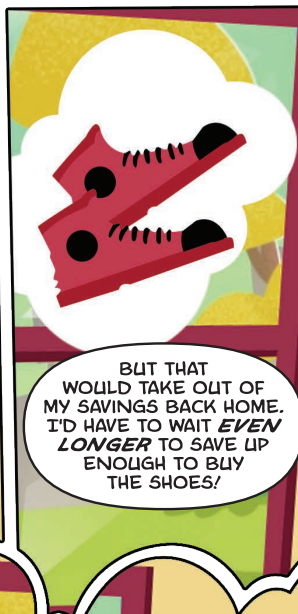
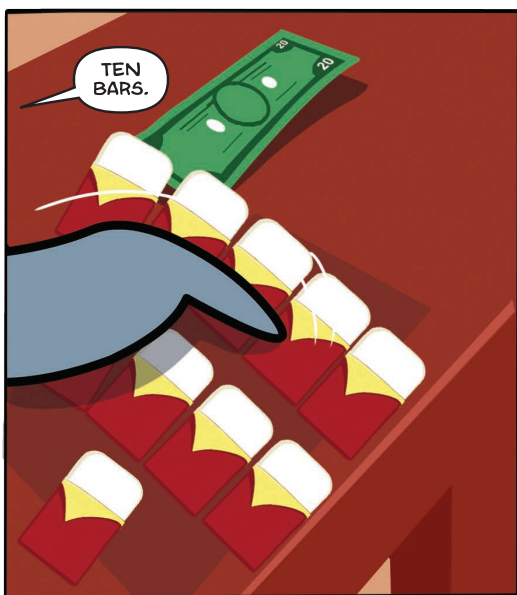
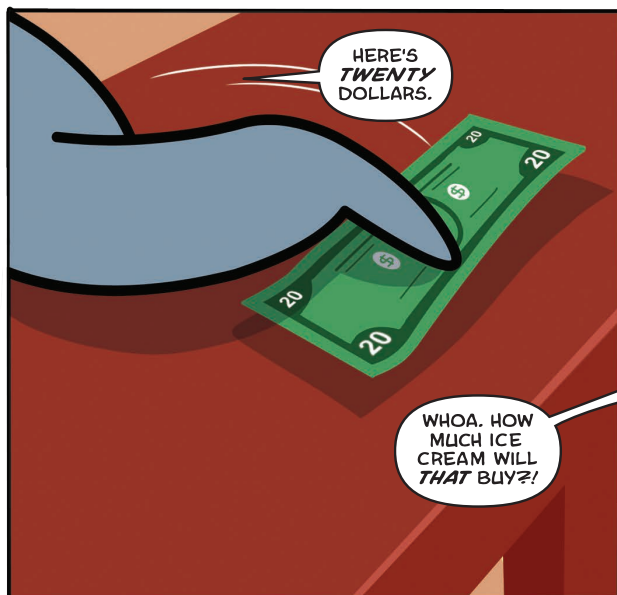


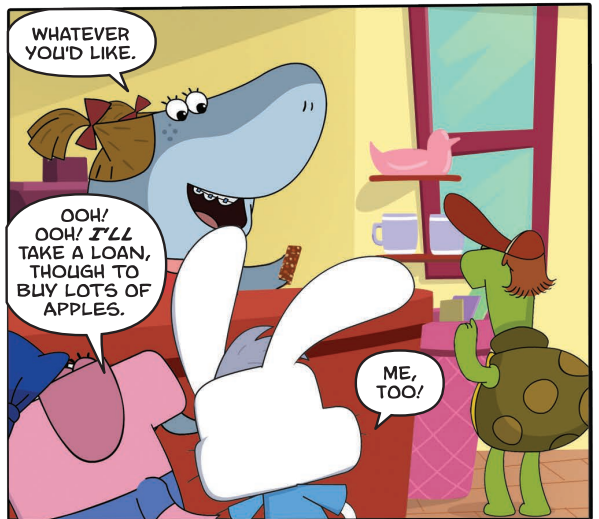
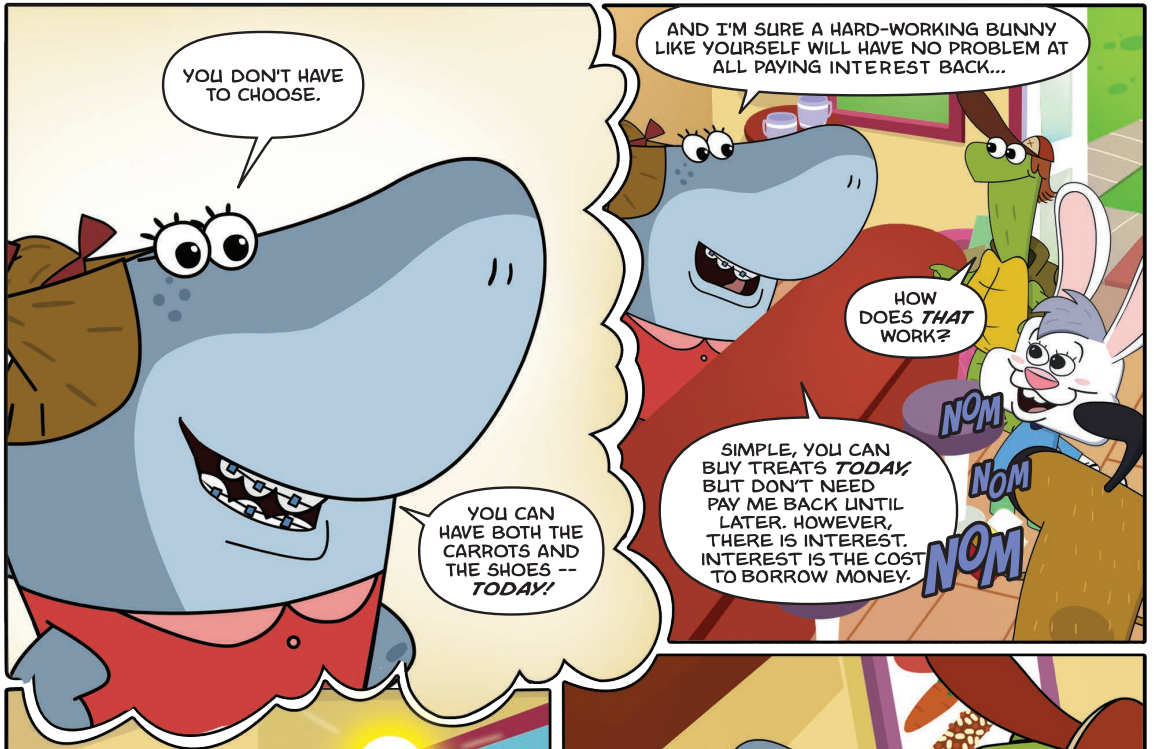


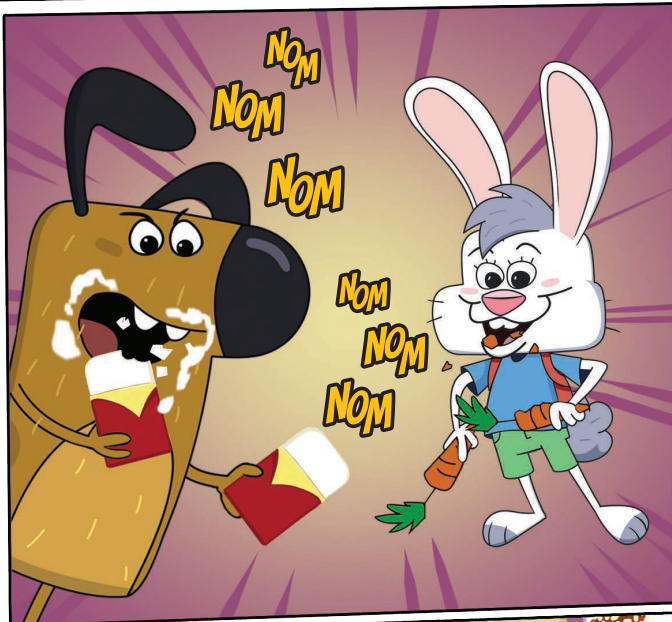












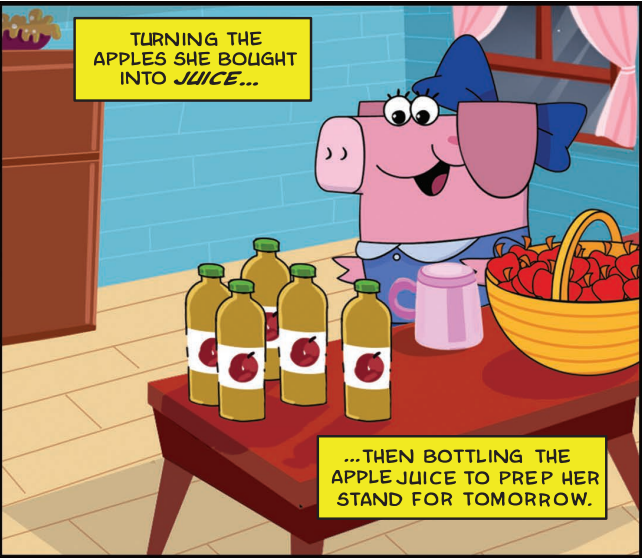


COME
BACK ANY
TIME!

BUD'S FRIENDS EACH HANDLE
THEIR TREATS *DIFFERENTLY*
OVER THE NEXT WEEK...

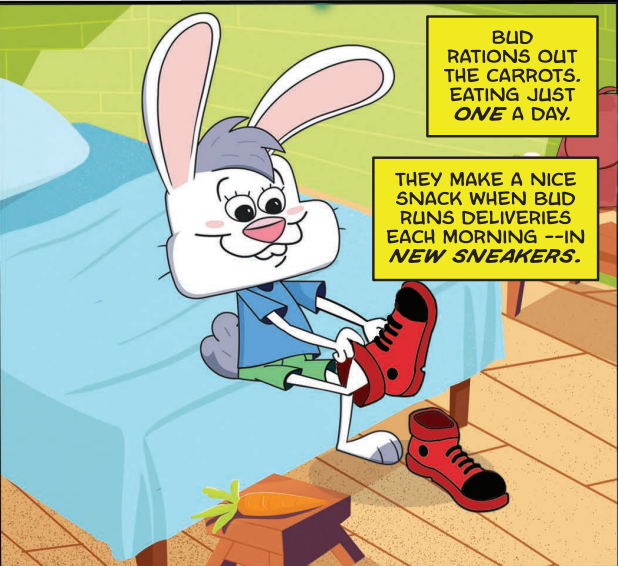


PENNY LOOKS UP *RECIPES*
WITH HER MOM WHEN
SHE RETURNS HOME AND
GETS TO WORK RIGHT AWAY...



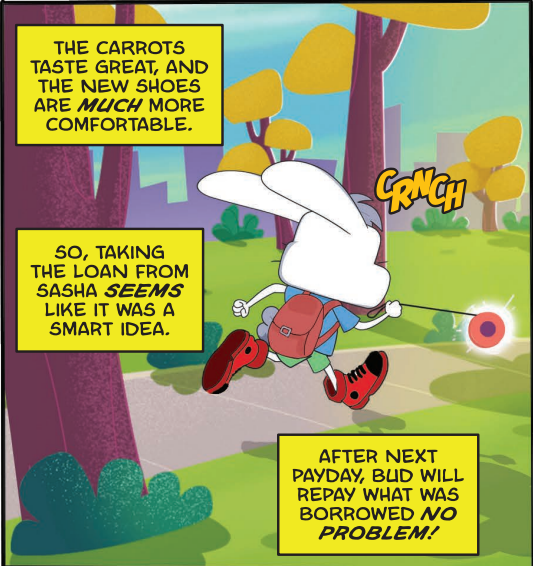
TURNING THE
APPLES SHE BOUGHT
INTO *JUICE*...

...THEN BOTTLING THE
APPLE JUICE TO PREP HER
STAND FOR TOMORROW.



BUD
RATIONS OUT
THE CARROTS.
EATING JUST
ONE A DAY.

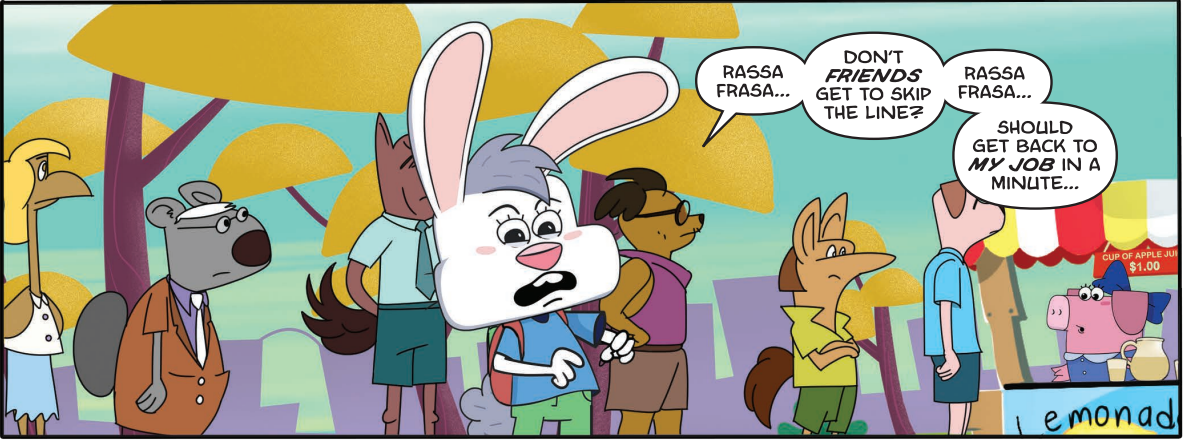
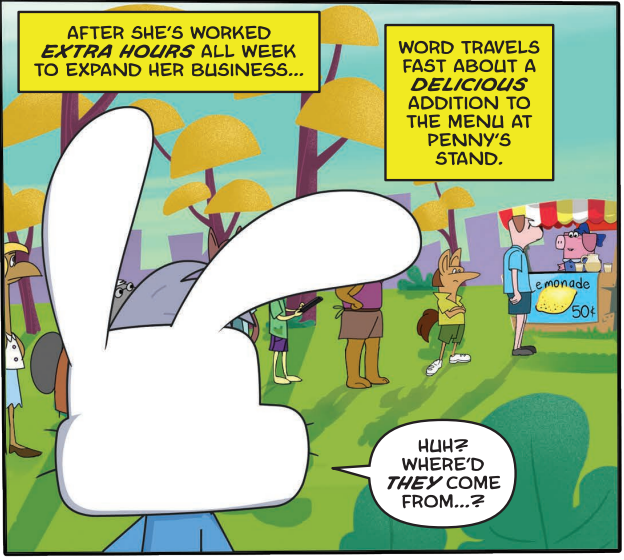
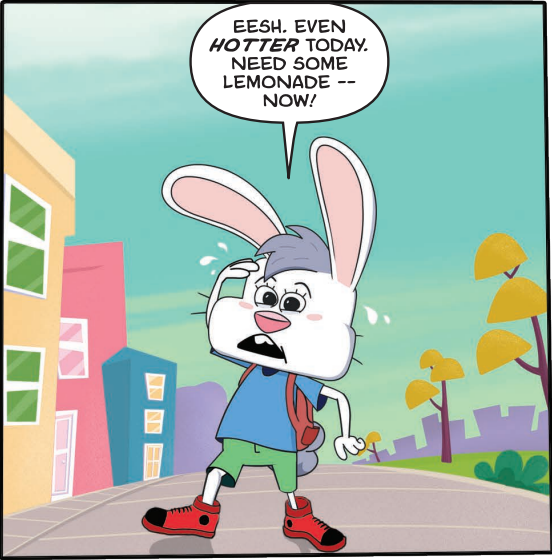
THEY MAKE A NICE
SNACK WHEN BUD
RUNS DELIVERIES
EACH MORNING --IN
NEW SNEAKERS.



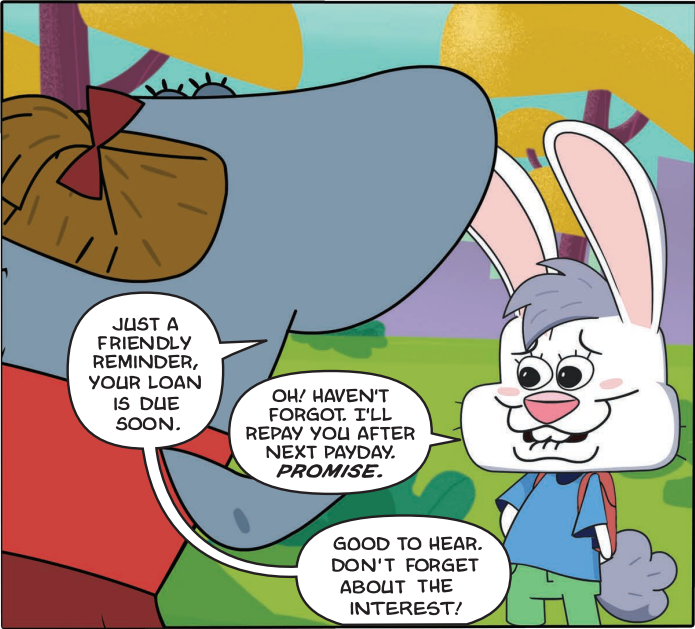
THE CARROTS
TASTE GREAT, AND
THE NEW SHOES
ARE *MUCH* MORE
COMFORTABLE.

SO, TAKING
THE LOAN FROM
SASHA *SEEMS*
LIKE IT WAS A
SMART IDEA.

AFTER NEXT
PAYDAY, BUD WILL
REPAY WHAT WAS
BORROWED *NO*
PROBLEM!







JUST A FRIENDLY REMINDER, YOUR LOAN IS DUE SOON.

OH! HAVEN'T FORGOT. I'LL REPAY YOU AFTER NEXT PAYDAY. **PROMISE.**

GOOD TO HEAR. DON'T FORGET ABOUT THE INTEREST!



I DON'T UNDERSTAND. WHAT INTEREST?

INTEREST IS THE COST TO BORROW MONEY.

GO ASK PENNY. SHE HAS A **WONDERFUL SENSE** OF HOW LOANS AND INTEREST WORK.



LATER...

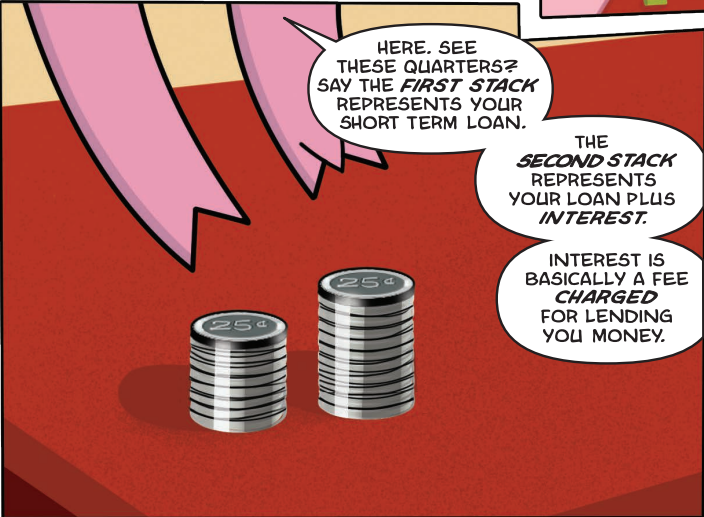
DIDN'T YOU **PAY ATTENTION** WHEN SASHA MENTIONED THIS...?



I... I THOUGHT SHE WAS TALKING ABOUT **MY** INTEREST LIKE, IN THE CARROTS, OR... I DON'T KNOW.

SO, YOU THOUGHT THE AMOUNT SHE GAVE YOU WOULD **ALWAYS** BE THE SAME AMOUNT OWED?

YEAH...?



HERE. SEE THESE QUARTERS? SAY THE **FIRST STACK** REPRESENTS YOUR SHORT TERM LOAN.

THE **SECOND STACK** REPRESENTS YOUR LOAN PLUS **INTEREST.**

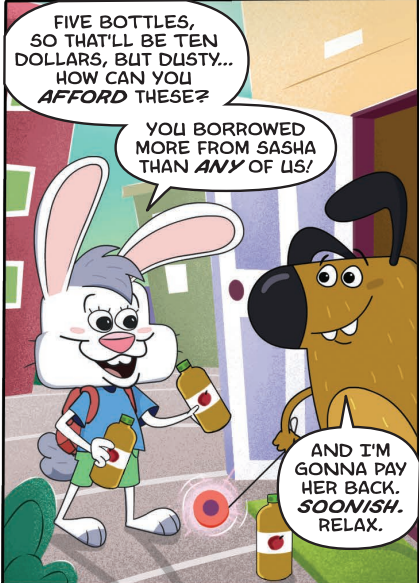
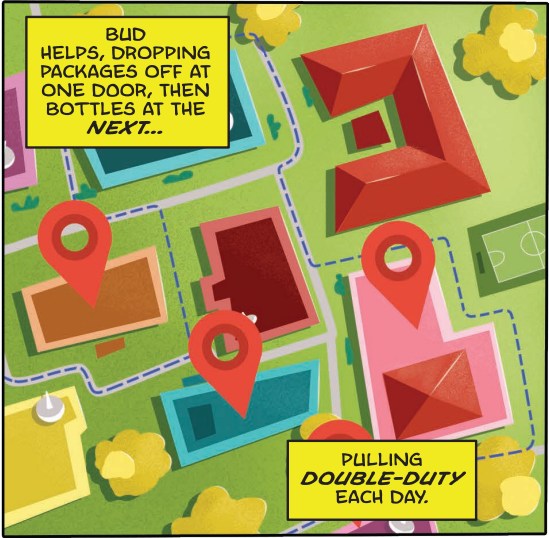
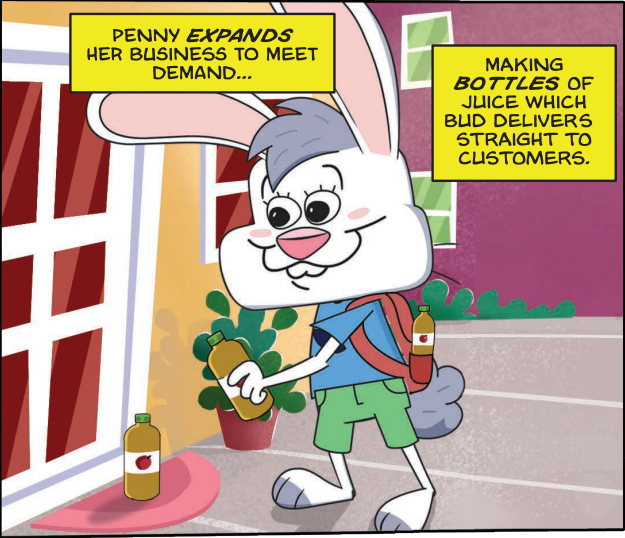
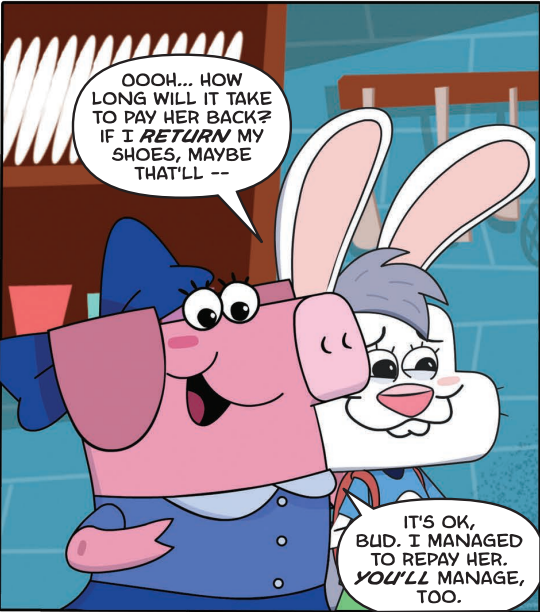
INTEREST IS BASICALLY A FEE **CHARGED** FOR LENDING YOU MONEY.



SOUNDS LIKE YOU **WON'T** HAVE ENOUGH CASH TO COVER THE LOAN AFTER PAYDAY --

BUT YOU SHOULD STILL GIVE SASHA SOME OF WHAT'S DUE. KEEP YOUR CREDIT GOOD.

CREDIT TELLS LENDERS THAT YOU ARE GOOD AT PAYING BACK YOUR LOAN



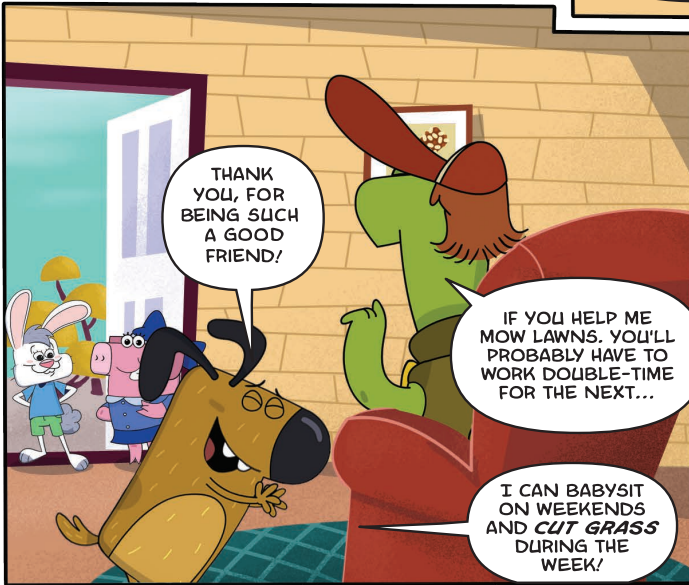




I DO HAVE CASH SET ASIDE IN THE *SHARING JAR*. IT'S PART OF MY SPENDING PLAN...



IF I CAN'T HELP A FRIEND ESPECIALLY ONE WHO'S SO GENEROUS, HE *GIVES* GIFTS ON HIS BIRTHDAY WHAT USE IS IT?



THANK YOU, FOR BEING SUCH A GOOD FRIEND!

IF YOU HELP ME MOW LAWN. YOU'LL PROBABLY HAVE TO WORK DOUBLE-TIME FOR THE NEXT...

I CAN BABYSIT ON WEEKENDS AND *CUT GRASS* DURING THE WEEK!



AND I JUST NEED YOU TO DO *ONE* MORE THING IN RETURN, TOO...

OH...?



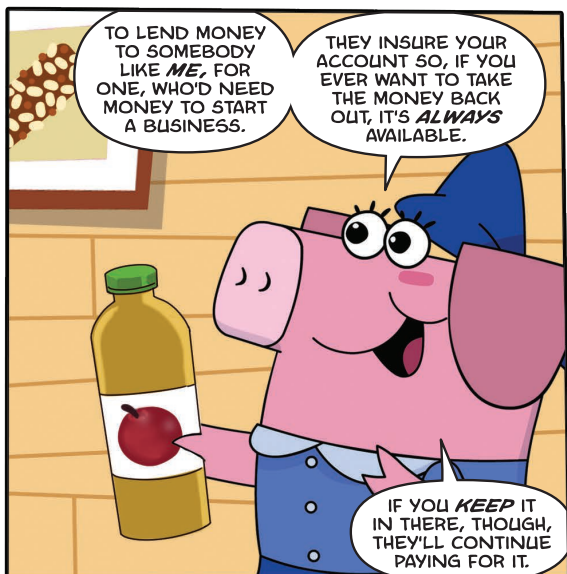
TEACH ME SOME TRICKS SO I CAN FINALLY *USE* THIS THING!

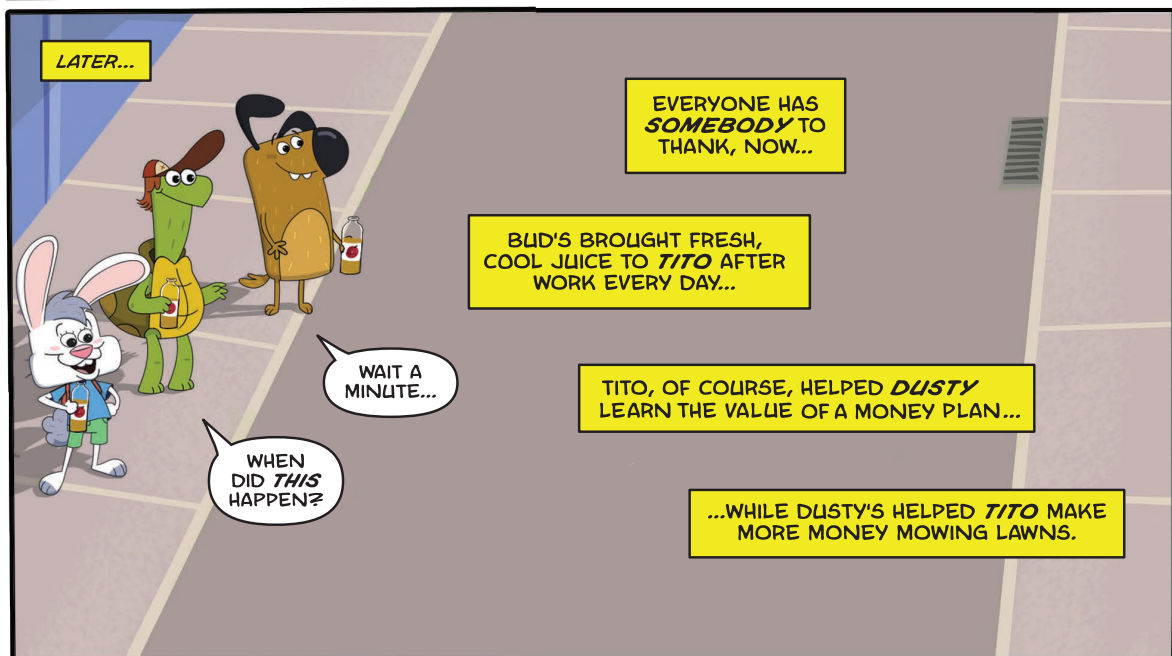
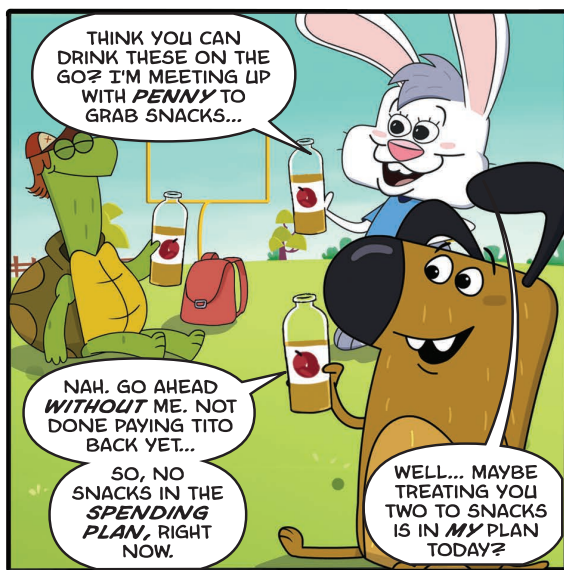


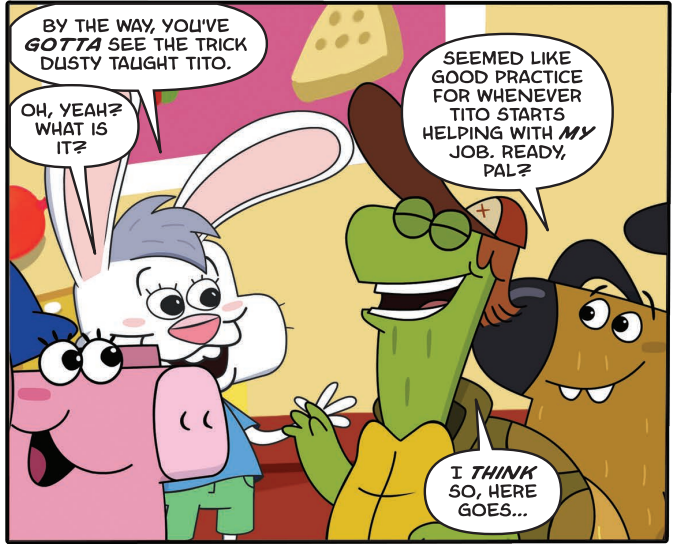
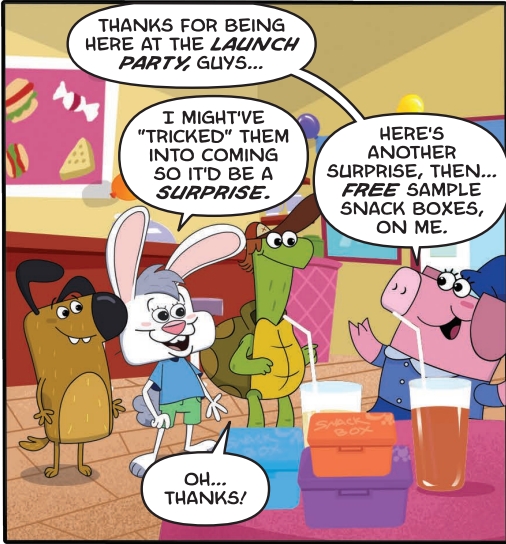
OF COURSE! THANK YOU, TITO!

WE'RE BOTH *SUPER*, SUPER LUCKY, HAVING FRIENDS WHO CAN HELP WHEN WE'RE IN TROUBLE.

SURE, BUT LOOK HOW MUCH *CASH* HE HAS IN THESE JARS...





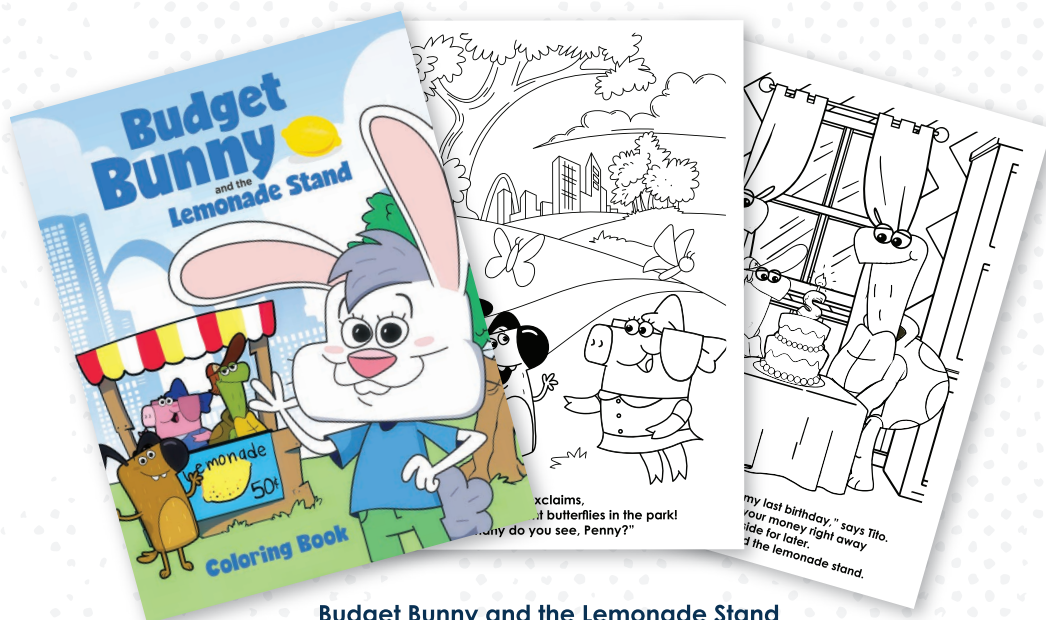


Budget Bunny



Stifel Bank has joined with United Way of Greater St. Louis and Lion Forge Labs to help families build their financial skills and understand the importance of money management.

Other Kid-Friendly Resources:



**Budget Bunny and the Lemonade Stand
Coloring Book**
Recommended for ages 3-9

Additional online resources for families:

United Way of Greater St. Louis 2-1-1
www.211helps.org

Money Smart St. Louis
www.moneysmartstlouis.org

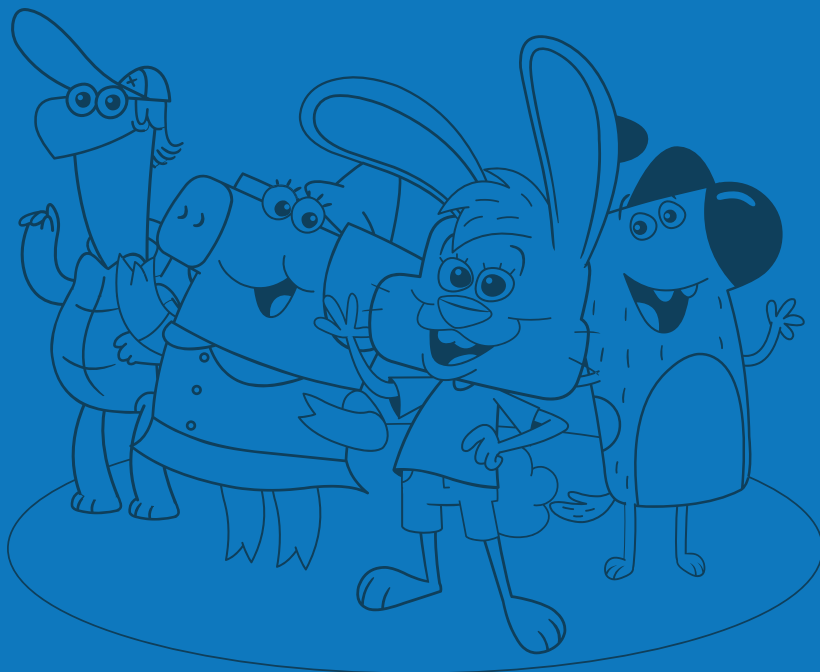
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After a birthday celebration, Budget Bunny, Penny, Tito, and Dusty discover a new snack shop on the corner. While working the cash register, Sasha offers loans to Bud and friends so they can buy treats. What will Bud choose: get new shoes needed for a summer job or borrow money from Sasha that Bud can't repay?

Follow along as Bud and friends learn the importance of money skills and banking in this new educational series, Budget Bunny!

Recommended for
ages 6-12