

Youth and Family Corner: Making Purchase Power a Family Affair

Our relationship to and with money is typically introduced to us by our family, and the basic tenets or values of that relationship are passed on. Talking about money can be seen as taboo in our society, so discussing how your family spends money may be a little scary at first. However, talking about how your family can use its purchase power to support causes and issues you care about can bring you closer; it can also help younger family members learn valuable lessons about how using their earnings can make a big impact on the world. Here are some things to ask your family:

What issues do we care about as a family?

What do we spend most of our money on?

Are there any companies or brands that care about the same things we care about?

How does purchasing from them work within our spending plan?

Here are some examples of how your family can plan to spend your money based on what's important to you:

Buy from clothing companies that use organic and recycled fabrics.

A clothing company uses eco-friendly materials and [pledges 1% of its sales](#) to support environmental causes.

Buy from brands that pledge to support food banks or programs that feed those in need through your purchase.

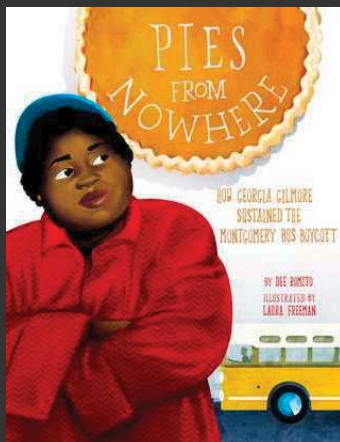
A food production company [pledged \\$1 million](#) in cash and product donations to address hunger-relief efforts in the wake of COVID-19.

Buy from companies that pledge funds to an organization that is making communities more equitable.

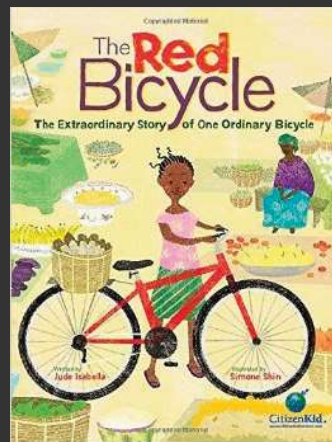
A toy company [pledged to donate \\$4 million](#) to organizations supporting black children and educating all children about racial equality.

Family Friendly Books

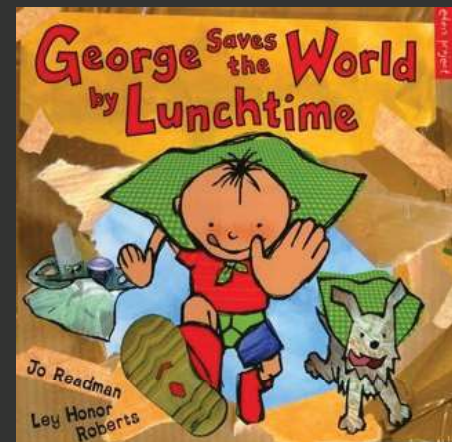
There are many family friendly books that talk about how purchase power has helped causes and supported others. Here are a few:



Pies From Nowhere
Dee Romito



The Red Bicycle
Jude Isabela



George Saves The World
By Lunchtime
Jo Readman