



FoolProof

F O U N D A T I O N

Use Caution. Question Sellers. Rely on Research.

FoolProof Launches our *Middle School* Curriculum September 15!

Free. Peer-to-Peer. Web and Video-driven. Turnkey.
As Unique and Honest as our High School Curriculum

In 2016-17 students made over 40 million page views of FoolProof's High School curriculum. 900+ middle school teachers used our high school curriculum.

Starting September 15:

Middle school teachers will have their own FoolProof curriculum.

Critical thinking at the core:

Our new middle school modules incorporate two principles we believe make all FoolProof curriculums unique: we immerse students in the importance of healthy skepticism and personal responsibility in everyday life.

Ethically driven:

If you know FoolProof, you know our mission: We advocate only for the student. Middle school students are forming lifetime habits that shape their lives. Our new curriculum empowers those students to gain control over their economic and personal welfare.

Comprehensive:

- The curriculum covers over 20 topics in nine groundbreaking modules—and the entire curriculum features peer-to-peer teaching.
- Teachers can use the entire curriculum, assign one module, or assign individual topics.
- Dozens of videos and interactive features engage the students.
- Modules come with optional self-grading tests.
- We include comprehensive support materials and suggested class projects.

Compliant:

The modules fulfill the Council for Economic Education's Middle School Standards and Benchmarks for financial literacy.

Modules fit seamlessly with our high school curriculum:

Our high school modules build on middle school topics.

The FoolProof Foundation

516 Delannoy Avenue • Cocoa • Florida 32922
info@foolproofhq.com • www.foolprooffoundation.org

Use Caution. Question Sellers. Rely on Research.

The Walter Cronkite Project Drives FoolProof

FoolProof exists because of Walter Cronkite. Walter Cronkite IV now continues his grandfather's work as a member of FoolProof's Cronkite Committee

The Cronkite Project's K-8 Project developed our middle-school curriculum.

K-8 is now developing a unique series of 90-second videos for the parents of kindergarten children. Videos will be delivered weekly to parents via email. Our partner in this project is the *Campaign for a Commercial-Free Childhood*.

The Cronkite Project's FoolProof's Native Advertising Study Group helps us track the impact of advertising on consumers.

Additional information:

- Learn more about the [Cronkite Project and our Study Groups](#).
- Learn more about the [FoolProof Foundation](#).
- Learn more about the [Campaign for a Commercial-Free Childhood](#).

The FoolProof Foundation

516 Delannoy Avenue • Cocoa • Florida 32922
info@foolproofhq.com • www.foolprooffoundation.org

Use Caution. Question Sellers. Rely on Research.