

Alabama Men's Hall of Fame

4th Grade Lesson Plans – Alabama History

Joseph S. Bruno

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Lesson Title: Alabama Men's Hall of Fame: Joseph S. Bruno

Curriculum Area: Social Studies

Estimated Time: 50 minutes

Grade Level: 4th grade

Instructors: Hannah Grogan and Tatum Henley

Standard:

Alabama State Social Studies Standard recognizing Alabamians who have made significant contributions to society.

- Joseph S. Bruno

Learning Objectives:

Fourth grade students will research the life of Joseph S. Bruno. Students will research how his business began, expanded, and grew into philanthropic accomplishments that aided schools, medicine, and churches in Alabama.

Evaluation of Learning Objectives:

Fourth grade students will be evaluated via a checklist (see Appendix C) through the completion of a worksheet and writing of letters from the perspective of Joseph S. Bruno. They will introduce Joseph S. Bruno, explain how he began his business, and explain how he expanded it into Food World and Big B drugstores. They will also tell of the importance of his philanthropic accomplishments. Students will be assessed

Engagement:

The teacher will begin class by leading a brainstorming activity on names of grocery stores and drugstores in the Birmingham area. The teacher will begin asking students what stories their families go for grocery shopping, and what types of items they can find in a grocery store. “How much money do you think it would take in order to open up a grocery store? Today, we are going to learn about a man who started a grocery store chain with only \$600 in his pocket. Can anyone guess who this man is?”

Learning Design:

- **Teaching** – The teacher will ask students to grab a pen or a pencil and head to the computer lab. Once arriving to the computer lab, the teacher will pass out a worksheet for students to complete while researching the Joseph S. Bruno Charitable Foundation website (Appendix A). The teacher will instruct students that they are able to use the

entire website for research. The teacher will give the students some background information on Joseph S. Bruno. The teacher will tell students that they “will be researching a man named Joseph S. Bruno who was born in 1912 to Sicilian immigrants named Vincent and Maria. Bruno was the oldest of eight children and began working at the age of 12 in a grocery store. At 19 years of age, Bruno took his life savings of \$600 and opened a grocery store of his own in downtown Birmingham, Alabama. This grocery store came to be known as Bruno Incorporated and grew dramatically in the 1960’s and 1970’s owning Food World grocery stores and Big B drugstores.” Next, the teacher will tell students to go to the website www.jsbcf.org to research information in order to fill out their informational worksheets. The students will be given 20 minutes to complete the worksheets before returning to the classroom.

- **Opportunity for Learning** – Upon returning to the classroom, students will take out their journals and prepare to write a letter from the perspective of Joseph S. Bruno. This letter will be addressed to his great grandchildren. The teacher will provide some prompts to assist students in taking on the role of Joseph S. Bruno (Appendix B). In the letter, students will write an introduction of Joseph S. Bruno explaining who he is. Then they will write of how they believe Joseph S. Bruno had the idea and the courage to begin a grocery store of his own. They will write of his accomplishments and how the business expanded throughout the years, as well as how his accomplishments turned into philanthropies for education, medicine, and churches. Upon finishing their letters, the students will ball up their papers to create wrinkles, and they will tea-stain them in order to make them look old.

- **Assessment** – The teacher will evaluate and assess student work with a checklist (Appendix C).
- **Closure** – To close out the lesson, the teacher will call upon students to share their letters.

Plan for Individual Learners:

Students who finish their letters early will have the opportunity to tea stain their papers in order to make them look aged.

Content and Resources:

- Pen or pencil
- Worksheet (Appendix A)
- Computer
- Internet access
- Joseph S. Bruno Charitable Foundation website: www.jsbcf.org
- Alabama Men's Hall of Fame, Joseph S. Bruno website:
<http://www4.samford.edu/groups/amhf/inductees/Bruno.html?height=500&width=500>
- Journal
- Tea for staining the letters
- Boiled water
- Pot
- Microwave
- Writing prompts (Appendix B)
- Checklist for assessment (Appendix C)

Reflection:

Appendix A

Joseph S. Bruno: Alabama Philanthropist

Use a partner and the following website to complete this assignment:

<http://www.jsbcf.org/focus.asp>

1. How much money did Joseph have in his life savings to start his grocery store in 1932? What would have happened if the company had not succeeded?
2. What are the two primary focus areas of the Joseph S. Bruno Charitable Foundation?
3. Does the Foundation fund everything? What are three things that it does not fund?
4. Joseph Bruno's philosophy of philanthropy was "that it is not the amount of money you give, but how much you give of yourself." In your own words, what do you think this means?
5. What do you think Joseph meant by saying, "I cannot afford to not give"?

Appendix B

A Letter to My Grandchildren

Use the worksheet and the following website to independently complete the assignment:
<http://www4.samford.edu/groups/amhf/inductees/Bruno.html?height=500&width=500>

Pretend like you are Joseph S. Bruno and you are writing a letter to your grandchildren. Tell them who you are and what you have accomplished. You may include your own opinions about how Joseph felt and what he was thinking in the letter. Use the following prompts to help you with the letter:

1. Who am I?
2. How old was I when I began working?
3. Was I afraid to invest all of my money in starting a grocery store?
4. Why did I decide to start a grocery store?
5. How big did my business become?
6. What were my greatest accomplishments?
7. How did my work impact others?

Appendix C

Checklist

Worksheet –

Student correctly responds to questions 1-3 using a partner and the website. _____

Student provides creative and critical thinking responses for questions 4 and 5. _____

Letter –

Students will write an introduction of Joseph S. Bruno explaining who he is (3 sentences).

Students will predict why they believe Joseph S. Bruno had the idea and the courage to begin a grocery store of his own and what his thought process was (3 sentences). _____

Students will write of Joseph S. Bruno's accomplishments and how the business expanded throughout the years, as well as how his accomplishments turned into philanthropies for education, medicine, and churches (2 sentences). _____