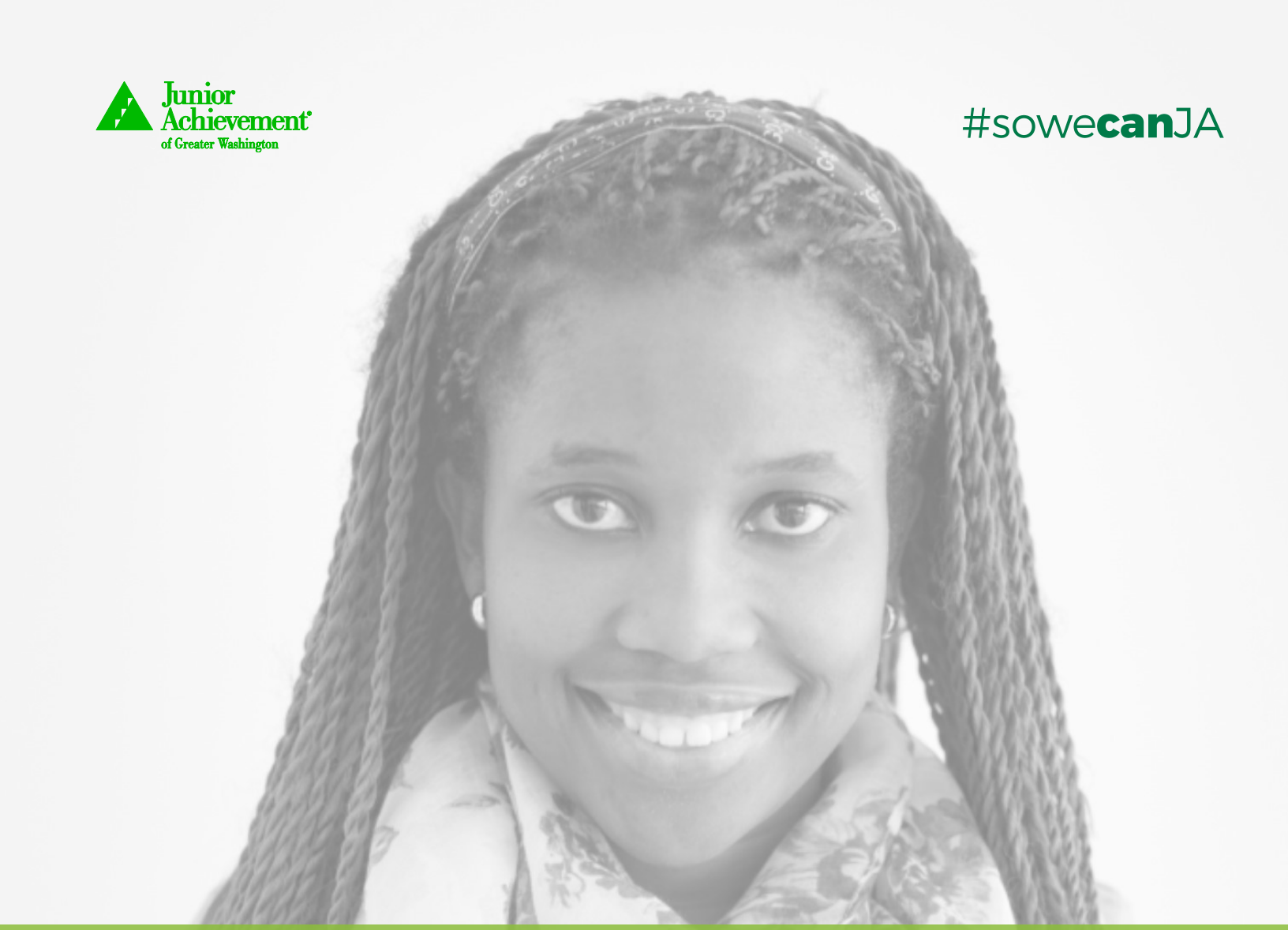
Junior Achievement of Greater Washington

#sowecanJA



SO WE CAN

With you, we can empower Greater Washington youth to answer the demands of the 21st century economy with "I **can**."

93,663

disconnected youth in the Washington, D.C. metro area who are out of school and out of work.

— "Zeroing in on Place and Race: Youth Disconnection in America's Cities"

40%

of students fail to graduate with the communications, critical thinking, writing, and analytical reasoning skills needed in the modern workplace.

—The Washington Post

The percentage of high school dropouts surveyed who said they left school because their classes were boring and not relevant to their lives or career aspirations.

— Bill and Melinda Gates Foundation

50%

The average American family is SIXTEEN**THOUSAND** dollars in credit card debt.

&

nearly 20% of U.S. students do not even reach the baseline level of financial proficiency.

—U.S. Federal Reserve, NY Stock Exchange, Harris Poll compiled by NerdWallet.com

To achieve your dreams, you have to be able to *see* your dreams. But too many District, Maryland, and Virginia youth from all socioeconomic backgrounds struggle to see how their education is relevant to their future. They're not getting the proven experiences, exposure, and skills they need to make sound choices about their finances, education, and careers.

We throw our youth into an economy that is evolving at a dizzying pace without real practice or role models who can show them a path to what's possible. We fail to give them the tools to answer the demands of the 21st century economy with, "I can."

Instead of empowering a generation with self-worth and the knowledge to navigate their own path to success, we're perpetuating the status quo: employers agree that students who graduate aren't prepared to be successful in the workplace. A majority of Americans lack basic personal finance skills, often just one paycheck away from disaster. An alarming percentage of young people are "disconnected," or out of school and out of work, costing taxpayers $93.7 billion in government support and lost tax revenue annually.

Every year that we fail to act, more of our region's youth begin making critical financial decisions without the necessary knowledge and skills. Every year, another group of students enters the workforce unprepared to reach their full potential. Every year, more of our kids become the one in seven of our nation's young people considered "disconnected youth," drifting without the knowledge, identity, and purpose to find success.

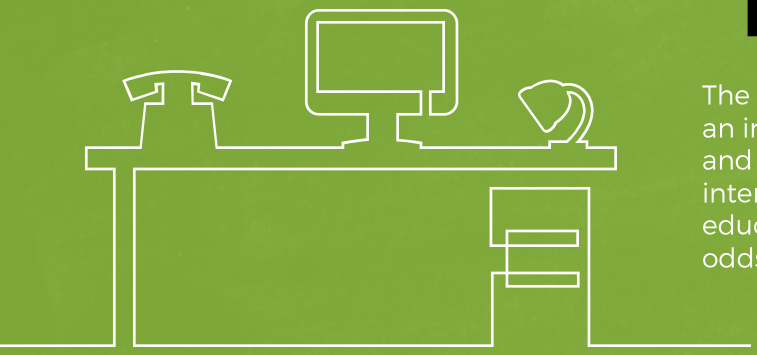
WE MUST DO BETTER.

AND, WE MUST DO IT NOW.

JULIE KIM
FAIRFAX
CLASS OF '20

I **CAN**
CLIMB THE
CORPORATE
LADDER.

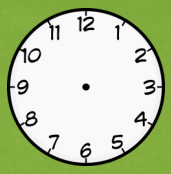
ELEMENTS OF **ENGAGEMENT**



The brainpower at Gallup completed the largest-ever study of an individual's likelihood of being engaged in their future work and thriving in their personal well-being. They uncovered some interesting things— namely, there are three key elements of the educational experience that more than doubled a person's odds of being successful later in life.

HAVING A MENTOR WHO ENCOURAGED YOUR GOALS AND DREAMS.

HAVING A JOB OR INTERNSHIP WHERE YOU APPLIED WHAT YOU WERE LEARNING IN THE CLASSROOM.



WORKING ON A LONG-TERM PROJECT THAT TOOK A SEMESTER OR MORE TO COMPLETE.

Role models, experiential learning, and capstone experiences. That sounds familiar. And, it should.

Junior Achievement® is driven by our belief that education shouldn't start and stop within the four walls of our neighborhood schools. It should be built on a bridge of engagement: between classroom and community. It must incorporate additional elements and partners to give students the opportunity to develop 21st century skills in preparation for an unknown job market and rapidly evolving economy.

We must re-engineer education at all levels to be more relevant, experiential, and authentically-connected to the realities and complexities of the real world in order to more fully prepare today's students for the demands of tomorrow's economy.

To make education relevant, we must expose youth to mentors and role models from their own communities who can show them what's possible if they dream big and work hard. To engage those students at risk of dropping out or disconnecting between high school and the future, we must show them a clear vision of what's possible through a variety of professions and skills that are in demand and will help them succeed.

THAT'S WHERE **JA®** COMES IN.

WE CAN PARTNER TO CREATE A PIPELINE OF RELEVANT EDUCATION. **SO THEY CAN DO ANYTHING THEY PUT THEIR MINDS TO.**

Junior Achievement has a deep history of success in this community, illustrated through our three JA Finance Park® facilities and our groundbreaking partnerships with our region's school systems to deliver our innovative, authentic programs to scale across grade levels. Since our start in 1965, we have impacted over 800,000 District, Maryland, and Virginia youth, and, this year will serve over 63,000 kids.

To reach more students at multiple points over the course of their education and ensure JA's future sustainability, we need your investment in *our* potential to do more in the areas of our three pillars: financial literacy, work readiness, and entrepreneurship.

Children from kindergarten to 12th grade need a ladder from the classroom to the future. At the elementary school level, they need exposure to career opportunities and a foundation in economics. In middle school, when youth are developing spending habits and making decisions like staying in school and whether to pursue college, it becomes critical. At the high school level, we must connect students to the realities that exist beyond classroom walls by infusing leadership, business, and entrepreneurship principles into the everyday learning experience.

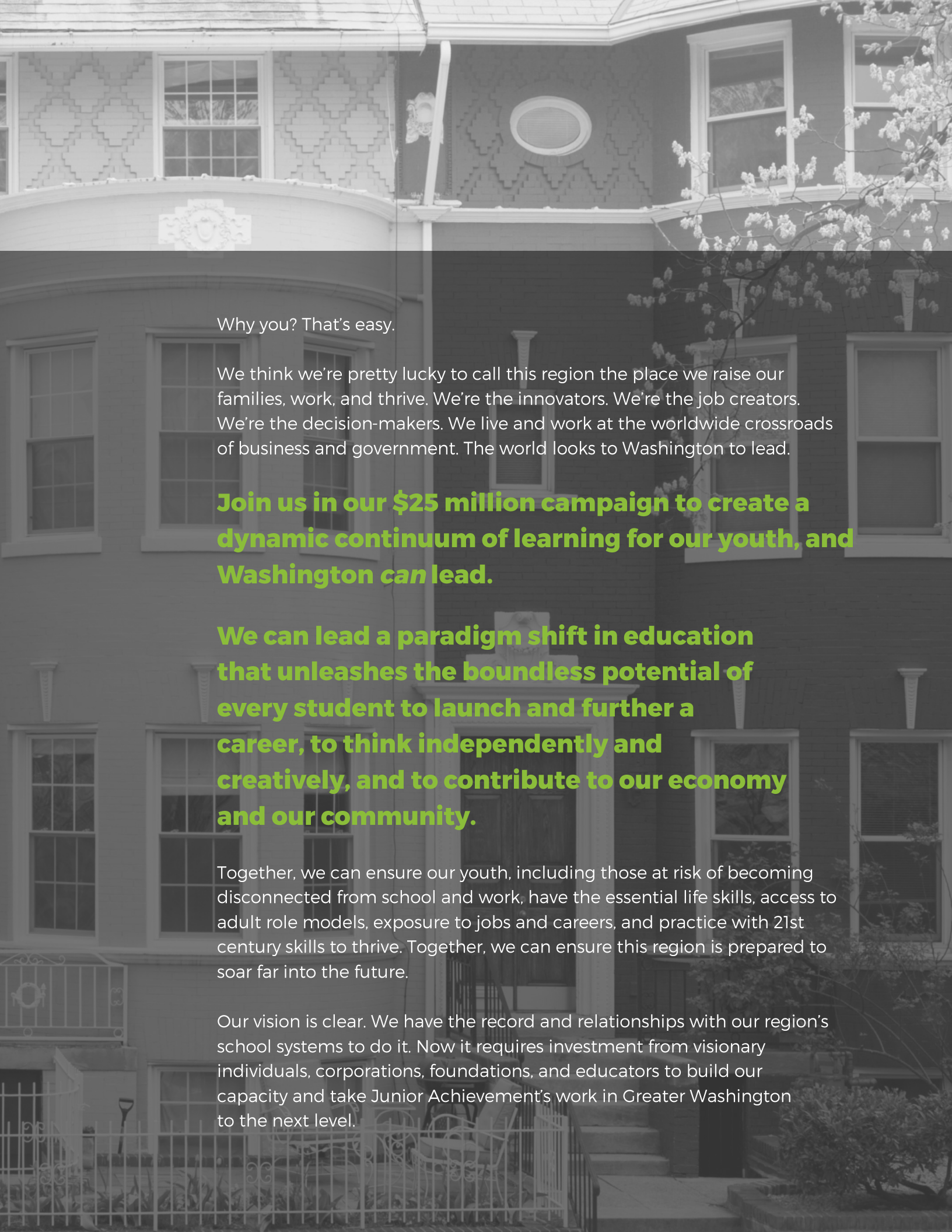
In partnership with our dynamic school system partners, we must create a pipeline of learning throughout a student's educational experience that takes learning beyond the classroom—education that is steeped in experiential learning that motivates students to learn, boosts interest in higher education and careers, reduces dropout and disconnection rates, and improves academic achievement. This approach, punctuated with in-depth, capstone experiences at the middle and high school levels, as well as interaction with a volunteer role model, gives students fundamental skills and perspective that they'd otherwise be unable to gain during their formative K-12 years and sets them on the path to workplace engagement and well-being.

THAT'S WHERE **YOU** COME IN.

Students from Dunbar and Anacostia High Schools in the District get an inside look at what it's like to work at the White House through a JA Job Shadow™.

COLTON SMITH
HYATTSVILLE
CLASS OF '23

I **CAN** BE MY OWN BOSS.



Why you? That's easy.

We think we're pretty lucky to call this region the place we raise our families, work, and thrive. We're the innovators. We're the job creators. We're the decision-makers. We live and work at the worldwide crossroads of business and government. The world looks to Washington to lead.

Join us in our $25 million campaign to create a dynamic continuum of learning for our youth, and Washington *can* lead.

We can lead a paradigm shift in education that unleashes the boundless potential of every student to launch and further a career, to think independently and creatively, and to contribute to our economy and our community.

Together, we can ensure our youth, including those at risk of becoming disconnected from school and work, have the essential life skills, access to adult role models, exposure to jobs and careers, and practice with 21st century skills to thrive. Together, we can ensure this region is prepared to soar far into the future.

Our vision is clear. We have the record and relationships with our region's school systems to do it. Now it requires investment from visionary individuals, corporations, foundations, and educators to build our capacity and take Junior Achievement's work in Greater Washington to the next level.

WITH YOUR HELP, BY 2021, WE CAN TURN "I CAN'T" INTO "I CAN" FOR

OUR 1,000,000TH STUDENT IMPACTED SINCE 1965.

A corporate volunteer from E*TRADE talks to a Prince George's County eighth grade student about colleges, careers, and taking control of the future following his JA Finance Park® Prince George's County experience. JA Finance Park® Prince George's County opened in 2015 and serves 9,000 8th grade students through more than 1,500 volunteers each year.

The region's first financial literacy center, JA Finance Park® Fairfax County, opened in 2010 and serves every 8th grade FCPS student. To date, more than 60,000 students from 8 area school systems have become JA Finance Park® graduates, representing over 1 million hours of learning.

TOGETHER, WE **CAN**:

ensure the long-term viability of our work through a **center of experiential learning and innovation.**

empower our youth to be **financially capable** beginning in middle school and beyond.

expose our kids to **careers, mentors, and 21st century skills** to give them vision of what's possible.

ignite the entrepreneurial spirit in our youth so they can be resilient, focused, and equipped in their future education and career endeavors.

revolutionize traditional high school education for our most vulnerable kids by infusing experiential learning, mentors, and 21st century skills into the everyday curriculum.

YOUR INVESTMENT IN THIS $25 MILLION CAMPAIGN ENSURES THAT BY 2021, WE **CAN** GROW OUR PROGRAMS AND OUR IMPACT. TOGETHER, WE **CAN** EMPOWER MORE THAN 88,000 YOUTH *EVERY YEAR*

...that's 40% more students annually than we impact today.

CAMPAIGN SEQUENCE

$12.5 million

Construct and sustain a multifaceted **JA® Launchpad** in Washington, D.C. to serve as:

JA BizTown® District of Columbia, an elementary grades capstone experience where students think creatively, demonstrate personal responsibility, solve problems, and attain their goals through 13-hours of in-classroom curriculum and a day-long experience running businesses, households, and government, as they learn about the economy of a city.

JA Finance Park® District of Columbia, a middle grades capstone experience where students connect learning to earning through 15-hours of in-classroom personal finance curriculum and a day-long, hands-on experience as a budgeting, bill-paying adult.

The home of the **JA® Spark Tank**, a deep, multidimensional entrepreneurship practicum to give youth rigorous, relevant mentorship and guidance while running and showcasing their own venture, with an opportunity to compete.

$6.5 million

Pilot and scale **JA® Edge**, in-depth experiences for high school students that will expose youth to our region's leaders and promote growth of real-world 21st century skills— teamwork, time management, creative thinking, problem solving, public speaking, and more— through a combination of in-classroom programming, capstone job shadow experiences, and experiential workshops.

$3 million

Launch the **JA® Academy** in partnership with our region's most vulnerable high schools to create a new school model in which JA's proven leadership, business, and entrepreneurship principles are directly infused into the everyday classroom learning experience. The in-depth experience will ingrain mentors, experiential learning, and capstone experiences throughout a student's 4-year education, authentically connecting learning to the realities that exist beyond the classroom walls.

$3 million

Research & Sustainability to provide for ongoing program innovation and operational stability.

MADISON KELLY
THE DISTRICT
CLASS OF '25

I **CAN**
BECOME THE
YOUNGEST CEO
IN COMPANY
HISTORY.

Lauren's **story**

I am a JA® Graduate. I was born and raised in Silver Spring, Maryland. My family is Hispanic and I grew up in a low-income neighborhood. My path to Bethesda Chevy Chase High School wasn't an easy one. My parents fought to get me there.

As a junior, when I had the opportunity to take part in the Junior Achievement® / Greater Bethesda-Chevy Chase Chamber of Commerce Career Partnership Day I was thrilled. Not many high school students have the chance to get a look into their future.

WHAT I DIDN'T KNOW IS THAT MY JOB SHADOW WOULD QUITE LITERALLY CHANGE MY LIFE AND INSPIRE MY TRAJECTORY FORWARD.

I walked into the Doubletree Bethesda that morning and everything suddenly made sense. After we had breakfast with the General Manager we went from department to department, meeting all kinds of people from different cultures and backgrounds pursuing careers in hospitality. We learned about their jobs and how they got where they are today. We talked about working in that environment and the skills it would take to succeed. I walked out of the hotel and felt a wave of clarity overcome me.

Thanks to scholarships and a full-time job at the Embassy Suites, I put myself through Marymount University's Hospitality Management program. I also worked as the front office manager at the Embassy Suites at the Chevy Chase Pavilion in Washington while pursuing my master's in Hospitality Management at Georgetown University. Today, I am continuing my career in the hospitality industry and I couldn't be happier.

The JA Job Shadow™ program lit my path to my American Dream. It inspired me to look at every opportunity with the confidence to say, “I can.”

LOGAN JONES
TAKOMA PARK
CLASS OF '19

I **CAN**
RULE THE
BOARDROOM.

6 out of 7

students who initially didn't think it was important to manage their money, changed their minds in a favorable direction after participating in the JA Finance Park® program.

20%

Students who had JA® as a child had 20% higher household income as adults than their non-JA® counterparts.

Students who participated in JA® programs are **5% more likely** to graduate from high school, **30% more likely** to get their bachelor's degree, and **67% more likely** to get their graduate degree.

1 GRADE LEVEL

JA® Academy students gained a full grade level in math in 4 months of participating in the program.*

Students at Westbriar Elementary School in Northern Virginia learn about financial literacy, work readiness, and entrepreneurship from high school hero JA volunteers.

82%

of high school students who take part in JA® say it made them realize the importance of staying in school.

45% increase of JA® Academy students reading at or above grade level.*

75%

decrease in chronic absenteeism among JA® Academy students when compared to their peers.*

78% OF JA JOB SHADOW™ PARTICIPANTS AGREE THAT **JA CONNECTS WHAT THEY LEARNED IN THE CLASSROOMTO REAL LIFE AND THEIR FUTURES.**

JA® STUDENTS ARE **143% MORE LIKELY** TO OWN THEIR OWN BUSINESS THAN STUDENTS WHO DID NOT PARTICIPATE IN JA PROGRAMS.

* preliminary results based on first full pilot year, program still in development

JuniorAchievementGW
@JA_GW
juniorachievementdc

WITH YOUR HELP, WE **CAN**

empower Greater Washington youth to answer the demands of the 21st century economy with "I can."

WWW.MY**JA**.ORG

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1919
Junior Achievement® was founded in Springfield, Massachusetts to help educate young people moving from rural America to the country's booming cities about the means of production and free enterprise.

1965
Locally, Junior Achievement of Northern Virginia, Inc. was founded to serve students through the JA Company Program®. During its first year in operation, JA® served 244 students. Known today as Junior Achievement of Greater Washington, we serve youth from across the District, Maryland and Virginia.

1974
JA® expands from an afterschool program into the classroom with the introduction of its first in-school program for middle school students, Project Business. A high school program, Applied Economics, was introduced a few years later (in 1982).

2000
Junior Achievement of Greater Washington serves 16,326 District, Maryland, and Virginia K-12 students, marking the beginning of a period of substantial, sustained growth in the region.

2005
The school system-level partnership concept with Montgomery County Public Schools is born to serve more students in a systemic way. The idea will provide the foundation for the future of JA's strategy in the region and the eventual introduction of the JA Finance Park® model. We serve 33,374 students across the region.

2006
JA increases the number of Washington, D.C. students served by nearly 36 % in just one school year, delivering programs to over 8,000 District youth.

2008
The financial crisis rocks our nation, providing a call to action to do more to prepare students to make informed and empowered financial decisions. JA® begins serious discussion of the construction of JA Finance Park® with Fairfax County Public Schools.

2010
JA Finance Park® Fairfax County opens on the campus of Frost Middle School. The program serves every FCPS 8th grade student, or 14,000 youth annually. Across the region, JA delivers its programs to 47,894 students.

2010
JA® and Montgomery County Public Schools launch the JA Economics for Success® partnership across the 6th grade level. The partnership serves 12,000 students annually and will provide the basis for the eventual construction of JA Finance Park®.

2014
Following a period of unprecedented demand for its programs, Junior Achievement of Greater Washington's Board of Directors begins a strategic listening tour and planning process to map out the future of JA and its impact in the region.

2015
JA Finance Park® Prince George's County opens in Landover. The partnership between Prince George's County Public Schools and JA® will transform 9,000 PGCPS 8th grade students each year into JA Finance Park® graduates. Across the region, JA delivers its programs to 55,145 students, bringing its total students served since 1965 to over 800,000.

2016
Built on the strategic planning work started by the Board of Directors, JA® launches a 5-year, $25 million campaign to support its vision for the future and mission to inspire more Greater Washington youth to answer the demands of the 21st century economy with "I can." In 2016-2017, JA® will serve more than 65,000 students across the region.

2016
JA works with Washington, D.C. schools on the grassroots level to provide the JA Finance Park® experience to over 1,200 District youth, marking the first time the program has been delivered across a grade level at a Washington, D.C. school (every 6th grade student at Deal Middle School).

2018
JA Finance Park® Montgomery County will open on the fourth floor of the Thomas Edison High School of Technology building in Silver Spring, Maryland, marking more than a decade of JA®/MCPS partnership across a grade level. The program will serve 12,000 students each year.

2019
Junior Achievement® will celebrate its 100th anniversary across the globe. Since its founding in 1919, JA® has grown to more than 100 member countries, a network of over 450,000 volunteers and mentors from all sectors of society, reaching more than 10 million young people around the world every year.

2021
Junior Achievement of Greater Washington will serve its one millionth student and increase its annual student impact number by 40% — from about 63,000 students in 2016 to 88,000 students at the end of the 2020-2021 school year.