



FACT SHEET

WHAT IS JUNIOR ACHIEVEMENT (JA)?

JA is a non-profit organization providing a series of business, economics, free-enterprise and life-skills programs to enhance the education of young people.

Locally, JA will reach 55,000 students 2009. JA Worldwide, through offices around the world, reaches approximately seven million students per year. The emergence of a global economy has resulted in great demand for JA programs in countries around the world that are making the transition from command economies to free market systems.

CORE PURPOSE:

Junior Achievement will inspire and prepare young people to succeed in a global economy.

KEY PROGRAMS:

Programs span grades K-12, with age-appropriate curricula designed to teach elementary students about their roles as individuals, workers, and consumers and to prepare middle grade and high school students for key economic and workforce issues they will face. In addition to bringing the free enterprise system to life in the classroom, Junior Achievement programs teach young people the importance of staying in school.

PROVEN SUCCESS:

JA is one of a few global non-profits to use independent, third-party evaluators to gauge the impact of its programs. Since 1993, independent evaluators have conducted studies on JA's effectiveness. Findings prove that JA has a positive impact in a number of critical areas. These results are available, for free, upon request. Summaries of the findings also are published in the JA Programs section of www.ja.org.

NEEDED - VOLUNTEERS!

- **Special Event Volunteers** – JA hosts several events each year. The time commitment varies per event.
- **In-Class Volunteers** - JA programs are presented by volunteers and teachers who share their unique insight and inspiration to students in South Florida. They share the importance of education in the marketplace. Materials and training are provided by JA.
- **JA World On-Site Volunteers**-Volunteers will provide guidance and assistance to students as they go through the on-site storefront simulation of JA BizTown and/or JA Finance Park.

CONTACT ME!

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A BRIEF HISTORY:

Junior Achievement was founded in 1919 by Theodore Vail, President of American Telephone & Telegraph; Horace Moses, president of Strathmore Paper Co.; and Senator Murray Crane of Massachusetts. Its first program, *The Company Program*, was offered to high school students on an after-school basis. Locally, JA was founded in 1959. In 1975, the organization entered the classroom with the introduction of *Project Business* for the middle grades. Junior Achievement has gradually expanded its activities and broadened its scope to encompass an ever-widening student population.

JA WORLD HUIZENGA CENTER at Broward College



Since inception, JA has been committed to “experiential learning.” Taking it to the next level, JA of South Florida has embarked on an ambitious, heart-stirring project involving two new programs: *JA BizTown* and *JA Finance Park*. This dramatic shift forward will significantly transform how every local student is taught to view the world of work, free enterprise, and their possibilities for success in them.

The importance of these new programs is difficult to overstate. Because of their tremendous experiential nature, a building is required to house *JA BizTown* and *JA Finance Park*. JA World at the Huizenga Center for Free Enterprise is a center for dynamic education. JA World is located on the North Campus of Broward College.



FUNDING:

Junior Achievement of South Florida, a 501(c) 3 non-profit corporation, is supported through corporate donations, individual gifts, foundations, and special events. In particular, JA does not rely on government funding.

SOME DISTINGUISHED JA ALUMNI:

Ed Iacobucci, Founder of Citrix
Kevin Clark, Founder of Cross Country Healthcare
U.S. Senator Rick Santorum (R-Pennsylvania)
Frederick A. Deluca, Founder & CEO, Subway
Rich DeVos, President, Amway Corporation
Marshall Loeb, Editor, Columbia Journalism Review
Paul Emmick, Meteorologist, The Weather Channel

LEADERSHIP:

F. Gerard Litrento, Regions Bank, Board Chair
Melissa Aiello, JA of South Florida, President

STOREFRONT SPONSORSHIPS REMAINING January 2010

JA BizTown:	Realty	\$50,000
	Tech	\$50,000
	Delivery	\$50,000
	Supply Center	\$50,000
	Non profit	\$10,000
	Recycle	\$10,000
	Kiosk (2)	\$25,000
JA Finance Park:	Boutique	\$32,500
	Entertainment	\$32,500
	Realty	\$32,500
	½ Utility	\$16,250
	Restaurant/ Refreshment	\$50,000
	Kiosk (4)	\$25,000
	Billboards	\$10,000
	Philanthropy	\$10,000

