

ABOUT JUNIOR ACHIEVEMENT



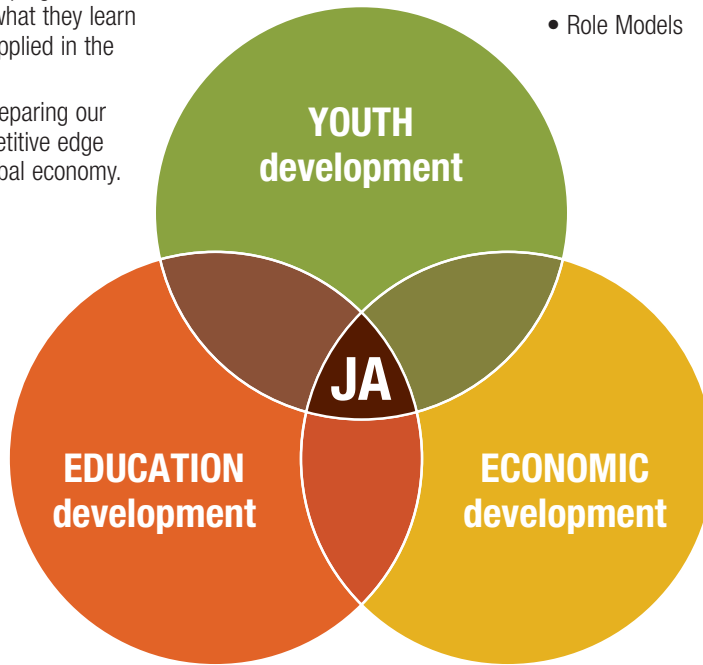
JUNIOR ACHIEVEMENT IS THE ONLY NONPROFIT ORGANIZATION IN THE WORLD DEDICATED TO...

Youth Development: Empowering young people to own their economic success.

Education Development: Helping students make a connection between what they learn in school and how it can be applied in the real world.

Economic Development: Preparing our future workforce with a competitive edge they need to succeed in a global economy.

- Experiential Learning
- Focus on 21st Century Skills
- Career Development



- Leadership
- Ethics and Character
- Role Models

- Financial Literacy
- Work Readiness
- Entrepreneurship



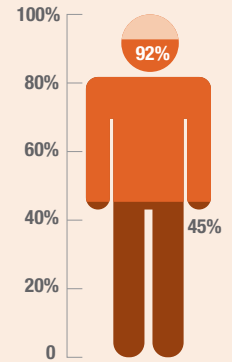
Junior Achievement of the Heartland works with more than:

- 56,000 students in 24 counties in Iowa, Illinois, and Wisconsin
- 260 schools and youth organizations
- 3,700 volunteers

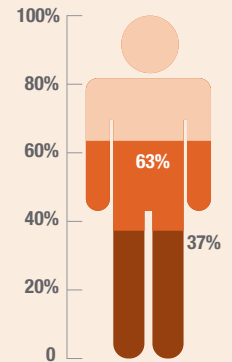
According to a 2009 survey* conducted among U.S.-based Junior Achievement alumni and a comparison group with no JA experience...

JA Alumni **No JA**
How confident are you that you could...

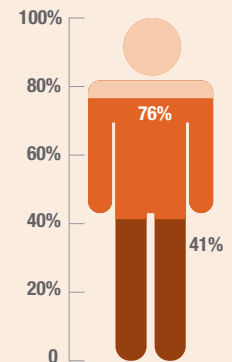
Compete successfully in a business environment?



Manage your personal finances efficiently?



Start your own business?



*Visit www.ja.org for more information regarding the Junior Achievement Alumni Retrospective Survey.



JA IN-SCHOOL PROGRAMS

Elementary School:

Ourselfs® uses compelling stories read aloud by the volunteer, along with hands-on activities to demonstrate helping, working, earning, and saving. ● ● ●

Our Families® emphasizes the roles people play in the local economy and engages students with activities about needs, wants, jobs, tools and skills, and interdependence. ● ● ●

Our Community® explores the interdependent roles of workers in a community, the work they perform, and how communities work. ● ● ●

Our City® studies careers, the skills people need to work in specific careers, and how businesses contribute to a city. ● ● ●

JA More than Money™ teaches students about earning, spending, sharing, and saving money, and businesses they can start or jobs they can perform to earn money. ● ● ●

Our Region® introduces the relationship between the natural, human, and capital resources found in different regions and explores regional businesses that produce goods and services for consumers. ● ● ●

Our Nation® provides practical information about businesses' need for individuals who can meet the demands of the job market, including high-growth, high-demand jobs. It introduces the concept of globalization of business as it relates to production materials and the need for students to be entrepreneurial in their thinking. ● ● ●

Middle School:

JA America Works™ provides students with examples of how business and entrepreneurship affected the economic development of the United States during the 19th century. ● ●

JA Economics for Success® explores personal finance and students' education and career options based on their skills, interests, and values. It also demonstrates the economic benefits of staying in school. ● ● ●

JA Global Marketplace® provides practical information about the global economy and its effect on students' lives. ● ●

JA It's My Business!™ emphasizes entrepreneurship while providing a strong focus on social studies, reading, and writing skills. Students are encouraged to use critical thinking to learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations. ● ● ●

JA WORLD PROGRAMS

JA BizTown™ introduces 5th grade students to economics and business starting with four weeks of teacher-led classroom instruction, followed by a daylong, hands-on experience where students apply the learned concepts in a life-like community at JA World. Students run various businesses, earn paychecks, open and manage bank accounts, and become full-fledged consumers making purchases at other student-run businesses. The program vividly illustrates the connection between hard work and tangible success while allowing students to gain firsthand understanding of their roles as citizens, consumers, and workers. ● ● ●

Sponsors: The Amy Helpenstell Foundation; Bechtel Trusts & Foundation; Bridgestone Bandag, LLC; Carver Pump Company; MidAmerican Energy Company; Modern Woodmen of America; and SSAB Iowa, Inc.

High School:

JA Banks in Action™ teaches high school students the principles of the banking industry and familiarizes them with the challenges of successfully operating a bank in a competitive environment. ● ● ●

JA Be Entrepreneurial™ challenges students to start their own entrepreneurial venture while still in high school. It provides useful, practical content to assist students to transition into becoming productive, contributing members of society. ● ● ●

JA Business Ethics™ fosters students' ethical decision-making as they prepare to enter the workforce and take part in the global marketplace. ● ● ●

JA Careers with a Purpose™ introduces students to the importance of seeking careers that help them realize their life potential and noble purpose. ● ● ●

JA Company Program™ analyzes and explores personal opportunities and responsibilities within a student-led company. ● ● ●

JA Economics™ examines the fundamental concepts of micro-, macro-, and international economics. ● ● ●

JA Exploring Economics™ fosters lifelong skills and knowledge about how an economy works, including micro-, macro-, personal, and international economics. ● ● ●

JA Success Skills® meets the needs of a diverse group of high school students by providing engaging, academically enriching, and experiential-learning sessions in work-readiness education and career perspectives. ● ● ●

JA Titan® introduces critical economics and management decisions through an interactive simulation. ● ● ●

Junior Achievement Presents: The NEFE High School Financial Planning Program introduces students to the importance of making wise financial decisions. The program demonstrates the importance of planning, goal-setting, and thoughtful decision-making within the context of personal financial decisions. ● ● ●



JA Finance Park™ demonstrates to 8th grade students the importance of living within their financial means. Students visit JA World after completing four weeks of teacher-led classroom instruction. When they arrive on site, students receive a life scenario, including a job, salary, and family situation to use as the basis of their simulation experience. With their real-life personas, they learn how to construct and adhere to a personal budget. This eye-opening experience gives students a solid foundation on which to build effective personal financial habits for life. ● ● ●

Sponsors: The Amy Helpenstell Foundation, Bechtel Trusts & Foundation, Iowa American Water Company, and Lujack's NorthPark Auto Plaza