



INSPIRING >>>>>>>>>

# breakthrough moments



It only takes one breakthrough moment to change a student's trajectory—a moment to realize that infinite possibilities await.

2019 > impact report



TOGETHER, WE ARE  
ENSURING THAT THESE  
MOMENTS MAKE A



**lasting**  
> impact

JA has been empowering students to experience remarkable breakthrough moments for the past 100 years.

At Junior Achievement of Central Maryland, these moments occur when classroom learning turns into real-world opportunities—the moment when students can envision themselves in the footsteps of an innovator, a changemaker, or professional in tomorrow’s workforce.



# 2019

## BREAKTHROUGH MOMENTS >>>>>>>



“I support JA because of the positive impact the organization has had on my life. As an elementary school student, JA introduced me to entrepreneurship, economics, and finance, but in a way that was relevant and meaningful to my young mind. By teaching through experiential learning, JA empowers students by presenting choices that require decision making. When that happens, students get invested and take ownership of their ideas, which leads to lifelong learning.”

—RON SINCLAIR, PROJECT MANAGEMENT ANALYST FOR GLOBAL IT, STANLEY BLACK & DECKER



## BREAKING > barriers

Junior Achievement strengthened its strategic commitment to inclusiveness, scalability, and impact.

- > **92%** of 5th grade students in Baltimore City Public Schools participated in JA BizTown.
- > JA Inspire was our largest single-day event ever, giving **2,000** Baltimore County 8th graders the chance to explore and experience Maryland's in-demand careers with nearly **50** employers.
- > JA has system-wide partnerships with seven school systems in Central Maryland, helping to ensure that all students benefit from JA as part of their learning journeys.
- > JA collaborated with **75** community partners to capitalize on strengths, minimize duplication of effort, and maximize outreach.

## BREAKING > free

Junior Achievement opened students' eyes to a world of possibilities—providing tangible, relevant learning opportunities that foster long-term prosperity.

### JA STUDENTS:

- › Are **30%** more likely to have a four-year college degree and **67%** more likely to have a graduate degree.
- › Secure employment at a higher rate than their peers.
- › Earn **20%** more than the general population.
- › Start businesses at a rate **2.5 times** higher than the general population.
- › Are socially mobile, with **60%** of alumni shifting from low-income areas in their youth to middle and high-income areas in adulthood.



## BREAKING > the mold

Junior Achievement unleashed entrepreneurial potential through real-world experiences that sparked innovation and teamwork.

### IN SCHOOL YEAR 2018-19, JA FACILITATED:

- › **20** student start-ups, including five all-female companies, comprising **300** budding high school entrepreneurs.
- › Creation of a variety of unique products and services—from jewelry and a coffee service, to eco-friendly straws and school spirit wear to name a few.

“By participating in JA, I began to develop a newfound passion for business. JA programs taught me so many entrepreneurship, sales, and marketing skills. I learned real-world application of these skills and how to create a business from the ground up. Most importantly, I learned the key to any successful company: communication! I have also made long-lasting relationships with dedicated mentors and peers that I know I will carry into my college years.”

—VEDIKA KRISHNA, JA RISING WOMEN STUDENT, MT. HEBRON HIGH

## BREAKING > ground

Junior Achievement announced plans for a new flagship facility to fuel the workforce pipeline and ensure that future generations are career-ready, financially responsible, and entrepreneurial-minded citizens.

### THE NEW JA CENTER, SCHEDULED TO OPEN IN SUMMER 2020, WILL FEATURE:

- › **29,000** square feet of interactive learning space in the Lansdowne community, featuring JA BizTown, JA Finance Park, a career exploration center, and entrepreneurship café
- › Multi-use opportunities to foster community, business, and education partnerships
- › Experiential programs that serve nearly **30,000** area youth annually, with mentoring from over **4,000** volunteers
- › A proven JA model now operating in more than **20** communities across the U.S.

99%

of JA volunteers would recommend the experience to colleagues and friends.

1 IN 5 STUDENTS

WORK IN THE SAME FIELD AS THEIR JA VOLUNTEER.

# volunteer

OPPORTUNITIES >>>>

Deloitte's latest volunteerism survey of working Americans found that companies that create a culture of volunteerism can boost morale, workplace atmosphere, and brand perception.

Junior Achievement of Central Maryland offers a variety of interactive, impactful volunteer opportunities that can help your organization strengthen engagement, skills, and performance among individuals and teams.



5 hours  
8:30 a.m.  
to 2 p.m.

#### JA BIZTOWN

Fourth through sixth graders run a 10,000-square-foot simulated city, complete with its own micro-economy. Students become an employee, taxpayer, and consumer. On visit day, volunteers are assigned to each JA BizTown shop and guide students as they put their classroom learning into practice by running and working in a JA BizTown business.



1-2 hours  
per week  
Multiple  
Weeks

#### JA RISING WOMEN

This after-school program gives high school girls a hands-on opportunity to create and run a real business venture. Volunteers assist the students with product development, sales, supply chain, and liquidation.



1 hour

#### JA FINANCE PARK VIRTUAL

Middle school students receive a life situation and work to design a balanced monthly budget. Classroom volunteers bring authenticity as real-life experts by helping facilitate decision-making during the online simulation or serving as content experts on specific topics.



1-2 hours  
per week  
Multiple  
Weeks

#### JA COMPANY PROGRAM

Teens experience a hands-on opportunity to create and run a real business venture. Whether in the classroom or after-school, volunteers assist the students with product development, sales, supply chain, and liquidation.

"I feel lucky to have great team members who care about the community, lucky to have a partner like Junior Achievement, and lucky to work with students who are thinking about their 'big idea' with starry eyes looking to the future. It's rewarding to see the lightbulbs go off when 5th graders are thinking about a career that excites them and what they need to get there." - JOHN HYLE, JA BIZTOWN VOLUNTEER & VICE PRESIDENT OF DEFAULT SERVICES, WELLS FARGO

Engage your workforce in experiences that will generate exposure, promote networking, and build camaraderie – while shaping the success of the next generation. A variety of sponsorship opportunities are available.

## JA EVENTS & PROGRAMS



### >> NOVEMBER

Maryland's top talent meets the future talent pipeline through this dynamic, interactive career development experience. More than 8,000 Baltimore County middle school students will connect with professionals, explore career pathways, learn necessary skills for in-demand jobs, and match post-secondary education opportunities to strengthen their coursework for high school and beyond.



### >> OCTOBER

Teams from area companies compete against one another in a series of fast-paced, business-themed games. Your employees can bring home the gold—while building team engagement, networking with other professionals, and helping JA prepare future generations for success in their own careers.



### >> MARCH

Businesswomen and outstanding female high school students in the Baltimore area connect to celebrate successes, develop talents, build networks, and inspire the next generation of women leaders.



### >> APRIL

JA student-run businesses from the Greater Baltimore area compete against their peers for JA Company of the Year. These young innovators will bring their products and services to the judges' table and deliver their business financials, marketing pitches, and more to a panel of professionals in the field.



### >> JUNE

Bowl-a-Thon is our largest fundraiser of the year, with the involvement of over 1,500 participants and 60 companies in a series of spring events across Central Maryland. The Bowl-a-Thon is a great networking and team-

building opportunity, and a fun and easy way to support quality programming for the young people served by JA in the region.

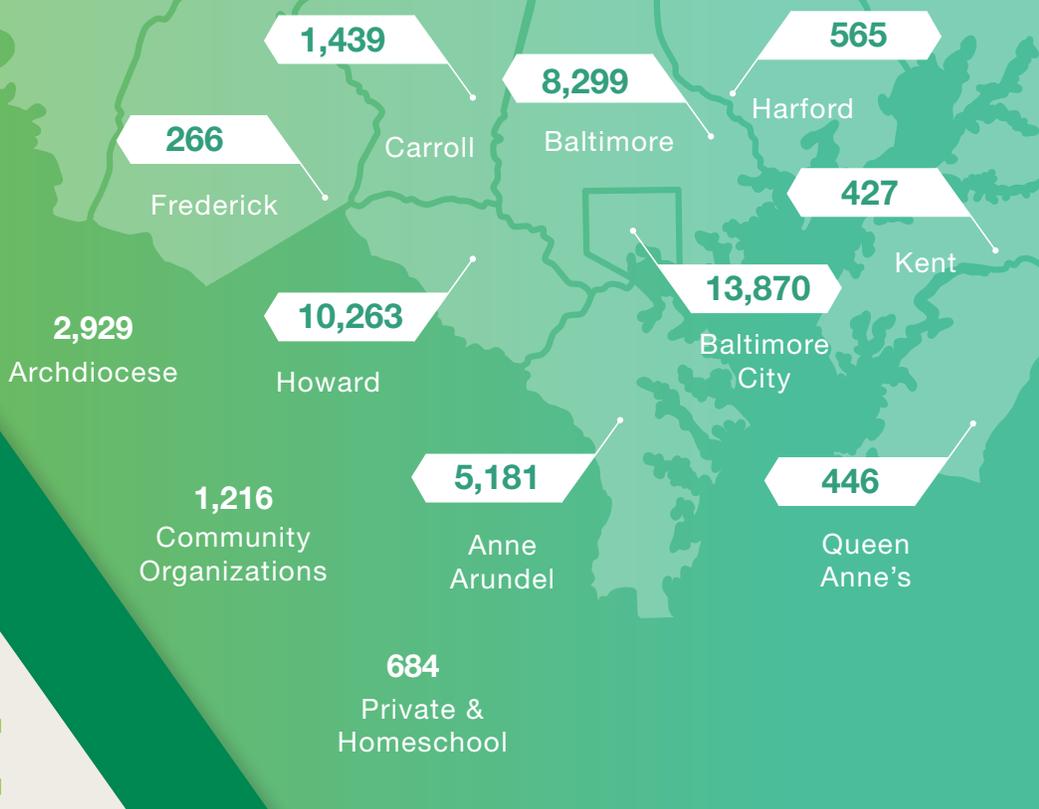


### >> JULY

This intensive one-day summer program creates pathways for young women by providing exposure to female mentors, college campuses, and career opportunities to begin the process of preparing for a successful life after graduation from high school. Participants benefit from networking, mock interviews, a career fair, and various hands-on workshops.



## STUDENT REACH BY SYSTEM



# our impact

BY THE NUMBERS

2018-19 SCHOOL YEAR OUTREACH

# 557,748

> instructional hours

# 45,585

 students served

# 322

SCHOOLS & COMMUNITY SITES

# \$50

 COST PER STUDENT

for an average of 12 hours of engagement per student



# 2,162

 VOLUNTEERS

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