

Why
JA?

2016 Annual Report



**TURNING "I CAN'T"
INTO "I CAN"
AND DREAMS INTO PLANS**

*Photo: Volunteer Gregory Cotton, Founder, Cotton 7 Global Enterprises,
with Gates Chili High School Students*





LETTER FROM THE PRESIDENT & CEO

The end of 2016 marked my tenth year with Junior Achievement. Without doubt, I can say I am working side-by-side with the most dedicated staff, volunteers, board advisors and donors our community has to offer. With a team like this, it's hard not to be proud of where we have come over the past decade.

We have grown our territory from 6 counties to 25, now managing over 40% of New York State. While our programs reach 5,000 more students, the amount of mentor time with students has increased by over 50%.

To ensure relevancy, we have dramatically changed the way we utilize technology in our programs and have more student-based events, opportunities for networking, and scholarships than ever before.

We have also created a Board Restricted Fund to ensure the perpetuity of JA programs and to provide seed funding for innovative and strategic JA projects.

Despite this success, I am often asked, "Why JA?" – which indicates we still have a lot of work to do. More education, business, and community partnerships are required to improve outcomes for youth.

We know that no one organization alone can have an impact on important issues such as poverty, the workforce skills gap, college and career readiness or graduation rates. We are fortunate to operate in communities that embrace "collective impact," and JA is well positioned to do our part, utilizing scientifically proven methods, national best practices, and defined measurements for success.

In the pages that follow, you will see some of 2016's highlights and "why JA" has such an impact on our education system.

I thank you for your role in our success over the past decade and for joining us as we fulfill our bold vision for the future – one where youth are financially capable citizens, with knowledge and skills for the workplace, and with the confidence and entrepreneurial mindset to pursue whatever it is they want to achieve.

Patricia Leva

Patricia Leva, President & CEO

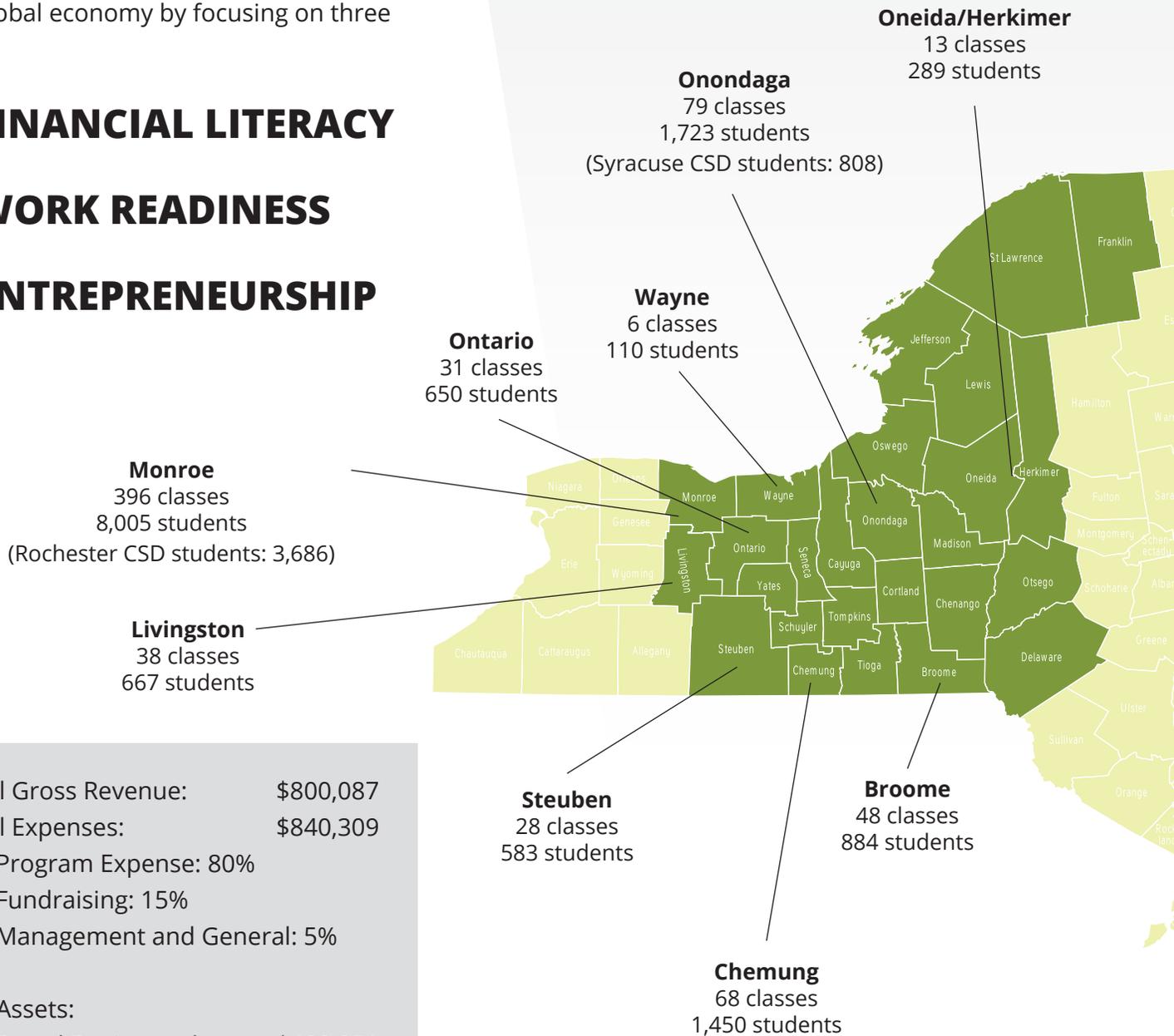
JA'S PILLARS OF SUCCESS

Junior Achievement inspires and prepares young people in grades K-12 to succeed in a global economy by focusing on three pillars:

- ▶ **FINANCIAL LITERACY**
- ▶ **WORK READINESS**
- ▶ **ENTREPRENEURSHIP**

JA BY THE NUMBERS

Total Classes: 707
Total Students: 14,361
Total Contact Hours: 112,325
Volunteers: 650



Total Gross Revenue:	\$800,087
Total Expenses:	\$840,309
Program Expense:	80%
Fundraising:	15%
Management and General:	5%
Net Assets:	
Board Designated	\$400,251
Undesignated	\$124,240
Temporarily Restricted	\$14,550
Total Net Assets	\$539,041

Why JA?



SOCIAL MOBILITY, ESCAPING POVERTY

JA programs help foster a sense of self-efficacy (or “I can”) and purpose in young people which can result in beneficial behaviors that lead to future success.

JA volunteer role models provide students with positive realizations and reinforcement of career aspirations, as well as the importance of education in getting a job and money management, and exposure to the benefits of business ownership. Providing these skills and inspiration can help overcome negative competing environmental factors such as peer pressure, lack of family support, and generational poverty. These factors are measured by JA in terms of knowledge gained and attitudes toward particular behaviors.

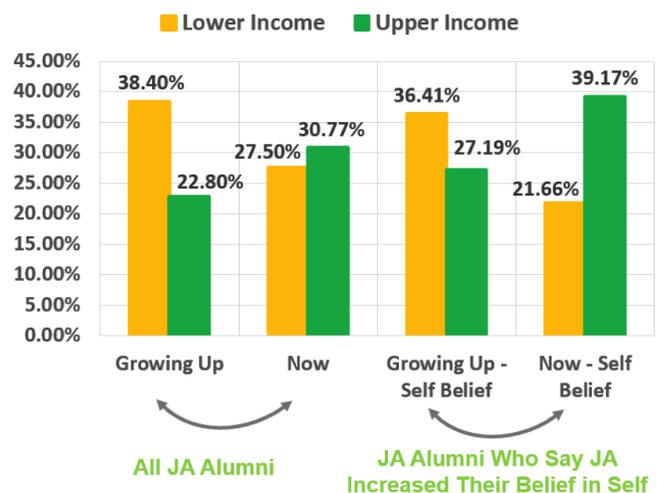
- ▶ 8 out of 10 JA students believe JA reinforced the importance of staying in school, a key factor in future earning power.

FINANCIAL CAPABILITY

JA programs provide a solid foundation for students to become financially capable adults, starting at a young age with needs and wants and graduating to increasingly complex topics such as profit and loss, lifestyle versus salary, credit card debt, student loan debt, and much more.

- ▶ 90% of JA alumni are confident in their ability to manage their finances.

JA Alumni Research: Describe Your Financial Situation





WHAT THE GRADES OF JA TAUGHT ME

ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP

JA programs help students notice unmet needs in their communities and inspire them to fill these needs through business ownership. JA's volunteers help students understand their personal capacity for and interest in entrepreneurialism.

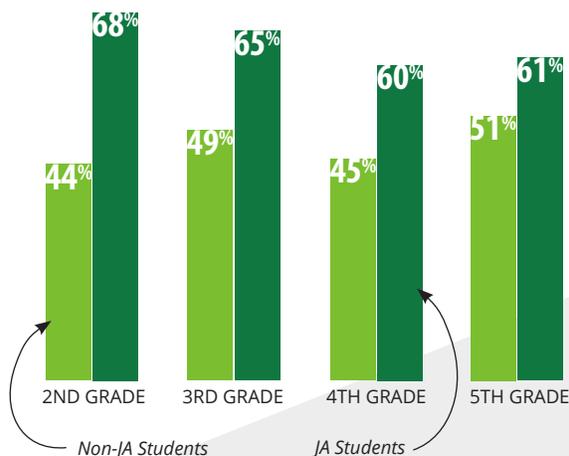
- ▶ 55% of JA alumni learned how a business works through JA
- ▶ JA alumni are 2 1/2 times more likely to be involved with starting a business than the general public

WORK READINESS AND SKILLS GAP

JA programs and role models introduce young people to professions and career paths they may not have otherwise been aware of.

Proven to heighten a student's understanding of the role education plays in their future success, participation in JA provides 21st century skills "practice", including critical thinking, collaboration, creativity and communication.

Percentage of Students Demonstrating Average or Above Average Critical Thinking and Problem-Solving Skills



TO DREAM BIG KINDERGARDEN	THE DIFFERENCE BETWEEN NEEDS AND WANTS 01ST GRADE
HOW OUR COMMUNITY WORKS 02ND GRADE	I CAN START A BUSINESS 03RD GRADE
RESOURCES CREATE GOODS AND SERVICES 04TH GRADE	HIGH DEMAND JOBS IN OUR REGION 05TH GRADE
OUR LOCAL ECONOMY IS REALLY GLOBAL 06TH GRADE	WHAT CAREER FITS MY INTERESTS & VALUES 07TH GRADE
LIVING ON A BUDGET KEEPS ME DEBT FREE 08TH GRADE	TO THINK LIKE AN ENTREPRENEUR 09TH GRADE
SKILLS TO GET AND KEEP A JOB 10TH GRADE	COLLEGE PREPAREDNESS 11TH GRADE
GRADUATION! CONFIDENCE TO SUCCEED 12TH GRADE	



REGIONAL HIGHLIGHTS

BECAUSE HELPING KIDS CONNECT WHAT THEY LEARN IN SCHOOL TO THE REAL WORLD IS WHAT WE DO

JA YOU'RE HIRED! is a student/business networking event based on the JA Career Success™ program. After participating in seven classroom-based lessons focused on the skills required to earn and keep a job, more than 125 students joined over 75 business mentors on March 15, 2016 at Onondaga Community College for a day-long immersion into high growth industries in the Syracuse region, including skill building, networking, and teamwork challenges.

Presented by:   **Education Partners:**  

“Subject Matter Experts”: Delta Airlines (Branding), Excellus BCBS (Networking), Bank of New York Mellon (Financial Capability), Bryant & Stratton (Social Media)

Keynote Address: Kevin Schwab, Vice President External Affairs & Air Service Development, Center State CEO

SAVE THE DATE: MARCH 14, 2017

JA BE ENTREPRENEURIAL® CHALLENGE

Utilizing the seven lessons in JA’s Be Entrepreneurial® program, the team at The Hartford in New Hartford, NY hosted 35 students from Frankfort-Schuyler High School on November 8th. Students were introduced to the tenants of entrepreneurship, analyzed market trends, evaluated successful companies, practiced ethics through case studies, and ultimately pitched individual business plans to a panel of The Hartford judges.

REGIONAL HIGHLIGHTS

JA TITAN® OF BUSINESS is more than just an on-line business game, it's a "game-changer". Students practice running a technology company in a real-time, competitive environment, and learn how to apply principles such as supply and demand, profit and loss, branding, return on investment, and community reinvestment, to both their work and personal lives.

After multiple lessons with a volunteer in the classroom and having qualified amidst a field of 400, 100 students arrived at St. John Fisher College on May 17, 2016 for a day of competition, team building and inspiration.

Presented by:  **DELTA**

Underwritten by:  **RBJ**



Young Entrepreneur Sponsor:  **State Farm®**

Lead Scholarship Sponsor: Donald F. and Maxine B. Davison Foundation

Event Sponsors: Hammer Packaging, JPMorgan Chase, and O'Connell Electric

Inspiration provided by: Mark Davitt, President, ConServe (Keynote Address) and Mike Bonner (Young Entrepreneur Address)

Qualifying High Schools: Gates Chili, Livonia, PTech, Rochester Early College, Webster Schroeder, Webster Thomas, Wheatland Chili, World of Inquiry, York

SAVE THE DATE: MAY 16, 2017

JA COMPANY PROGRAM®

JA's redeveloped Company Program®, delivered through a state-of-the-art technology platform and utilizing the most relevant 21st century entrepreneurial tools, unlocks the innate ability in students to fill a need or solve a problem in their community by launching a real business venture. Designed to be a half or full year program, students from around our region gather together, conduct market research, choose a product or service, pick jobs based on their skills and interests, and run their companies under the mentorship of business partners.

Business Partners:



Special thanks to other partners of student/business collaborations:

AT&T/ACC Business (Aspire)

RIT (Communication Careers Day)

Rochester Area Business Ethics Foundation (JA Ethics Day)

Roberts Wesleyan ("Entrepreneurs for a Change" – Social Entrepreneurship Day)

"JA Titan actually shows us how we will use Economics after we graduate."

- Laura from Gates Chili HS

Why
JA?

BECAUSE TOMORROW'S LEADERS NEED ROLE MODELS TODAY

FEI ANNUAL GOLF OUTING BENEFITING JA



Special thanks to Financial Executives International – Rochester Chapter for partnering with JA. FEI members throughout our region bring JA's much needed financial literacy lessons into the classroom while also organizing and managing a golf tournament to raise funding to offset these program costs.

DIAMOND SPONSORS



GOLD SPONSORS

Annese & Associates
ESL Federal Credit Union
First Niagara Bank
Freed Maxick
PwC
Terry Tree Service

BOWL-A-THON

One of JA's oldest, cost-effective and FUN events for companies, families, or simply "girls night out", the Bowl-a-thon is sure to deliver comradery and competition for a great cause! More than 500 individuals hit the alleys this past Spring in Rochester, Syracuse and the Southern Tier to raise money for JA programs.

SPONSORED BY:



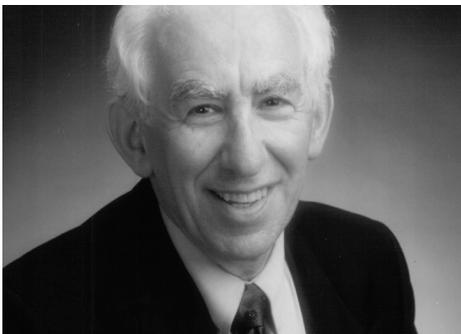
Top 15 Bowl-a-thon fundraisers:

1. National Grid
2. General Motors
3. Carrier
4. Bank of NY Mellon
5. Delta Air Lines
6. KPMG
7. Bank of America Merrill Lynch
8. DePuy Synthes
9. JA CUNY Board of Directors
10. Ernst & Young
11. PwC
12. Durst Image Technology USA
13. Davie Kaplan
14. Northwestern Mutual Insurance
15. Innovative Solutions

SYRACUSE UNIVERSITY JA SCHOLARSHIP

Congratulations to Nancy Wang from Johnson City High School, Binghamton, NY, who received a full tuition scholarship to Syracuse University for 2016-2020. The SU/JA scholarship has been available for over three decades to a student that participated in a JA high school program and has demonstrated hard work and determination, workforce soft skills, financial capability, and can articulate their version of the American Dream. Applications are due to JA every year in early February.

SAVE THE DATE: JULY 25, 2017
RAVENWOOD GOLF CLUB



2016 ROCHESTER BUSINESS HALL OF FAME

SPONSORED BY 

The Rochester Business Hall of Fame honors outstanding business leaders and entrepreneurs who have made extraordinary and innovative contributions to free enterprise and the quality of life in our region. Founded in 2001, proceeds from the Rochester Business Hall of Fame gala event support JA's mission to prepare the next generation to achieve their own American Dream.

Their incredible accomplishments are communicated in a special supplement of the *Rochester Business Journal* and through an interactive exhibit at the Rochester Museum and Science Center.

Special thanks to Martino Flynn for bringing the stories of our laureates to life.

ROCHESTER
BUSINESS
HALL OF FAME

2016



**SAVE THE DATE:
OCTOBER 10, 2017**

Top to bottom: **Sergio Esteban**, Chief Executive Officer, LaBella Associates; **Salvatore LaBella**, Founder, LaBella Associates; **Roger B. Friedlander**, Former Vice President, Spectrum Office Products, Retired - Vice President, Staples, Inc., and President, Staples Business Advantage; **William B. Konar**, Founder, Clinton Merchandising, Founder, Konar Properties; **Amy L. Tait**, Chairman and Chief Executive Officer, Broadstone Real Estate, LLC

BECAUSE FINANCIALLY CAPABLE YOUTH BECOME PRODUCTIVE AND ENGAGED MEMBERS OF OUR COMMUNITIES

Thank you, donors!

\$15,000 and Above

Bank of America
Delta Air Lines, Inc.
ESL Charitable Foundation
First Niagara Bank
Foundation
Glover-Crask Charitable
Trust
State Farm Insurance
Syracuse City School
District
United Technologies/
Carrier

\$10,000 - \$14,999

Anderson Foundation
Donald & Maxine Davison
Foundation
Joel & Katy DiMarco
GW Lisk
Hammer Packaging
Pam Mellon
National Grid
Helen & Ritter Shumway
Foundation
Xerox Foundation

\$5,000 - \$9,999

Amherst Community
Foundation
Bank of New York Mellon
Ralph & Eleanor Cantisano
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Century Mold
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Corning Foundation
Davenport-Hatch
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Excellus BlueCross
BlueShield
Fred & Floy Wilmott
Foundation
Gates Chili School District
General Motors
Foundation
Greater Binghamton
Education Outreach
Partnership
GV BOCES
JP Morgan Chase
Leverich Family Memorial
Liverpool School District
M&T Bank
MetLife Foundation
National Grid
Navient Foundation
O'Connell Electric
Parlec
Paychex
Geoffrey & Janet
Rosenberger
Spencerport CSD
Sutherland Global Services

\$1,000 - \$4,999

AT&T/ACC Business
Alesco Advisors
Anderson Evans
Foundation
B&L Wholesale Supply
Dan Book
Allen & Joyce Boucher
Jim & Susanne Bourdeau
James Brennan
David & Susan Brooks
John & Barbara Bruning
Brown & Brown Insurance

Centra Financial Group
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Finger Lakes, Inc.
Constellation Brands
COMIDA
Corning Enterprises
Corning Inc.
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Mark Davitt
DeCarolus Truck Rental
Beverly Demma
DePuy/Synthes
Richard DiMarco
Jeffrey & Robin Donlon
Richard & Nancy Dorschel
E.G. Sackett Co., Inc.
East Rochester UFSD
Elmira Structures
ESL Federal Credit Union
Joan Feinbloom
Financial Executives
International
FindMyNews
First Niagara Risk
Management
Mark Foerster
GLC Business Services
Genesee Regional Bank
Bonnie and Joe Gionta
Todd Green
HM Life Insurance
HSBC
Jared & Megan Haims
Harris Beach
The Hartford
Insero & Co.
IP.com
ITX Corporation
Karpus Investments
KeyBank
Kraft Foods
Stan Konopko
LeChase Construction
Patrick & Patricia Leva
Lily Pond Ventures, LLC
MVP Healthcare
Ken Metz

Monroe Community
College
Merzbach Law Office
Monroe County Planning
and Development
North American Breweries
Michael Nuccitelli
Onondaga School District
The Pike Company
Pittsford Federal Credit
Union
RG&E
Rochester Business
Alliance
Rochester Institute of
Technology
Rochester Regional Health
Ronald McDonald House
Charities
Ronald Ricotta
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Savoia Pastry Shoppe
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Stephen & Debbie Sloan
St. Louis
St. John Fisher College
School of Business
Tom Tiernan
Matt Tipple
Tompkins Bank of Castile
University of Rochester
Vulcraft
Richard Warshof
Wegmans
Welliver McGuire
Woods Oviatt Gilman, LLP
Claude G. & Geraldine A.
Wright Family Fund
Wright Beverage
Distributing

\$500 - \$999

Admar Supply Company, Inc.
Alex & Ani
Alstom Signaling
Foundation

John Baker
Fred Beer
Blue Water Capital
Management
Alexander & Scott Cannan
Cameron Manufacturing
Cobbles Elementary
Crazy Dog T-shirts
DeFelice Development
Dolomite
Empower Credit Union
Ernst & Young
Gail Fiorini
Five Star Bank
Flower City Glass
Pat George and Jennifer
Vossler
Lori Hollenbeck
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Johnson Brothers Lumber
Jackie Klos
Landsman Development
Corporation
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Lou Mosher
Nacca & Capizzi LLP
Todd Oldham
Pixos Print
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Corporation
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Sage Rutty & Co., Inc.
Anthony Smith
Spoleta Construction
SRC, Inc.
Dr. Kal Srinivas
St. Kateri
St. Lawrence
UR Ventures
Women's Club of Pittsford

This list represents those who have given back to the community by donating precious financial resources from July 1, 2015 through June 30, 2016. (Includes individual Bowl-a-thon donations at \$75 and above.)

\$499 and Under

3's Company
Rick Adam
Edward & Elizabeth Adams
Patricia Adams
Rohit Agrawal
Karen Allen
Alliance Data
Elizabeth Allison
Bill Anderson
Daniel Anderson
Sandra and Mario Aquino
Dylan Ashley
Jim Ayers
Nina Babu
Billy Backus
June Baker
John Baley
Maureen Ballatori
Raymond Barber
Francis Behlmer
Bethany Village
Bishops Brook Inc.
Bivona Child Advocacy Center
Carly Bosco
Andrew Brady
Robert & Donna Brennan
Bryant & Stratton College
Vicki Brouwer
Todd Buzzard
Cabot Group
Cameron Manufacturing
Cameron Youth Ministries
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Erin and Jack Clarkson
Michael Congdon
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Kristine Dale
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Elmer Davis Reding
Evan Del Colle
Karen DeJarnette
Paul Dhreher
Mendal Dick
Kimberly DiFrancesco
Maxine and Carl Dobe
Larry Draves
Katelyn Dyer
Eaton
Todd Eaton and Margaret Burt
Eclinical
Patrick Edgar
David Elsbree
Christopher Fenlon
Mark Fife
Flaum Management
Brett Forbes
Frontier Abstract
Jason Garceau
Jennifer Garigen
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Raymond Giamartino
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Jeffrey Gleason
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Bryan Patterson
Dorothy Pecoraro
Charles Pezzino
Laurie Poltynski
Lisa Pignato
Practice Resources
Eric Puccia

William Powers
Jonathan Prutzman
Catherine Pulver
PwC
Donald Quinn
Chris Repice
Andrew Redrup
Pamela Reilly
Laura Reitter and Ted Heinrich
Reynolds Manufacturing
Janel Riley
Brian Roberson
Robert Half
Rochester Philharmonic Orchestra
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Joshua Russo
Janet Ruthfuss
Ivan Rydkin
Kyle Schmitz
School of the Holy Childhood
Tammy Schoonover
Christopher Sedore
Joe Shea
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Garth Sinclair
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Patrick Smith
Martin and Joanne Sorge
Marilyn Spunar
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Timothy White
Williams Fields Service Group
Williamson School District
Wilson EQ
Fengil Zhao
Martha Zoerb



“...he never had the confidence to even apply to college until this JA experience. For that, we are so grateful.”

- Mother of a student in the Rochester City School District

In-Kind

B.J. Wholesale Club
Bad Apples Bistro
Black & Blue
Bristol Mountain
Bryant & Stratton College
Cameron Manufacturing
Century Wine
Cheese Cake Factory
Cheesy Dreams
Chili's
Constellation Brands
Corning Museum of Glass
Culligan Water
Delmonico's Italian Steak House
Delta Air Lines
Delta Sonic
Dinosaur Bar-B-Que
Distillery
Dog Town
F. Oliver's
Flaherty's
Glenora Winery
Good Luck
Hedonist Artisan Chocolates
Hilliard Corporation
Holiday Inn Riverview
Lakewood Vineyards
Little Theater
Lowe's
Martino Flynn, LLC
Memorial Art Gallery
Mighty Taco
Monroe Community College

Next Door Bar & Grill
Park Ave. Salon and Day Spa
Pellegrino's Deli Café
Pepsi Bottling
Pomodoro
Prejean Winery
Radisson-Corning
Randy Schuster- Turning Points2
RIT Inn Conference Center
Roberts Wesleyan College
Rochester Americans Hockey Club
Rochester Business Journal
Rochester Institute of Technology
Rochester Museum & Science Center
Roseland Park
RPO
Seabreeze
Seneca Park Zoo
St. John Fisher College
Swain Resort
Syracuse University
Target
Texas Roadhouse
The Rabbit Room
Thruway Court of Tallahassee
TLC Limo
Tops Friendly Markets
Toshiba Business Solutions
Walmart
Woodcliff, Elan and Horizons
WROC-TV8

BECAUSE ENRICHED LEARNING DOESN'T ALWAYS INVOLVE A FIELD TRIP

Our dedicated volunteers

Sidharth Abrol
Rohit Agrawal
Khurram Ahmed
Edel Alexander
Bernard Allen
David Allen
Kip Allen
Erica Allen
Richard Alvarado
John Anderson
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Richard Anderson
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Alicia Davis
Wordene Day
Harry Dayton
Margot Dayton
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Cheryl DeBlock
Andrew DeGuire
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Samket Dharni
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Robert Evans
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Steven Hunsberger
Megan Husted
Thomas Iannone
Kyle Ingalls
Jeffrey Ingraham
Paul Jackson
James Jacus
Panagiotis Jamanis
Meg James
Vicki James
Conrad Janke

TOP 15 VOLUNTEER COMPANIES

1. PwC
2. Wegmans
3. Gates Chili High School Heros
4. Rochester Institute of Technology
5. Xerox
6. The Hartford
7. Manning & Napier Advisors
8. Bank of America
9. St. John Fisher College
10. Vulcraft of New York
11. Rochester Americans
12. KPMG
13. Bank of NY Mellon
14. University of Rochester, Simon Business School
15. New York Life Insurance Company

Richard Jenkins	Brittney Maniscalco	Dakota Packman	Timothy Salata	Samantha Tribotte
Sue Jensen	Kayla Maniscello	John Paganelli	Christopher Sands	Maggie Triolo
Benjamin Johnson	Lou Anne Mann	Vincent Palumbos	Tyler Sankes	Kenyetta Tripp
Brian Johnson	Nicolina Mantisi	Christine Panosian	Armando Santiago	Chad Tubbs
Dekedrian Johnson	William Marilley	Nicholas Pappas	Ashu Sanyal	Susan Turner
Shad Johnson	Michele Marinaro	Marc Parina	Cara Sapienza	Kayla Turnipseed
Triciajean Jones	Desmond Marlon	Amy Parkhill	Jessica Sarkis	Daniel Tydings
Nancy Jordan	Suliany Marrero	Laurel Parrilli	John Sassani	Christopher Tyler
Julie Jordan	Francine Martella	Chloe Partsch	Ed Schmidt	Evan Tzimas
R. Michele Jordan	Brandi Martin	Barbara Paulsen	Brian Schmidt	Matthew Ulterino
Richard Jordan	Bradley Martina	Harmony Payne-	Nicole Schneider	Allen Vaala
Christina Julian	Rocky Martinez	Favo	Russell Schneider	Upasana Vaghela
Heidi Kahl	Cheryl Matt	Randall Peck	James Schreiber	Cathy Vail
Richard Kaiser	Mark Matt	Scot Peluso	Diane Schremmer	Laurie Valentino
Marianne Kalec	LisaMarie Matthys	Connie Penner	Michelle Schubert	Morgan
Michael Kanaley	Anne Mattice	Patrick Pepples	Chester Schultz	Vanderhoof
Joanna Kane	Michelle Mattick	Trevor Perkins	Jason Schwingle	Christopher Vavrina
Molly Kane	David Mazzini	Ralph Perrotta	Rashad Scott	Kendra Vavrina
John Keiser	Carolina Mazzocchi	Elizabeth Perry	Lyndsay Serpe	Robin Vavrina
Terry Kelley	Mary Ellen McArdle	Lynn Persi	Christopher	Amanda Viavattine
Brian Kelly	Timothy McCauley	Nicole Petix	Sheaffer	Karandeep Virk
Daniel Kerr	Mary McClary	Trajanika Petkovska	Tari Sheridan	Steve Vonderweidt
Sonja Kingsley	Lydia McEvoy	Thomas Petrie	William Sheron	Yvonne
Alexander	Thomas McGrath	Long Pham	Mekenzie Shorey	Vonderweidt
Kingston	Rachel McLane	Jackie Phelps	Kristin Short	Theresa Wagner
Patrick Kiptoo	Alisha McLaughlin	Joseph Pikulinski	Deborah	Kenneth Walczyk
Vlade Kordovich	Katrina McMyne	Sarah Pillitiere	Simonson	Stacey Walker
Warren Kosel	Brian McNaney	Elizabeth Pole	Amanda Simpson	Moqing Wang
Kathleen Kotz	Kevin McPherson	Kristen Pope	Samantha Singhal	Jason Ward
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Anthony	Kimberly Miller	Nicole Pykkonen	Kal Srinivas	Scott Weissmann
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Martin Lawson Jr	Jordan Millner	Cara Radley	Nicholas Staiano	Stephen Wershing
Chris Lee	John Mills	Liz Reardon	Victoria Steele	Leketa Wesley
Austin Lehmann	James Mineo	Allison Reed	Jennifer Steier	Lisa Wheeler
Kristin LeMoyne	Jessica Misencik	Carolyn Reed	Howard Stern	Bob Whipple
Linda LeMoyne	Julie Monahan	Gregory Reilingh	Mark Stevens	Joshua White
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Aubrey Lewis	Doug Moore	Jean Rhem	Theresa Stewart	Kenneth Wida Jr.
Marissa Lewis	Eliza Moore	Chad Rieflin	Rebecca	Trevor Wiggins
Patricia Leva	Ryan Moore	Jessica Riker	Stockslader	Linda Wilkins
Erica Ling	Neftali Morales	Angela Riley	Michael Stoner	Brian Williams
Mary Lobene	Maria Moreno	Jocette Rioux	Mackenzie	Eric Williams
Camron Lochner	Bonita Morgan	Madison	Stratton	Robin Williamson
Zachary Lockhart	Peter Morgante	Rittenhouse	Ariel Stroud	Amy Winans
Lauren Lockwood	Jon Morisey	Shelly Rodman	Tamera Strzepek	Brian Winchell
Andrew Loconte	Seekia Morrison	Jon Rodriguez	Aishwarya	Karyn Winters
Jenny LoMaglio	Arlene Moseley	Suenn Rodriguez	Subramaniam	Paul Wisotzke
Ashley Long	Joseph Mulhair	Nathan Roethel	Lynn Sullivan	David Wolf
Miguel Lopez	Deanna Nance	Emma Rogers	Kristin Sunheimer	John Wolfe
Jessica Lord	Courtney Nicholas	Rich Rogers	Stephen Swift	Patricia Wollan
Christopher	David Nitsch	Christine Rohring	Mary Sze-Tu	Shannon Wood
LoTempio	Marie Norkett	Penny Romantic	Sonia Tal	Andrew Woodard
Daniel Loucy	Jenae Norris	Alicia Roney	Christopher	James Wright
Thomas Loughlin	Ronald Norris	Christian Rosado	Tarantino	Qing Wu
Stephanie Lucey	Briana Noto	Ben Rosenkrans	Tara Tascione	Mark Wyand
Kerri Lunger	Rhonda Noto	Peter Rosenthal	Allison Taylor	Nan Yang
Carl Lutz	Thomas Novak	Ian Roth	Brandon Teti	Emily Young
Angella Luyk	Nancy O'Brien	Janet Rothfuss	Pamela Thomas	Ying Zhang
Casey Lynch	Katie O'Donnell	Cindy Rounds	Amanda	Micheal Zimmer
Meyada Maali	Mary O'Malley-	Johnnisha Rouse	Thompson	Spiro Zigos
Cheryl MacPherson	Trumble	Samantha Roussel	Thomas Tiernan	Brad Zoller
Nidhi Maheshwari	Marissa O'Neal	Geoff Rosenberger	Robert Tobin	Zachary
AbdulAzim	Timothy O'Neal	Maria Rubio	Laura Tomeny	Zuckerman
Malikzada	Amanze Oparaek	Matt Ruby	Brenda Tompkins	
Candance Malone	Andrea Ortiz	Christopher Rush	Jake Torcello	
Lucas Malys	Michael O'Sullivan	Helen Sacco	Christina Trabold	
David Mammano	Kameko Overs	Michele Salansky	Marissa Traver	



BECAUSE WE'RE BUILDING A BOLD VISION FOR OUR REGION

ESSENCE, A 10TH GRADER FROM BALTIMORE, MARYLAND WAS PARTICIPATING IN A PANEL DISCUSSION OF PRESIDENT OBAMA'S ADVISORY COUNCIL ON FINANCIAL CAPABILITY FOR YOUTH. WHEN ASKED HOW SHE COULD BEST BE PREPARED FOR POST-SECONDARY EDUCATIONAL OPPORTUNITIES AND MANAGING HER FINANCES, SHE CALLED FORTH A MEMORABLE EXPERIENCE WHEN SHE WAS 10 YEARS OLD – **JA BIZ TOWN®**.



► The Donald O. Schnuck JA BizTown® in St. Louis, Missouri, where each day, approximately 100 fifth or sixth graders become "citizens", working in one of 17 businesses, making financial decisions, paying taxes, and even donating to charity.

With one in seven young people between ages 16-24 nationwide neither working nor in school, JA programs provide a scalable solution to ensure that all youth have opportunities for a brighter future.

This is the hope for the youth of our Region, and it includes bringing two scientifically-proven JA programs, JA Biz Town® and JA Finance Park®, to Monroe County, in a state-of-the-art learning laboratory.



What is JA Biz Town® and JA Finance Park®?

Both programs have 13 in-classroom lessons followed by a one-day visit to a JA “learning laboratory” where students become citizens in a simulated economy.

In JA Biz Town®, students in 4th to 6th grade, with the help of community volunteers, take on the jobs that are available in our economy; running businesses, making products, borrowing money, managing a bank account, making personal buying decisions, and electing a mayor.

In JA Finance Park®, youth in 7th to 12th grade leave behind their lives as students and take on a new life in the mini-city, with a career, credit score, debt, family, and financial obligations. Students use tablets and receive guidance from volunteer role models to make financial decisions that support the lives they envision.

What have we done?

Given the JA Finance Park® program is available in three formats -- physical site (bricks & mortar), mobile site (expandable city delivered to host sites), and virtually (city is an online experience) – JA of Central Upstate New York had the opportunity to offer the virtual version as part of its Feasibility Phase.

Funded by the Max and Marian Farash Charitable Foundation and the ESL Foundation and other businesses as “storefront” sponsors, at the end of 2015, more than 1,500 students in 13 different school districts were utilizing the program. Knowledge gain was statistically significant and student attitudes and behaviors were positively impacted.

What's next?

Positioning JA at the center of a regional initiative to reduce poverty, improve job awareness and readiness, and help inspire and spark the entrepreneurial spirit, JA of Central Upstate New York will be creating a place for a 15,000 square foot JA learning laboratory that will serve more than 12,000 youth annually.

A PROVEN MODEL IN MORE THAN 30 CITIES IN THE US

- ▶ A 2016 JA USA commissioned external evaluation study indicates that 41% of JA Biz Town™ students’ “future orientation” were positively changed (i.e., I will now set goals for my future/I will think more about my financial future).
- ▶ A JA of Oklahoma longitudinal study of 568 urban students reports that 90% identified JA Biz Town® as helping them realize the importance of staying in school.
- ▶ The University of Louisville’s Department of Urban and Public Affairs reports that Jefferson County Math scores of the 4th to 5th grade cohort increased 5.8% and College and Career Readiness Scores increased 6.76% with the district-wide implementation of JA Biz Town®. In addition, 79% of the middle schools reported increased attendance on simulation day.



- ▶ A HUB of Community Engagement: The JA Discovery Center in Atlanta is a national model for the flagship facility JA is working to bring to our region.



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 Five Star Award, 2010, 2011, 2012, 2013
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