



2015 Annual Report



NOT YOUR

GRANDPARENT'S JA



TODAY'S JA

At Junior Achievement of Central Upstate New York, our goal is to transform the preparedness of our youth and inspire them to achieve their own American Dream.

We believe that together, we can prepare an entire generation to be financially capable -- equipped with 21st century skills to think outside the box, manage risk effectively, and welcome opportunity in a complex modern economy.

It's more than just our mission. It's a movement, and there is a lot riding on its success.

We know that financial illiteracy plays a key role in a cycle of unemployment and poverty, and the downward spiral begins in earnest for those who don't graduate. At the same time, employers need to fill well-paying jobs with qualified candidates and the entrepreneurial spirit must create new and innovative jobs for our community to thrive.

After 47 years in our region, these needs are no longer filled by your grandparent's JA. Today's JA experiences extend far beyond small businesses and lemonade stands. JA's robust K-12 programs combine cutting edge technology with expert mentorship, global engagement, state-of-the-art simulations and exposure to 21st century entrepreneurial tools. JA students have multiple opportunities to test their skills and be rewarded for it.

In the pages that follow, you will get a glimpse of today's JA. For the hundreds of volunteers, donors and educators that have already joined this movement, we are sincerely grateful. For those of you just learning about it, we need your help. **Together we CAN empower this generation to be better prepared for success than any other generation in history.**

– Patricia J. Leva, President & CEO

JA empowers
10 million youth
throughout the world,
4.7 million in the United States
via 115 independent regional offices

JACUNY operates in 25 counties,
spanning Rochester through the Twin
Tiers Region, Binghamton to Utica
and Syracuse – covering

**45% of the
counties in
New York State**

All JA programs align with
**NYS learning
standards**
and provide educators with
immediate feedback on learning
outcomes and behaviors

JACUNY serves
16,497 students
providing 126,453 mentor hours

Raised gross
contributions of
\$890,727
delivered at
\$43 per student

Total Unrestricted and
Temporarily Restricted
net assets of
\$604,573

**OUR TEAM IS GREAT.
JOIN THE MOVEMENT.**



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** List as of December 2015*

JA PROGRAMS

ELEMENTARY SCHOOL

JA's sequential elementary curricula provides a hands-on way for students to explore their roles as citizens, employees and consumers in our economy, and the relevance of their core subject areas to future success.

MIDDLE SCHOOL

JA's middle grades programs help students better understand the complexities of our economy and the challenging financial choices that lie ahead, so they can make informed decisions about college, careers, and staying in school.

HIGH SCHOOL

There is no more important a time to reinforce the financial literacy, workforce and entrepreneurial skills that JA teaches than during a student's high school years, immediately before they take their first steps toward their own American Dream.

THE COMMUNITY

JA programs and resources extend well beyond delivery in a classroom. JA works with community partners like Hillside Work Scholarship, Rochester Area Business Ethics Foundation, CSS Workforce New York and many others.

— ELEMENTARY SCHOOL PROGRAMS —



Kindergarten



1st Grade



2nd Grade



3rd Grade



4th Grade



5th Grade

— MIDDLE SCHOOL PROGRAMS —



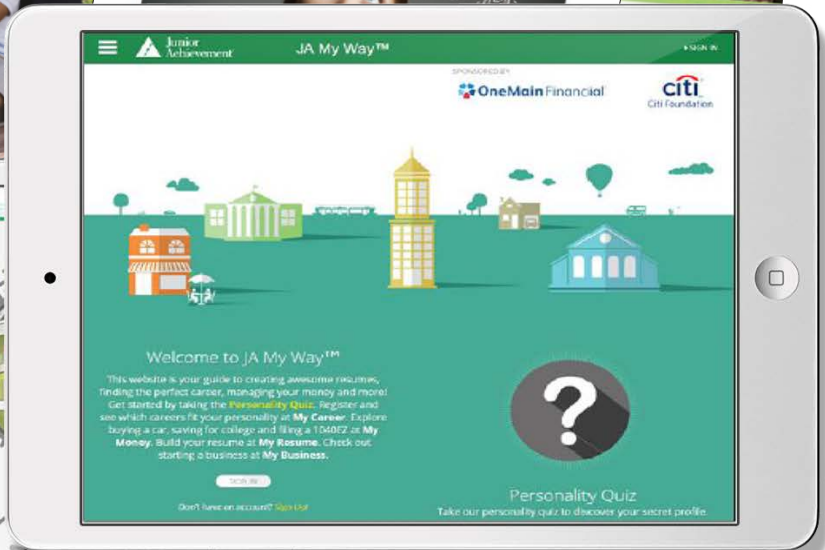
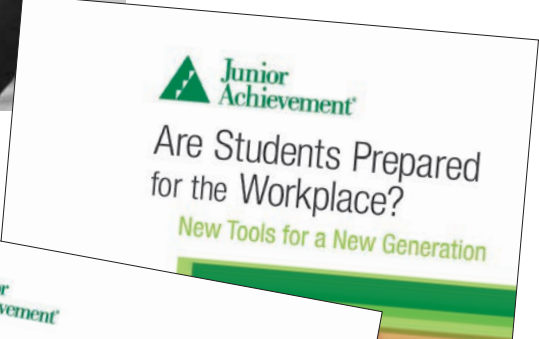
— HIGH SCHOOL PROGRAMS —



For a complete list of programs, including length, content, and correlations to learning standards visit jacuny.org.



21ST CENTURY TOOLS FOR STUDENTS AND PARENTS



TRANSFORMING THE PREPAREDNESS OF THE NEXT GENERATION



JA TITAN OF BUSINESS



SPONSORED BY State Farm™

More than 400 students from five counties participated in JA's Titan of Business Program in 2015, which included 7,000 mentor hours from the community. 100 students qualified to participate in a one-day JA Titan Challenge at St. John Fisher College in May.

Special thanks to Tom Bonadio, Founder, Bonadio Group, for an insightful Keynote Address, and Carmello Calascibetta, founder of 4.0 Storage, for delivering the Young Entrepreneur Address. This year's top JA Titans of Business were Scott Ta-Phan, Zach Bohme, and Carl Aaron from Gates Chili High School in Monroe County.

JA YOU'RE HIRED!

More than 600 students participated in JA's Career Success program with 5,000 mentor hours delivered by the community. 75 students advanced to a one-day JA You're Hired! event at Onondaga Community College in March. Students attended workshops and competed in teamwork and networking challenges with community leaders.

Special thanks to Nancy Pryor, VP of Service Delivery, Sutherland Global Services, for an impactful Keynote Address.

SPONSORED BY State Farm™

100% of teachers agreed or strongly agreed that **JA Titan improves students' abilities** to make decisions, think critically and problem-solve

90% of teachers reported that JA Titan helped increase motivation in class, a key element of engagement

93% of teachers responded that JA Career Success helps students connect what they learn in the classroom with the outside world and their futures

JA Career Success students demonstrate a larger knowledge gain regarding soft workforce skills when compared to non-JA students



JA COMPANY PROGRAM

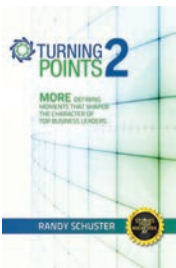
The top two student-led enterprises from the National Student Leadership Summit had a unique entrepreneurial discussion with President Obama in October 2015.

JA Company Program participants from BOCES New Visions Business Academy in Binghamton, New York, received top honors, as they were chosen as one of only 12 companies throughout the country to participate in the National

Student Leadership Summit in Washington, DC in June 2015. The BOCES New Visions Business Academy students pitched their enterprise, 9 Roots, a consumer products company, to a panel of judges and also attended seminars and networked with entrepreneurs and politicians. Special thanks to their mentors, Scott Weissmann, VP, M&T Bank and David Culbertson, CEO, National Pipe & Plastics.

SCHOLARSHIPS

— TURNING POINTS 2 —



Impressed by the tenacity and work ethic of the *Turning Points 2* interview of Joe Bucci, William John Hitchcock III from Livonia Central

Schools scheduled a personal meeting to learn more. William wrote in his winning essay, “He gave me some very unique insights into the world of starting and running a business. Our conversation had deep impact on me, and he helped me decide on the industry that I want to contribute to in the future.”

Thanks to donations by Randy Schuster, *Turning Points 2* is utilized as part of several JA high school programs.

— SYRACUSE UNIVERSITY —

Jim Perra from Bishop Grimes High School, received a full tuition scholarship to SU for 2015-2019 as a result of his JA experience.

Jim said, “Participating in the JA Company Program has been one of the greatest experiences I have ever had. It has given me so many real-world tools and skills that I will undoubtedly use in the future. I also want to thank my mentors from Bank of NY Mellon. Without them, I would not have learned many valuable lessons of responsibility, work ethic and the facets of entrepreneurship.”

The JA/SU Scholarship has been available to JA students for over three decades.

— LARRY & JANE GLAZER —



Created in 2015 by the JA Board of Directors, the Larry & Jane Glazer Scholarship is provided to one student who

represents the enduring qualities and ethics of the late couple (Rochester Business Hall of Fame Class of 2006 and 2014 respectively) and who is committed to helping impact the future of Rochester. This year’s recipient was Aidee Zorrilla from Vanguard Collegiate.

JA students achieved more than
\$192,000 in cash and scholarships
 in the 2014-15 academic year



VOLUNTEERS:

INSPIRING ME TO SOAR

JA VOLUNTEERS ARE INSPIRING THIS GENERATION TO BE BETTER PREPARED FOR SUCCESS THAN ANY OTHER GENERATION IN HISTORY. THEY ARE INSPIRING JA STUDENTS TO TAKE ON THEIR AMERICAN DREAM WITH HARD WORK AND CONFIDENCE.

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 Stefanie Schwingle
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 Pamela Thomas
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 Elizabeth Thrasher
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 Matthew Tipple
 Audrey Toeper
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- 1 Wegmans
- 2 Rochester Institute of Technology, Saunders College of Business
- 3 Bank of America
- 4 PwC
- 5 Xerox
- 6 University of Rochester, Simon Business School
- 7 Manning & Napier Advisors
- 8 Bank of NY Mellon
- 9 Carrier
- 10 National Grid
- 11 First Niagara Bank
- 12 ESL Federal Credit Union
- 13 The Hartford
- 14 Lenel
- 15 MetLife

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 Marissa Traver
 Bogdan Tretyak
 Brian Trick
 Roger Trigo
 Karen Troiano
 Shannon Trudeau
 Judy Tyo
 Thomas Tyson
 Jessica Tytler
 Evan Tzimas
 Nelson Urbano Meza
 Cynthia Utter
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 Upasana Vaghela
 Andre Valente
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 Stephen VanNostrand
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 Amanda Viavattine
 Paloma Vidal
 Jaime Villani
 Jason Voelkl
 Laura Vogel
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 Yvonne Vanderweidt
 Steve Vanderweidt
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 Taylor Wagner
 Theresa Wagner
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 Elizabeth Walton
 Shengying Wang
 Lulu Wang
 Claire Warren Ginnan
 Joseph Wassell
 Lisa Wasson

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 Kristi Wead
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 Karen Wedge Landry
 David Weinberger
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 Christina Wesley-Thrall
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SUPERHEROS DON'T FLY.

THEY GIVE BACK.



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ESL Charitable Foundation
First Niagara Bank Foundation
Glover-Crask Charitable Trust
JPMorgan Chase Foundation
State Farm Insurance
United Technologies/Carrier

\$10,000 - \$14,999

Anderson Foundation
BNY Mellon Community
Partnership
Donald & Maxine Davison
Foundation
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Hammer Packaging
Helen and Ritter Shumway
Foundation

\$5,000 - \$9,999

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Davenport-Hatch Foundation
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Sutherland Global Services
Claude G. and Geraldine A.
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\$1,000 - \$4,999

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Advantage Federal Credit Union
Alesco Advisors LLC
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LeChase Construction
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Leverich Family
Memorial Fund
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Manning & Napier
Patricia Mellon
Monroe Community College
Nazareth College
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Onondaga High School
Paychex Inc.
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Rochester Area Business Ethics
Foundation
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University of Rochester
Richard Warshof
Wegmans Food Markets, Inc.
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Xerox Community Involvement
Program

\$500 - \$999

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Ameriquest Business Services
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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.



**2015 ROCHESTER BUSINESS
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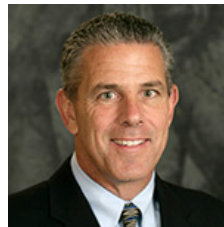
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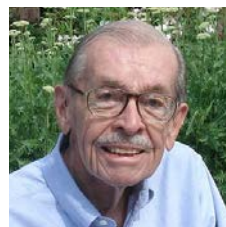
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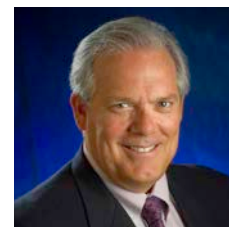
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SAVE THE DATE
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— **BOWL-A-THON** —

Hundreds of individuals every year recognize the value of preparing the next generation for success by participating in JA's Bowl-A-Thon. Thanks to the following companies, groups, and JA friends who formed teams to participate in this spirited, team building event.

- | | |
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— **ANNUAL GOLF OUTING
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Recognizing the importance of financial literacy to the strength of our economy, the membership of Financial Executives International (FEI) has joined forces with JA to make a difference. Not only do FEI members use their financial skills and expertise to bring JA programs to life in the classroom, they hit the links to raise the needed funds to deliver the JA mission. Save the Date for next year's event on July 28, 2016 at Ravenwood Golf Club.

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More than 80 golfers supported the work of JA while enjoying golf at the PGA Championship Course, Corning Country Club, on July 20, 2015. 500 students will benefit from the generosity of our participants. Special thanks to lead sponsors Corning Inc., Siemens, Kraft, Welliver and Cemecon.



TOMORROW'S JA.

THEIR FUTURE. OURS FOR THE MAKING.

REDUCING POVERTY

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

On average, local JA Finance Park students had a
26% increase in learning
in financial literacy topics

External evaluations demonstrate when students have three or more JA programs in middle and high school, they report
a higher likelihood to graduate,
pursue post-secondary education, and have higher self-confidence, versus non-JA students

INSPIRING ENTREPRENEURIALISM

76% of alumni report they are
confident starting their own business,
versus 41% of non-JA students

On average, JA It's My Business students had a 57%
increase in knowledge in entrepreneurial topics

94% of teachers state that
JA programs encourage student innovation and creativity

DEVELOPING THE WORKFORCE

88% of alumni say that JA helped them
hone their decision-making skills

84% of alumni indicate their participation in
JA helped them bridge the gap
between what they learned in school and how it can be applied to the jobs in their community

96% of alumni report that
participation in JA programs made them confident
about working effectively in a team environment



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WELCOME TO THE ENVISIONED JA CENTER FOR FREE ENTERPRISE.

Imagine...

After 13 in-classroom lessons, youth visit a 15,000 square foot “mini-city” that resembles the real businesses and organizations that make up our local economy.....

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, electing a mayor.....

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.....

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IT'S THE EPICENTER FOR PREPAREDNESS.

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