

# 2008-2009 Organizational Profile

*More Than Luck*

## PROGRAM LIST

The following Junior Achievement of New York programs and experiences were delivered during the 2008-2009 program year.

### ELEMENTARY

Ourselfs®  
Our Families®  
Our Community®  
Our City®  
Our Region®  
Our Nation®  
JA More than Money™

### MIDDLE

JA Economics for Success®  
JA Global Marketplace®  
JA It's My Business!™  
JA America Works!™  
JA Finance Park™  
JA New York Business Education Days

### HIGH

JA Success Skills®  
JA Careers with a Purpose™  
JA Titan®  
JA Economics™  
JA Company Program™  
JA Business Ethics™  
Junior Achievement Presents:  
The NEFE High School  
Financial Planning Program™  
JA Job Shadow™  
JA Exploring Economics™  
JA Banks In Action™  
JA New York Business Plan Competition  
JA New York Youth Leadership Conferences  
JA New York High School Heroes  
JA New York Student Ambassador Program  
JA New York Summer Internship Program

*"JA programs are an essential tool for students. It gives them a foundation of financial knowledge that some of us take for granted. Learning simple concepts such as earning interest, saving, spending and looking behind deceptive marketing copy will help ensure that kids are armed with the power to navigate a complex financial landscape."*

**Michael Mondazzi**  
HSBC Volunteer

### About Junior Achievement of New York, Inc.

Founded in 1929, Junior Achievement of New York, Inc. (JA New York) is the New York affiliate of Junior Achievement Worldwide, the world's largest and fastest-growing organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated staff and volunteer network, JA provides in-school and after-school programs for students in grades K-12. JA's educational programs focus on three key content areas: *financial literacy, entrepreneurship and work readiness.*

Last academic year, JA's in-school and after-school programs served 95,095 students in the NYC and Long Island geographic area. In addition, 128 individual Junior Achievement area operations reach more than four million students in the United States, with an additional 5.7 million students served by operations in 122 other countries worldwide.



### Our Mission Is...

To inspire and prepare young people to succeed in a global economy.

### Our Core Organizational Values

- Belief in the boundless potential of young people
- Commitment to the principles of market-based economics and entrepreneurship
- Passion for what we do and honesty, integrity and excellence in how we do it
- Respect for the talent, creativity, perspectives and backgrounds of all individuals
- Conviction in the educational and motivational impact of relevant hands-on learning.

### Our Key Programs

Programs with age-appropriate curricula are designed to teach elementary students about their roles as individuals, workers and consumers and to prepare middle and high school students for key economic and career challenges they will face. Through role-playing, computer-based simulations, board games and classroom discussions, students learn job-hunting skills, budgeting techniques, communication and interpersonal relations, the importance of staying in school as well as personal and financial management skills.

# More Than Luck



JA New York student learns how to manage money using hands-on, grade-appropriate, interactive curriculum.

## Our Volunteers...

Are as diverse as the students that they serve. During the 2008-2009 school year, 4,783 corporate, community and student volunteers mobilized to deliver JA economic education programs to NYC and Long Island students. What they all have in common is a desire to contribute to the communities in which they live and work. Volunteers use their *insight*, their *knowledge* and their *experiences* to inspire NYC and Long Island students.

## JA Has Been Proven Successful

A 2001 study on JA's program experience by Western Institute of Research and Evaluation found that Supervisors of companies where JA students were employed believed JA students were competent in the following areas as opposed to students with no JA experience:

- Showing initiative
- Being dependable
- Showing effort
- Working independently
- Possessing self-confidence
- Acting in a professional manner
- Appearing professional
- Possessing knowledge of job duties.

## Our Leadership and Governance

Douglas E. Schallau serves as President and Chief Staff Officer. Mr. Schallau leads a 32-person professional staff. Mr. Anré Williams, President, Global Commercial Card, American Express, serves as the volunteer Chair of a 63-member JA New York Board of Directors. Ms. Crystal Sampson, Partner, Ernst & Young, LLP, serves as Chair of the 20-member JA New

York Associate Board and Mr. Eliezer Diaz, Director of Service Delivery and Customer Services at Verizon Communications, served as Chair of a 15-member JA New York Hispanic Initiative Advisory Council.

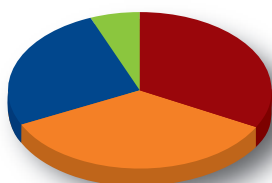
## Our Budget

JA New York's 2008-2009 budget was \$4.2 million generated from corporate contributions, special events revenue, individual gifts and foundation grants. Contributions to JA New York, a 501(c) 3 not-for-profit organization, are tax deductible to the full extent allowable by law.

## We Meet Standards of Charity Accountability

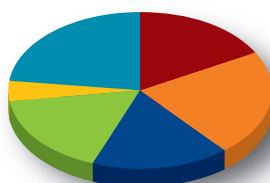
JA New York participates in the Better Business Bureau (BBB) Charity Seal Program, a symbol to donors that our organization has met the 20 Standards for Charity Accountability. The 20 standards evaluate charities' financial accountability, governance and oversight, effectiveness measures, fundraising and informational materials.

Sources of Funding



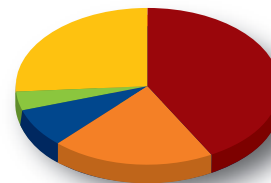
- Corporations **33%**
- Events **35%**
- Foundations **26%**
- Individuals **6%**

School Partnerships by NYC Borough and Long Island



- Manhattan **17%**
- Brooklyn **22%**
- Bronx **17%**
- Queens **17%**
- Staten Island **4%**
- Long Island **23%**

Program Distribution by School Market Segment



- Elementary **42%**
- Middle **20%**
- K-8 **8%**
- K-12 **4%**
- High **26%**



## Impact by Numbers 2008–09

### MISSION

*To inspire and prepare young people to succeed in a global economy!*

### Operations & Reach

Geographic Footprint	NYC & Long Island
Staff Members	32 Staff Members
Office Locations	NYC & Long Island
Total Students Served (NYC & Long Island—2008–2009)	95,095
Elementary Students Served	50,540
Middle School Students Served	19,342
High School Students Served	25,213
Percent Program Mix Middle/High	47%
2008–2009 Total Volunteer Pool	4,783
Classes Taught	4,097

*"I have partnered with JA for the last 10 years. Whenever I think of Junior Achievement, positive thoughts always come to mind. Every party involved in this exciting program benefits. My students get to meet business professional role models they can look up to. They also learn about different vocations. The volunteers are dedicated, committed, enthusiastic and generous with their time and resources. They enjoy interacting with the students and helping to prepare them to succeed. It's a win-win situation for all!"*

Aaron Eng-Achson  
Educator  
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