EMPOWERING THE FUTURE

JUNIOR ACHIEVEMENT OF NEW YORK
2017-18 Annual Impact Report
DEAR FRIENDS AND SUPPORTERS,

It is our great privilege to share with you this report on our accomplishments for the 2017-18 fiscal and academic year.

We are pleased to report that Junior Achievement of New York increased its reach by more than 6% this past year, serving more than 90,000 students across New York City, Long Island and the Lower Hudson Valley. Students from all walks of life, in 300 schools and community programs received relevant, real-world experiences, empowering them to envision what’s possible if they work hard and dream big.

When young people understand how money, careers and business ownership work, they are poised to make intelligent decisions that will pave the way for their success in the years to come. Thanks to a dedicated team of more than 7,200 corporate and community-based volunteers which brings our programs to life in classrooms and workplaces across the greater New York area, Junior Achievement turns “I can’t” into “I can,” helping students realize their full and boundless potential.

Equipping young people with the skills they will need to succeed in life also creates a vital talent pipeline of financially literate and entrepreneurial young people ready to engage in the careers and challenges of tomorrow. Like many of our JA alumni, they will be better positioned to realize their personal and financial goals, as well as the benefits of contributing to society as productive and engaged citizens in their communities.

We hope that this impact report will demonstrate the many benefits of the Junior Achievement model. From teachers and students, to businesses and the economy as a whole, everyone wins when Junior Achievement is part of the K-12 educational experience.

JOSEPH A. PERI
President and CEO
Junior Achievement of New York

GAVIN G. O’CONNOR
Board Chair
Junior Achievement of New York
Annual Program Impact

90,000 STUDENTS SERVED

3,900 CLASSES SERVED

540,000 CONTACT HOURS

7,200 VOLUNTEERS
At Junior Achievement of New York, our work is future focused. Each program is designed with the future in mind: who our leaders will be, how our global economy will change, what technological advancements are in store. We aim to inspire, empower and prepare students to cultivate their skills and become the leaders our world needs. Below are brief descriptions of some of our signature programs. For a complete listing, visit jany.org.

**Business Plan Competition**

The JA New York Business Plan Competition (BPC) asks nearly 700 high school students working in teams to identify a need, envision an idea, develop a comprehensive plan and present it to top business executives. They are emboldened to dive deep into entrepreneurship with the guidance of volunteer mentors from the business world. But even more than that, they are inspired to reach high, make an impact and see how a simple idea might change the world.

In 2018, the first place winners of the competition from Bronx High School of Science proposed a cell phone-based biosensor that detects contaminants in meat and would allow consumers to inexpensively and quickly screen meat samples. This group impressed the judges with their immense passion for the idea, their consideration of the competitive landscape and their thoughts for scaling the product and bringing it to market. Thanks to generous support from Presenting Sponsor The ICE NYSE Foundation, Major Partner Sponsor Delta Air Lines and Founding Partner GC Andersen for making possible a program that inspires young people to think and behave entrepreneurially in all aspects of life.

**High School Heroes**

JA High School Heroes is nothing short of a win-win. The Heroes are high school-aged volunteers who deliver JA programs to local elementary schools. They engage the kids through fun activities, personal experiences, games and simulations. They open the students’ eyes to the opportunities out there and inspire them to aim for success. In teaching the elementary students, the Heroes themselves are transformed - they may walk into a classroom, nervous and unsure, but inevitably they walk out confident and optimistic for their future. Being a Hero develops their leadership skills, increases their own knowledge about business and money and empowers them to take control of their future.
This past year, JA High School Heroes has continued its substantial growth. In the 2017-18 school year, over 25,000 students were served by the program, and we expect to see increased growth in the coming years. We were delighted to welcome a major investment in High School Heroes from Assurant. The company has made a generous Elite Partner commitment over three years that will empower even more high school and elementary students to develop the skills they need to become confident leaders and role models.

**JA Finance Park**

JA Finance Park, much like *The Game of Life*, puts middle and high school students in a real-life simulation and asks them to make decisions that adults make every day. More than 5,600 students participated in this wildly popular program in 2017-18, and demand continues to grow each year.

Prior to visiting the Park, students complete 13-20 hours of classroom preparation in budgeting, career awareness and decision-making skills. Once at the Park, they receive a tablet with a randomly assigned life situation or persona that will shape their experience. The students must take into account their salaries, number of children, marital status, credit and student debt balances and other factors to create a budget, shop for their family’s necessities, save for the future and ultimately avoid running a deficit - an activity that prepares them for the decisions and choices they’ll need to make in just a few years.

Led by volunteers, the students spend their day gaining an understanding of the intricacies and challenges of adulthood that they might not have known before. A day at JA Finance Park is a day of ‘aha’ moments. Teenagers leave the Park with a sense of what everyday goods and services cost, like groceries, clothing and insurance and how to balance a budget to get what they need. Thanks to Title Sponsor Capital One and Elite Partner Goldman Sachs for supporting a signature program that transforms the outlook and prospects of each and every student that attends JA Finance Park.
Dear Mr. Bill,

Thank you for teaching us about entrepreneurs. One of my favorite things we did was the hot dog game. It was epic! Another thing I liked was the advertising game because it helped us know about real advertisements and how they were made. Lastly, I really liked the supply chain game because it teaches us about how you can’t make a product unless you have all of the parts. When I grow up I want to be an entrepreneur.

Sincerely,
Oscar, Elementary student

I am certain that I at least motivated some kids to overcome their challenges and to set long-term goals, just like entrepreneurs do. —Jasper, High School Heroes volunteer

What an amazing experience! My children worked on listening, following directions and cooperative learning. The volunteers were wonderful and had my students excited and engaged the entire time. Thank You! —Ms. Cooper, teacher
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*Board List as of December 31, 2018*
JA NEW YORK recognizes our top tier school partnerships with gold and silver credentials. Year-round consistency and reliability in school-wide programming distinguish gold and silver school partnerships. A gold partnership demonstrates the highest level of engagement a school can have with JA New York programming.

NEW YORK CITY

BRONX
Grand Concourse Academy ELEMENTARY
PS 43 Jonas Bronck School ELEMENTARY
PS 46 Edgar Allen Poe ELEMENTARY
PS 86 Kingsbridge Heights ELEMENTARY
PS 9 ELEMENTARY

BROOKLYN
Brooklyn Academy of Science and the Environment HIGH
Brooklyn Preparatory High School HIGH
Brooklyn Technical High School HIGH
Edward R. Murrow High School HIGH
High School of Telecommunications, Arts & Technology HIGH
IS 392 MIDDLE
MS 582 MIDDLE
PS 104 Fort Hamilton School ELEMENTARY
PS 139 Alexine A. Fenty ELEMENTARY
PS 16 Leonard Dunkly ELEMENTARY
PS 161 Crown School ELEMENTARY
PS 17 Henry D. Woodworth ELEMENTARY
PS 196 The Williamsburg Bridge Magnet School ELEMENTARY
PS 20 Clinton Hill ELEMENTARY
PS 206 Joseph F. Lamb ELEMENTARY
PS 229 The Dyker School ELEMENTARY
PS 230 Doris Cohen ELEMENTARY
PS 264 Bay Ridge Elementary School For The Arts ELEMENTARY
PS 277 Gerritsen Beach School ELEMENTARY
PS 67 Charles Dorsey ELEMENTARY

MANHATTAN
Community Health Academy of the Heights HIGH
High School for Dual Language and Asian Studies HIGH
Leadership and Public Service High School HIGH
PS 102 Jacques Cartier ELEMENTARY
PS 128 Audubon ELEMENTARY
PS 197 John B. Russworm ELEMENTARY
PS 4 Duke Ellington School ELEMENTARY
PS 42 Benjamin Altman ELEMENTARY
PS 5 Ellen Lurie School ELEMENTARY
PS 64 Robert Simon ELEMENTARY
PS 83 Luis Munoz Rivera ELEMENTARY
PS 96 Joseph C. Lanzetta ELEMENTARY
Thurgood Marshall Academy Lower School ELEMENTARY
Transfiguration School ELEMENTARY
QUEENS
Academy of Finance and Enterprise HIGH
Al-Ihsan Academy HIGH
Aviation Career & Technical High School HIGH
Bard High School HIGH
High School for Construction Trades, Engineering and Architecture HIGH
Hillcrest High School HIGH
IS 230 MIDDLE
Martin Van Buren High School HIGH
Newcomers High School HIGH
PS 2 Alfred Zimberg ELEMENTARY
PS 117 Joyce Keld Briarwood School ELEMENTARY
PS 120 ELEMENTARY
PS 150 Sunnyside ELEMENTARY
PS 166 Henry Gradstein ELEMENTARY
PS 212 ELEMENTARY
PS 303 Queens The Academy for Excellence through the Arts ELEMENTARY
PS 51 Early Childhood Center ELEMENTARY
PS 84 Steinway ELEMENTARY
PS 85 The Judge Charles J. Vallone School ELEMENTARY
PS 86 ELEMENTARY
Richmond Hill High School HIGH

STATEN ISLAND
PS 21 Elm Park School ELEMENTARY
PS 3 Margaret Gioiosa School ELEMENTARY
PS 30 Westerleigh ELEMENTARY
PS 5 Huguenot ELEMENTARY
Staten Island School of Civic Leadership ELEMENTARY
Susan E. Wagner High School HIGH

LONG ISLAND

NASSAU COUNTY
Baldwin Senior High School HIGH
Covert Avenue Elementary School ELEMENTARY
Division Avenue High School HIGH
East Meadow High School HIGH
Floral Park Memorial High School HIGH
Floral Park-Bellerose School ELEMENTARY
Freeport High School HIGH
John Lewis Childs School ELEMENTARY
Martin Avenue Elementary School ELEMENTARY
Massapequa High School HIGH
New Hyde Park Memorial High School HIGH
Summit Lane Elementary School ELEMENTARY
W.T. Clarke High School HIGH
Westbury High School HIGH

SUFFOLK COUNTY
Albany Avenue Elementary School ELEMENTARY
Amityville Memorial High School HIGH
Bellerose Elementary School ELEMENTARY
Bretton Woods Elementary School ELEMENTARY
Charles A. Mulligan Middle School MIDDLE
Daniel Street Elementary School ELEMENTARY
Forest Brook Elementary School ELEMENTARY
Fort Salonga Elementary School ELEMENTARY
Hauppauge High School HIGH
James H. Boyd Intermediate School MIDDLE
John F. Kennedy Elementary School ELEMENTARY
Kings Park High School HIGH
Longwood High School
Northport High School
Norwood Avenue Elementary School
Park View Elementary School
R.J.O. Intermediate School
Ralph G. Reed Middle School
Santapogue Elementary School
Smithtown High School East
Smithtown High School West
South Middle School
Tooker Avenue Elementary School
William Rall Elementary School
William T. Rogers Middle School

**LOWER HUDSON VALLEY**

Cesar E. Chavez Elementary School
Charles E. Gorton High School
Columbus Elementary School
Enrico Fermi School
Graham Elementary School
Hamilton Elementary School
Lincoln High School
Mount Vernon High School
Paideia School 24
Riverside High School
Roosevelt High School
School 16
School 21
School 23
School 25
School 30
School 5
Yonkers High School
Yonkers Montessori Academy

**NEW YORK CITY**

**BRONX**
Bronx High School of Law & Community Service
Bronx High School of Science
MS 223 Lab School of Finance & Technology
MS 95 Sheila Mencher
PS 277
PS 71

**BROOKLYN**
Ditmas Junior High School 62
IS 62
IS 187 Christa McAuliffe School
New American Academy Charter School
PS 249 The Caton School
St. Joseph High School

SILVER SCHOOL PARTNERS
### MANHATTAN
- Baruch College Campus High School: HIGH
- Cathedral High School: HIGH
- Hamilton Grange Middle School: MIDDLE
- High School of Economics and Finance: HIGH
- Jacqueline Kennedy Onassis High School: HIGH
- JHS Simon Baruch: MIDDLE
- Manhattan Christian Academy: MIDDLE
- PS 129 John H Finley: ELEMENTARY/MIDDLE
- PS 130 Hernando De Soto School: ELEMENTARY
- PS 188 Island School: ELEMENTARY/MIDDLE
- PS 2 Meyer London: ELEMENTARY
- PS 34 Franklin D Roosevelt: ELEMENTARY/MIDDLE
- St. Luke’s School: ELEMENTARY/MIDDLE
- Urban Assembly School of Business for Young Women: HIGH

### QUEENS
- Forest Hills High School: HIGH
- Information Technology High School: HIGH
- PS 153 Maspeth: ELEMENTARY
- PS 161 Arthur Ashe School: ELEMENTARY
- PS 273Q: ELEMENTARY
- PS 33Q Edward M. Funk Elementary: ELEMENTARY
- PS 90 Horace Mann: ELEMENTARY

### STATEN ISLAND
- Port Richmond High School: HIGH
- Tottenville High School: HIGH

### LONG ISLAND

#### NASSAU COUNTY
- Barack Obama Elementary School: ELEMENTARY
- Clara H. Carlson Elementary School: ELEMENTARY
- John W. Dodd Middle School: MIDDLE
- Meadow Elementary School: ELEMENTARY
- Plainview-Old Bethpage John F. Kennedy High School: HIGH
- Saw Mill Road Elementary School: ELEMENTARY
- Steele Elementary School: ELEMENTARY
- Wantagh Middle School: MIDDLE

#### SUFFOLK COUNTY
- Aquebogue Elementary School: ELEMENTARY
- Commack High School: HIGH
- Dogwood Elementary School: ELEMENTARY
- Francis J. O’Neill Elementary School: ELEMENTARY
- Great Neck Road Elementary School: ELEMENTARY
- Mills Pond Elementary School: ELEMENTARY
- Mount Pleasant Elementary School: ELEMENTARY
- Smithtown Elementary School: ELEMENTARY

### LOWER HUDSON VALLEY
- Church St. Elementary School: ELEMENTARY
- Eugenio Maria De Hostos MicroSociety School: ELEMENTARY
- Oakside Elementary School: ELEMENTARY
- William Boyce Thompson School: ELEMENTARY
THANKS TO OUR INVESTORS

Your financial support for JA New York allows us to provide JA experiences for more students each year. We are grateful to our individual, corporate and foundation investors who help us meet the growing demand for our programming.

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<tr>
<td>MontaguLaw, P.C.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
FINANCIAL SUMMARY

**SOURCES OF FUNDING 2017–18**
- Corporations/Foundations: $1,616,451
- Events (net of direct expenses): $2,103,010
- Gifts-In-Kind/Other: $251,867
- Individuals: $224,832

**EXPENSES 2017–18**
- Program Services: $2,683,806
- Management & General: $348,916
- Fundraising: $615,434
- Volunteer Recruitment: $92,315

**OPERATING SUPPORT AND REVENUE**

<table>
<thead>
<tr>
<th>Source</th>
<th>2017-2018</th>
<th>2016-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$1,841,283</td>
<td>$1,394,066</td>
</tr>
<tr>
<td>Events (Net of direct expenses)</td>
<td>$2,103,010</td>
<td>$2,172,370</td>
</tr>
<tr>
<td>In-Kind &amp; Other Income</td>
<td>$251,867</td>
<td>$279,287</td>
</tr>
<tr>
<td>TOTAL REVENUE AND SUPPORT</td>
<td>$4,196,160</td>
<td>$3,845,723</td>
</tr>
</tbody>
</table>

**OPERATING EXPENSES**

<table>
<thead>
<tr>
<th>Expense</th>
<th>2017-2018</th>
<th>2016-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$2,683,806</td>
<td>$2,487,931</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>348,916</td>
<td>383,304</td>
</tr>
<tr>
<td>Fundraising &amp; Volunteer Recruitment</td>
<td>707,749</td>
<td>688,573</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>$3,740,471</td>
<td>$3,559,808</td>
</tr>
</tbody>
</table>

Excess of Operating Support & Revenue Over Expenses

<table>
<thead>
<tr>
<th></th>
<th>2017-2018</th>
<th>2016-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$455,689</td>
<td>$285,915</td>
</tr>
</tbody>
</table>

For a complete set of audited financial statements, please visit [jany.org](http://jany.org) or call us at 212-949-5269.
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