2019 ROI
TOGETHER, WE CAN PARTNER TO MAKE EDUCATION RELEVANT AND WE CAN INSPIRE A GENERATION TO SAY WITH CONFIDENCE, “I CAN.”
The number of young people reached by Junior Achievement’s (JA) financial literacy, workforce readiness and entrepreneurship programs has grown 777% since 2001 – 6,841 to 60,000 – thanks to tremendous staff, generous support of our funders and the leadership of our Board of Directors.

Reaching more students is important. Doing it well is critical. Therefore, every other year we survey students, teachers and volunteers to answer three questions:

1. Does JA work?
2. Do JA students, teachers and volunteers want JA to continue?
3. How can JA improve?

Junior Achievement staff distributes surveys to random students, teachers and volunteers. The completed surveys are returned to JA and sent to a bookkeeping firm for data entry. The results are displayed in this ROI.

We know that JA works. Students, teachers and volunteers appreciate the value of the JA programs. JA is doing a good job and can continue to improve.

Steve St. Amand
President
Junior Achievement of North Florida
“Junior Achievement has increased my ability to become more socially active. I enjoy talking to professionals about their career paths and I am grateful that they take the time to come out and share their experiences with us. I have a better understanding of the importance of budgeting and how to start while I’m in high school.”

Antone Lipscomb
11th Grade
2nd Year JA Participant
STUDENTS SAY THAT
JA helped them understand the link between school and work.

Because of JA:

- Learning is relevant
- An education is valuable
- School is important
- Graduation becomes essential

88% of students say JA made staying in school “very important”
WHAT ARE TEACHERS SAYING?

WHAT ARE TEACHERS SAYING?

BENEFITS OF JA JUSTIFY THE TIME AND RESOURCES DEVOTED TO IT

| YES, DEFINITELY | 67% |
| MOSTLY          | 27% |
| SOMEWHAT        | 5%  |
| NO, DEFINITELY NOT | 1% |

HOW EFFECTIVE WAS THE JA VOLUNTEER?

| VERY EFFECTIVE | 67% |
| EFFECTIVE      | 20% |
| SOMEWHAT EFFECTIVE | 7% |
| OTHER          | 6%  |

STUDENTS HAVE A BETTER UNDERSTANDING OF BUSINESS/ECONOMICS AFTER JA

| YES, DEFINITELY | 80% |
| MOSTLY          | 14% |
| SOMEWHAT        | 6%  |
| OTHER           | 0%  |

STUDENTS HAVE A BETTER UNDERSTANDING OF THE LINK BETWEEN SCHOOL AND WORK BECAUSE OF JA

| YES, DEFINITELY | 56% |
| MOSTLY          | 27% |
| SOMEWHAT        | 13% |
| OTHER           | 4%  |

“I love using Junior Achievement programs to enhance classroom instruction. Junior Achievement allows my students to think outside of the box while preparing for transition. They learn extensively about career options, entrepreneurship, and how to create circumstances that will propel them into a financially sound future.”

Ja’ Keshia S. Brown, Teacher
Grades 9th -12th
Number of years JA Participant: 10 years

152 SCHOOLS REACHED LOCALLY
**JA Program Compliments/Enhances Your Classroom Curriculum**

- **Compliments**: 40%
- **Enhances**: 26%
- **Both**: 33%
- **Neither**: 1%

**Effective Learning Experience for Students?**

- **Very Effective**: 63%
- **Effective**: 30%
- **Somewhat Effective**: 5%
- **No Answer**: 1%

**Would You Participate in JA Again?**

- **Yes!**: 96%

**Would You Recommend JA to Other Teachers?**

- **Yes**: 96%

**Have You Participated in JA Before?**

- **Yes**: 69%
- **No**: 31%

80% of teachers say students have a better understanding of business/economics after JA.

**Teachers who are in the classroom everyday said:**

- Students have a better understanding of business/economics because of JA
- JA is an effective learning experience
- JA is a worthwhile use of class time
- They would recommend JA to other teachers and would again participate in JA
VOLUNTEERS

IS IT WORTH THE TIME?

WOULD YOU VOLUNTEER FOR JA AGAIN?
YES 97%
NO 3%

JA INCREASED STUDENTS’ INTEREST IN THE FOLLOWING
WORK CAREERS 86%
STAYING IN SCHOOL 58%

WOULD YOU RECOMMEND VOLUNTEERING FOR JA TO YOUR CO-WORKERS OR FRIENDS?
YES 98%
NO 2%

BENEFITS OF JA PROGRAM JUSTIFY TIME & RESOURCES DEVOTED TO IT?
YES, DEFINITELY 82%
MOST OF THE TIME 15%
SOME OF THE TIME 3%

“A few minutes of your time may seem meaningless, but to a child it means the world. You may forever change the course of someone’s life. That is priceless.”

Ruth Wright
PwC

1 IN 5
STUDENTS
work in the same field as their JA volunteer.
STUDENT SUCCESS

“Through participation in Junior Achievement, I have met working professionals that are thriving in their chosen career fields. I get excited every time I see JA activities placed on our activity calendar.”

- MYLA QUEEN, 9TH GRADE
SANDALWOOD EARLY COLLEGE STUDENT

LOCAL BUSINESS PEOPLE
who serve as JA volunteers said:

- JA increased students’ interest in work and careers
- JA is effective
- JA is worth the time and effort
- They would recommend JA to other business people and would again participate in JA

97% of JA volunteers would volunteer again.
OUR IMPACT

BY THE NUMBERS

2017-2018 SCHOOL YEAR OUTREACH

The increase in student reach in 2017-18 continues the pattern of increases that started in 2001.

- 59,439 students served
- 639,579 instructional hours
- 2,530 classes
- 991 volunteer role models
- 56 years operating locally
- #24 largest of 107 JA areas in USA

2nd largest JA area in Florida in students reached;
1st in market share
Financial RESPONSIBILITY

THE CHALLENGE OF TODAY:
28% of Americans have nothing in their savings accounts, and 46% of adults cannot cover an emergency expense of $400 without selling something or borrowing money.

A SOLUTION FOR TOMORROW:
In the 2017-18 school year, more than 14,054 middle/high school students completed comprehensive personal finance curriculum and participated in a budgeting simulation that allowed them to experience real-world choices and responsibilities.

Entrepreneurial THINKING

THE CHALLENGE OF TODAY:
87% of high school students want to start a business someday, but U.S. business ownership among those under age 30 is at a 25-year-low.

A SOLUTION FOR TOMORROW:
JA companies comprised of over 160 high school students created and ran actual start-ups.

Career READINESS

THE CHALLENGE OF TODAY:
More than 95% of high school students have never been exposed to a workplace setting.

A SOLUTION FOR TOMORROW:
In the 2017-18 school year, JA gave nearly 3,500 middle and high school students the opportunity to visit a workplace and network with business leaders in the Jacksonville region. Over 7,000 more had the chance to hear from area professionals about their career journeys and education pathways through JA’s Reverse Job Shadow.

HOW YOU CAN HELP

Donate
Individual Giving Classroom Sponsorships Horace Moses Society

Volunteer
JA in a Day Reverse Job Shadow Traditional JA Programs

Special Events
JA Hall of Fame North Florida Golf Classic $mart Women Make Change! JA Bowl-A-Thon JA Topgolf Challenge

Connect with JA to find out more
janfl.org
904-398-9944
The Horace A. Moses Society was founded in 2004 as Junior Achievement of North Florida’s elite giving club to recognize donors who generously invested in our community’s young people through JA over a five-year period. The 2019 Horace Moses Society recognizes cumulative investments of $5,000 or more between 2014 and 2018.

Junior Achievement of North Florida’s impact would not be possible without the financial support of the community.

We appreciate all contributions and extend our sincerest gratitude to the Horace Moses Society donors for their generosity.

One hundred years ago, Moses co-founded Junior Achievement with Theodore N. Vail, President of AT&T. Moses and his colleagues believed that JA was neither a charity nor a welfare program, but an educational activity – specifically, business education – to be designed and operated by business, educational, and civic leaders.

Along with pledging money, he built the Achievement Hall in Springfield, Massachusetts to serve as a central institution for all JA activities. Only months before his death, he led a major fund drive by pledging $100,000 ($1.45 million in 2019 dollars) and, with the Board of Directors, determined that autonomous and independent franchises would be created in cities or counties where conditions warranted. The Board agreed that each JA area would manage its own programs and be supported by corporations, individuals and foundations. Further, they stipulated that JA Inc. and its franchised areas would not seek more than 10% of their funds from local, state, and Federal Government. These policies prevail to this day.

Junior Achievement of North Florida was chartered in 1963 and is proud to recognize the 2019 Horace Moses Society donors who empower us to achieve Horace Moses’ vision and legacy in North Florida.
**TRUSTEE LEVEL $250,000+**

- Bank of America Foundation
- The Lucy B. Gooding Charitable Foundation Trust
- PGA TOUR
- The Jim Moran Foundation
- Duval County Public Schools

**BOARD LEVEL $100,000-$249,999**

- Citi
- Delores Barr Weaver Forever Event Fund
- Fidelity Investments
- Finastra
- Florida Blue
- Florida Department of Education
- Florida Rock & Tank Lines
- Henry & Lucy B. Gooding Foundation
- TIAA Bank
- Wells Fargo Bank

**DIRECTOR LEVEL $50,000-$99,999**

- Beaver Street Fisheries
- Bill Koch/Northwestern Mutual
- Firehouse Subs
- FSU Foundation
- J&J Vision Care
- JEA
- Jacksonville Jaguars Foundation
- Jessie Ball DuPont Fund
- Leon County School Board
- Publix Super Markets Charities
- SunTrust Bank
- Turtle & Hughes
- W.W. Gay Mechanical
- Stronghaven/K&G Box Company

**PRESIDENT LEVEL $35,000-$49,999**

- The Allstate Foundation
- Baptist Health
- Bastian Solutions
- CenterState Bank
- Coca-Cola
- Eurest Dining
- Swisher International
- Voya Financial

**PARTNER LEVEL $20,000-$34,999**

- Ally Financial
- ATS Services
- BBVA Compass
- BioClinica
- Clean Harbors
- Clondalkin
- Creative Displays
- CSX Corporation
- Deutsche Bank
- First Coast Energy
- First Commerce Credit Union
- FIS
- Gary Chartrand
- Intuition
- Midtown Centre
- Miller Electric Company
- Nextran Truck Center
- Ortec
- Prudential Overall Supply
- Sonoco
- State Farm Insurance
- TD Charitable Foundation
- Toray Japan & USA
- UPS
# THE HORACE MOSES SOCIETY

## SHAREHOLDER LEVEL $10,000-$19,999
- Archer Corporate Services
- Ascension Health
- Bob Wall
- David A. Stein
- DuBow Family Foundation
- Edna Sproull Williams Foundation
- Elevate Solutions
- Ernst & Young
- Eurest
- FedEx
- Florida State College at Jacksonville
- Front Line Strategies
- Heil Trailer International
- Interpublic Group of Companies
- Island Transport
- Jeff Edwards
- John Myers III
- Lisa O'Neill
- Lockton
- LPL Financial
- Mack Trucks
- Mansfield Oil Company
- PNC Bank
- PRA Health Sciences
- PricewaterhouseCoopers
- Regions Bank
- Rob Sandlin
- Rotary Club of Mandarin
- Scott Sauer
- Starbucks
- Steve Pajic
- Suddath Global Logistics
- TEK Systems
- Tiffany Greene
- US Assurance
- Volunteer Florida
- Voya Financial

## MANAGER LEVEL $5,000-$9,999
- Brooks Health Foundation
- Brumos
- Deloitte & Touche
- Delta Air Lines
- EnQuubes
- Essentra
- Family Foundations
- FedEx
- Fifth Third Bank
- Griggs Group
- Hancock Bank
- Honeywell
- Island Transport
- Jacksonville University
- James Winston
- JPMorgan Chase
- Medidata
- Novella Clinical
- Orange Park Medical Center
- Quintiles
- ReSearch Pharmaceutical
- Rock Tenn
- Service Links
- Smith, Husley & Busey
- Sodexo
- St. Vincents Foundation
- St. Vincent’s Medical Center of Clay County
- Stellar Group
- TCS
BOARD OF DIRECTORS

CHAIR
Lisa O’Neill, DTCC

CHAIR-ELECT
Steven Kelley, TIAA Bank

EXECUTIVE COMMITTEE
Scott Finnegan, Treasurer - Baptist Health
Mary-Ann Callahan, Secretary - Bank of America
Jeff Edwards*, Committee Chair - Beaver Street Fisheries
Bob Wall*, Immediate Past Chair - GuideWell Health

MEMBERS
Pat Adams, J&J Vision Care
Stephanie Apple, SunTrust Bank
Scott Brubaker, Publix Super Markets
Don Cameron*
Christopher Clark, TD Bank

Mike Clements, Clements Publishing Company
Tiffany Green, Ernst & Young
Tim Hamilton, Regions Bank
Paul Jones, W.W. Gay Mechanical Contractors
Chris Kalin, BBVA Compass
Charlie Kauffman*, Wells Fargo
Treve Kinsey, Transworld Business Advisors
Bill Koch*, Northwestern Mutual
Shelbi MacDonald, Citi
Jeff Machols, Voya Financial
Fred McGinnis*
Lori Putnam, Ameris Bank
Wendy Ranson, Pivot CPAs
Meg Rose, Firehouse Subs
Charlie Saman, PNC Financial Service Group
Rob Sandlin*, Florida Rock & Tank Lines, Inc.
David Sillick*, Jacksonville Business Journal
Gary Thrash, KPMG
Sharnese Thompson, Fidelity Investments
*Past Board Chair