Empowering her future
Women need financial literacy skills:

- In Florida, 40% of families with children living in poverty are female-headed households. (Women’s Giving Alliance, 2016)

- Just 23% of breadwinner women feel very well prepared to make financial decisions, compared with 45% of their male counterpart. (Prudential, 2013)

Women are capable of filling high demand careers:


Entrepreneurship is growing for women by leaps and bounds:

- The number of women-owned businesses increased nearly 3,000% since 1972. With women now making up a whopping 40% of new entrepreneurs, it’s clear that more women are turning to entrepreneurship than ever before. (American Express, 2018)
Entrepreneurship: It’s HER Business!

Elementary School: JA Our Region®
Girls learn a practical approach to starting a business. They develop an understanding of entrepreneurship and how entrepreneurs use resources to produce goods and services.

Middle School: JA It’s My Business!
Teaches girls entrepreneurial skills through innovative activities that focus on filling a need, knowing your customer and product, being creative and innovative, and believing in yourself.

High School: JA Be Entrepreneurial®
By developing the essential components of a business plan, JA Be Entrepreneurial challenges girls to start an entrepreneurial venture.
Workforce Readiness: It’s My Job

Middle School: JA It’s My Future®
What does it take to be a successful woman in today’s working world? Girls explore potential careers, discover ways to plan for and keep a job, and prepare their personal-brand maps to her future.

Middle and High School: JA Job Shadow®
Introduces middle grade and high school girls to careers through one-day, on-site orientations in the workplace.

All Grades: JA Speaker Series
Hear from a powerful woman about how she built her career and how girls can do the same! Speakers will visit for up to an hour.

All Grades: JA Career Exploration Fair™
Girls will interact with a variety of businesspersons who will speak about their careers; demonstrate the equipment they use; and discuss the education, training, and academic skills they apply on the job. Girls will develop an understanding of how the knowledge and skills they have learned in school today are used in the workplace.

High School: JA It’s My Job™
Encourages girls to understand the value of professional communication and soft skills, relating real-life experiences to job skills and preparing students for their future careers. Lessons can be taught over one day or several visits.
Financial Skills: Saving for Her Success

Elementary: JA More Than Money®
Teaches girls about earning, sharing, saving, and spending money, and businesses they can start or jobs they can perform to earn money.

Middle School: JA Economics for Success®
Girls will learn how to earn money, spend money wisely within a budget, save and invest, use credit cautiously, and protect their finances.

High School: JA Personal Finance®
Girls examine the connection between their financial decisions today and their future financial freedom. Activities include budgeting, earning, savings, credit and debt, and more.
Benefits of JA GIRL$ 

• Provides the critical financial literacy skills girls will need, no matter their life trajectory.

• Inspires girls to consider high demand careers by exposing them to successful female role models, helping to counter negative gender stereotypes in math, science, and business.

• Held in a gender-specific setting, girls work to change established attitudes that discourage them from reaching their potential to empowering them to reach their full potential.

Want to get involved with JA Girl$?

Find opportunities at:
janfl.org
904-398-9944 ext.225

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