

From the President's Desk

Whenever I speak about Junior Achievement, I frequently talk about our greatest asset—our people. They are the hundreds of JA associates around the country and around the world who make JA's mission so vital.



David S. Chernow
David S. Chernow
President and Chief
Executive Officer

Another valuable JA asset is our corporate partners. These are the various national and local organizations that have partnered with JA because of our quality programs, personalized delivery methods, and high integrity, to serve the collective purpose of helping kids.

JA is fortunate to have these relationships, and as you can see from this issue of *Futures*, the collaborative spirit is stronger than ever before.

In October 2003, more than 6,000 communities across America held celebrations for after-school programs for the fourth annual Lights On Afterschool! initiative. Through JA's partnership with JCPenney Afterschool, JA Areas across the country participated in Lights On events in their local communities.

The event called attention to after-school programs and the need for resources that will leave the lights on and the doors open for children in after-school settings everywhere.

Additionally, the National Governors Association has invited JA to be represented at 13 state strategy summits on extra learning opportunities (ELOs). ELOs are out-of-school, or after-school, educational opportunities that complement classroom instruction.

The purpose of these state summits is to discuss collaborative strategies that improve student academic achievement and promote positive youth development.

Finally, the Achievement Foundation continues to support JA Area Offices by providing loans, grants and scholarships to develop and implement our programs.

It is through extraordinary collaborative partnerships like these that we are providing the resources and opportunities for students across the country and around the world to realize their potential and achieve their dreams.

JA Interprise Poll™: One-Third of Teens Would Act Unethically to Get Ahead

According to a recent *JA Interprise Poll™* of 644 teens, 33 percent said they would act unethically to get ahead or to make more money if there was no chance of getting caught.

Twenty-five percent said they were "not sure" and 42 percent said they would not act unethically. The poll was conducted in July 2003 as part of the national roll-out of *Excellence through Ethics*, a \$1 million initiative of Junior Achievement and Deloitte to promote business ethics among today's young people.

"These results confirm our belief that ethics education must begin in elementary school," said Barry Salzberg, U.S. managing partner of Deloitte. "We have teamed up with Junior Achievement to help communicate a clear message to our nation's youth; it's never okay to act unethically."

Excellence through Ethics is a business ethics curriculum designed to teach young people that responsible, ethical

behavior is the cornerstone of the American free enterprise system. It is being woven into all 13 JA programs that are utilized in grades four through 12, and will reach more than three million students each year. The curriculum was piloted in select markets in the spring of 2003 and was rolled out nationally in the fall of 2003.

Excellence through Ethics activities are designed for classroom use and are valuable tools to help teach students about ethics. Content of the lessons include examining the concept of intellectual property rights, learning the importance of presenting yourself accurately and truthfully during a job search, making ethical decisions, learning why insider trading is illegal, exploring ethical accounting practices, and understanding why ethical standards are important for business people.

Visit www.ja.org/ethics for more information.

Job Shadow 2004

This year's Job Shadow initiative will kick off on Monday, February 2, 2004.

Job Shadow Day is the start of a year-round effort that gives young people a chance to see various occupations up close by shadowing "career mentors" in the workplace.

This year the Job Shadow Coalition, consisting of Junior Achievement, America's Promise—The Alliance for Youth, and the U.S. Department of Labor, anticipate that more than one million young people will job shadow during the course of 2004.

Call your local Junior Achievement office or go online at www.ja.org to get involved!



FUTURES

Winter 2003

JA Shines Focus on After-School Programs

Junior Achievement has long been known for its k-12 programs in the classroom. Now, new data is supporting the nationwide movement to provide quality programs and activities to children in the after-school setting.

According to a recent Junior Achievement/Harris Interactive Poll of 668 students between the ages of eight and 14, one-third of boys (33 percent) spend two or more hours home alone after school, three times more than girls (11 percent). Only about one-in-ten boys and one-in-seven girls participate in organized after-school activities.

While most young people currently do not participate in organized after-school



JCPenney volunteers teach second graders 'How a Community Works' at Junior Achievement of Brazoria County's Lights On Afterschool! event in Angleton, Texas.



The JA office in Miami hosted a Lights On event at a local YMCA site with representatives from Sony Latin America, Deloitte, and JCPenney. The Miami event was one of 100 such events at JA locations nationwide in October.

activities, the poll shows that 79 percent of boys and 84 percent of girls are interested.

The need for after-school activities has driven recent *Lights On Afterschool!* rallies in JA Areas across the country. More than 100 JA Afterschool events took place in October to celebrate *Lights On Afterschool!*, a nationwide effort that raises

awareness of after-school programs and calls attention to the resources required for students after the school day ends.

"By bringing JA's engaging, academically enriching programs into the after-school setting through participation in events such as *Lights On*, we are demonstrating to families, communities, and our stakeholders that JA is committed to helping meet the after-school need in our country," said David S. Chernow, president and CEO of Junior Achievement Inc.

JA Afterschool was launched by a partnership with JCPenney Afterschool in the spring of 2002. The collaboration began with the sponsorship of after-school pilot programs in five JA Areas: Chicago, Atlanta, Dallas, Houston, and Little Rock, Ark.

Building on the success of these pilots, the JCPenney Afterschool Fund generously chose to sponsor after-school efforts in 45 JA Areas in 2003.

"JCPenney Afterschool's partnership with Junior Achievement is founded on our belief that JA programs are a valuable enrichment to after-school settings across the country," said Ed Solczak, vice president of the JCPenney Afterschool Fund. "JCPenney Afterschool wants to 'power the potential' of kids in America by ensuring that parents and children have access to programs like Junior Achievement in the after-school timeframe."

Moving forward, JA plans to develop new elementary and middle grades after-school programs as it implements *Focus 2006*, the organization's strategic plan for the future.

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Making Junior Achievement a 'Household' Name

Some things really do get better with age. Take the Household partnership with Junior Achievement. It started 61 years ago with a \$25 gift. Today the relationship encompasses board representation, classroom volunteers, special events, operating gifts, in-kind support, and marketing and public relations opportunities.

HOUSEHOLD

Since 1996 Household has partnered with JA to present JA's financial education classes to children in grades k-12 across the country. This

partnership has allowed nearly 2,700 Household, HFC, Beneficial, and Decision One employee volunteers to reach over 81,000 children in their local communities.

In conjunction with their classroom efforts, Household provides funding of \$500 per volunteer to JA Area Offices—an aggregate amount of \$1,187,000 in the past seven years.

Household has also become a pioneer in corporate sponsorship for JA bowl-a-thons. Events have become national in scope benefiting 17 JA Areas across the country.

In 2003 alone, Household involved 4,000 employees to bowl for one day on JA's behalf raising more than \$700,000.

Incredibly, Household has raised over \$2,700,000 for JA through its bowling efforts over the past 18 years!

Household also seeks unique ways in which to incorporate JA into its business practices. The most recent example occurred in March of this year, when Household partnered with JA to host a "Kid\$ Count" event at its Consumer Lending Conference in Washington, D.C.

This opportunity allowed 325 students from an inner city middle school to have one-on-one mentoring and exposure to JA's business education programs.

Junior Achievement is fortunate to have Household as a long-time and faithful friend.



Bill Mathis
Senior Vice President
Member Relations—North America
MasterCard International

Unbridled dedication. Those are the two words Bill Mathis uses to describe Junior Achievement's loyalty to America's youth.

Mathis, who is senior vice president for Member Relations—North America at MasterCard International, based in Purchase, N.Y., says that dedication is exactly why he became involved in JA.

"JA's unbridled dedication to immerse America's youth in business principles has yielded an impressive track record, enriching the development of our nation's youngest, blossoming minds," says Mathis. "JA offers a wonderful experience where our young people learn firsthand how to prosper from the socio-economic advantages and opportunities inherent in the American free enterprise system."

Mathis is a long-time supporter of JA, joining the organization more than 12 years ago as a volunteer classroom consultant in Houston and later in New York City.

He says he loved working as a JA volunteer and looks forward to further growing and promoting JA's educational model while serving as a board member. He joined JA's national board in February and serves on the Brand Effectiveness Committee.

Mathis supports many other causes as well, including the Fresh Air Fund, A Better Chance, and the Aldrich Museum of Ridgefield, Conn.

Mathis hails from Little Rock, Ark., and holds a bachelor's degree in psychology from the University of Arkansas. Today he lives in Redding, Conn., with his wife Lisa and their daughter Callan. He is an avid golfer, and enjoys reading and wine collecting.

JA History Rollin' Through the Years

Looking back through JA's 85-year history at all the products "JA Achievers" have made and sold in the original after-school program—lamps, mailboxes, aluminum coat-hangers—one product stands tall, the Royal Achiever.

It would be the first and only car ever made in the *JA Company Program*.

The Royal Achiever was the single product of a JA company made up of 24 enterprising young high school students and four advisors during the 1955-56 school year in Wyandotte, Mich. An obvious choice, considering the sponsoring company was the Chrysler Corporation.

The students (dubbed the Dodge Achiever Company) built the car, royal

blue and gold (JA's colors at the time), from the ground up. It included special JA wheel covers, a JA crest on the grille and trunk, and blue custom interior.

After 1,440 hours of labor, the company rolled it off the assembly line and promptly sold it to local and national JA board member Ross Roy for \$3,936.75.

The company gave a 20 percent return to investors, earned an "A," and won the



national JA Product Award.

Well deserved, no doubt.

Please contact the Archive Committee if you have further information on the Royal Achiever—or other interesting facts about JA's history—by emailing pioneers@ja.org.

Did You Know? Achievement Foundation, Inc. Provides Loan, Grant, and Scholarship Programs to JA Areas

The Achievement Foundation has had a long-standing relationship with Junior Achievement through programs that provide grants and loans to JA Area Offices, and college scholarships that recognize and encourage the academic achievements of JA students.

The Foundation encourages JA Areas to familiarize themselves with these programs. Grants are designed to assist in developing and implementing innovative learning programs for student participants. Loans are structured to supplement the cash flow requirements of JA Area Offices when this type of financial support is needed. Junior Achievement Inc. is familiar with and supportive of the grant and loan opportunities offered by the Foundation and also administers the scholarship programs for the Foundation.

The Achievement Foundation, Inc. was founded as an independent charitable foundation in 1945. The Foundation's mission is to use its financial resources to develop a better understanding of the free enterprise system by young people.

For more information on available programs, contact the Achievement Foundation at www.achievementfoundation.org.



FUTURES

For editorial information or to subscribe to the online edition of *Futures* please email futures@ja.org.

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