

# This Is JA

# We Are JA

The image shows a video player interface. A large white play button is centered over a stylized logo. The logo consists of the words "WE ARE" in a thin, white, sans-serif font, followed by a large, stylized "JA" in a bold, white, sans-serif font. The "J" and "A" are composed of several horizontal and vertical bars, giving them a 3D or layered appearance. Below the logo, the website address "jaworldwide.org" is written in a white, sans-serif font. The background of the video player is a dark, space-themed image featuring a blue and white planet on the left and a starry black sky on the right.

WE ARE JA  
jaworldwide.org

# JA's Global Reach

100+ COUNTRIES • OVER 500,000 GLOBAL VOLUNTEERS & TEACHERS • 10+ MILLION YOUTH

As one of the world's largest youth-serving NGOs, JA Worldwide **prepares young people for employment and entrepreneurship.**

For more than 100 years, JA has delivered hands on, experiential learning in **financial literacy, work readiness, and entrepreneurship.** We create pathways for employability, job creation, and financial success.

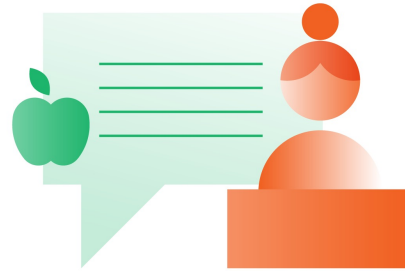
Each year, our network of **over 500,000 volunteers and teachers** serves **more than 10 million students in over 100 countries.**

"JA is a wonderful model, which through providing a project-based, highly engaging, and relevant education, is helping students find their passions, grow their purpose, and realise their dreams."

Richard Branson,  
Founder, Virgin Group



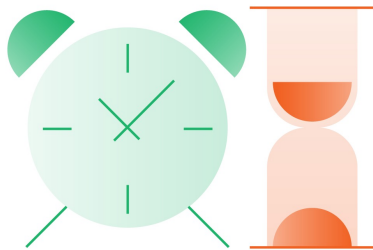
**10,500,000+**  
student experiences



**278,000+**  
teachers & educators



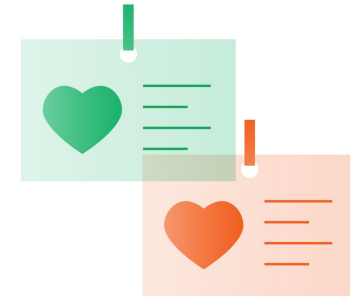
**92,500+**  
schools



**190,400,000+**  
contact hours



**312,000+**  
volunteers



**3,300+**  
staff



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# MISSION

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Inspire and prepare young people to succeed in a global economy.



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# VISION

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Be the partner of choice for business, education, and policy makers around the globe seeking to expand youth education and economic development.



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# VALUES

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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.

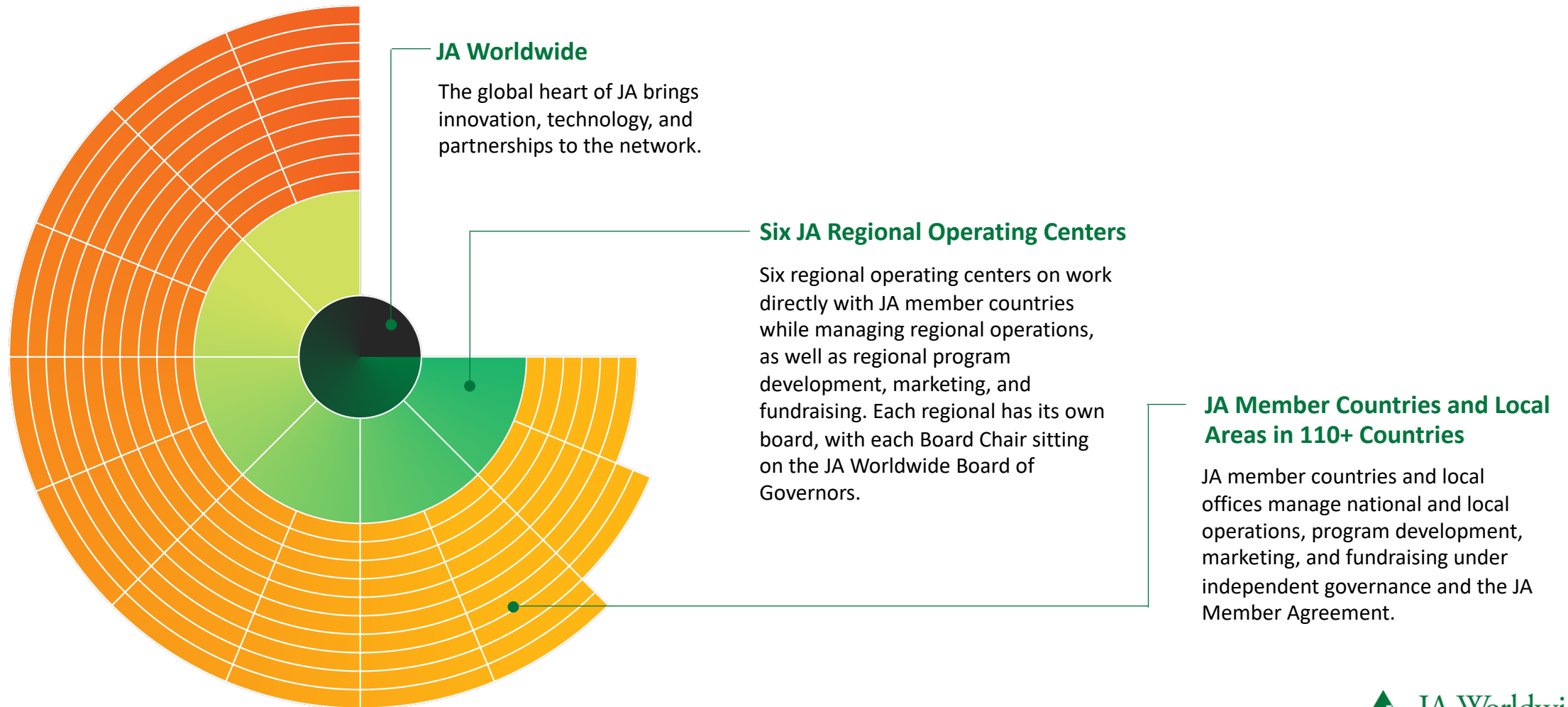
Belief in the power of partnership and collaboration.

Conviction in the education and motivational impact of relevant, hands-on learning.

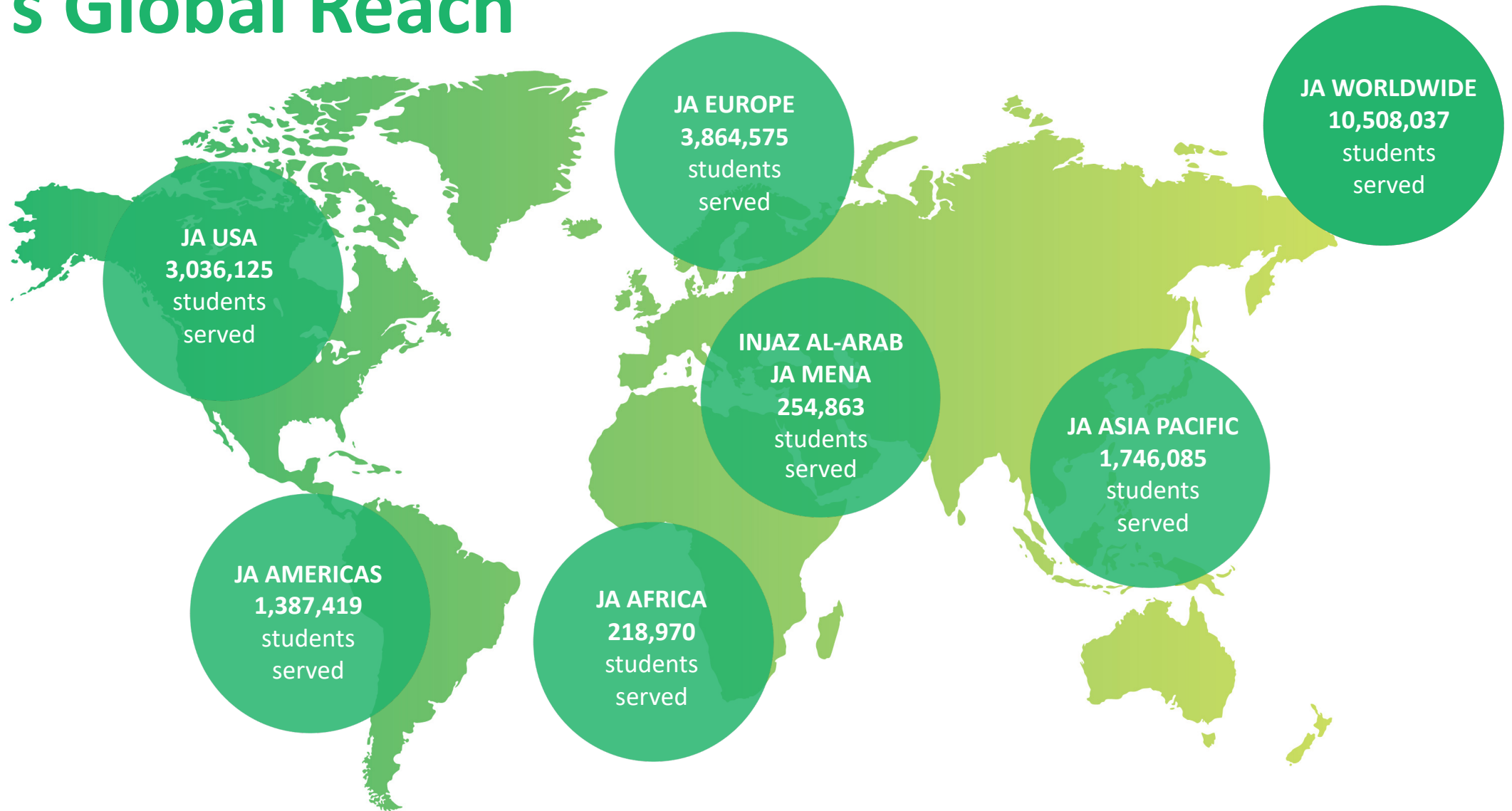




# JA's Global Structure



# JA's Global Reach



# JA's Global Impact

THREE PILLARS • 50+ PROGRAMS • GLOBAL IMPACT

# JA's Theory of Change

- Self-efficacy is an important element of **JA's theory of change** and is the underpinning of the JA difference.
- Self-efficacy is a **major influencer of belief systems** that can positively impact choices, motivation, and behaviors, **leading to success** when engaging in new challenges.
- Because behavior change comes from multiple involvements, we believe that collaborating with other NGOs **significantly increases impact**.

"JA was, without a doubt, the most important thing I did before starting G Adventures that inspired me and transformed my thinking. It was a place where I could harness my ideas and the energy I had toward business and entrepreneurship. JA gives you a fearless approach to business."

Bruce Poon Tip  
Founder, G Adventures



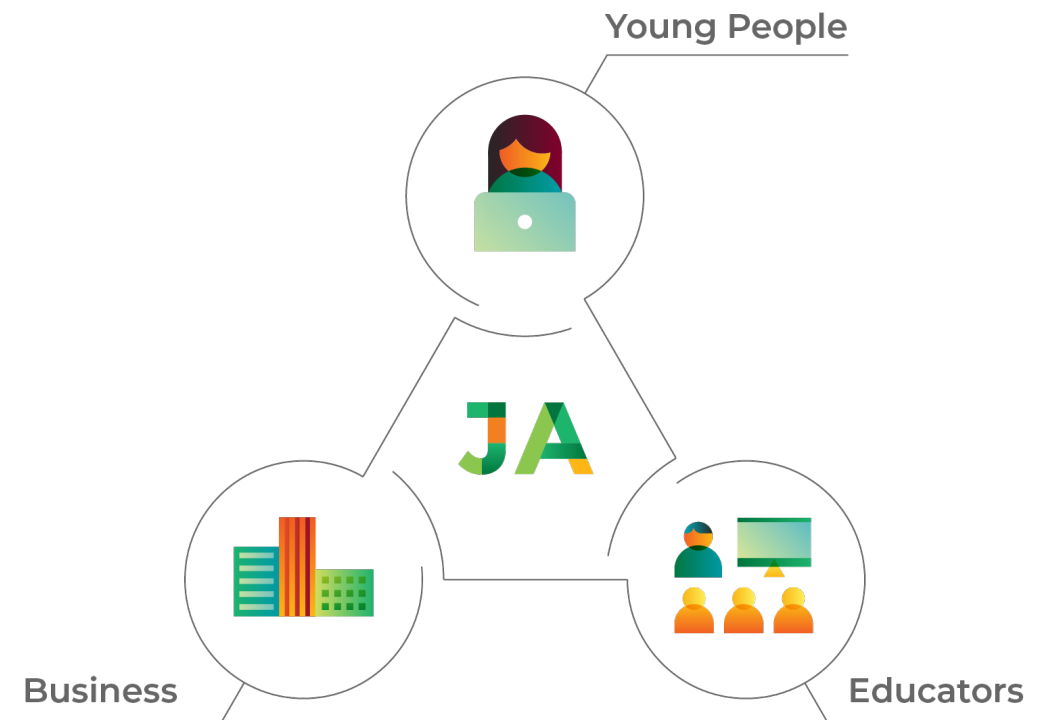
# JA's Experiential Education Model

JA delivers its education programs through volunteers from all sectors of society, who bring real-world work experience to the training. That's why all our programs are experiential.

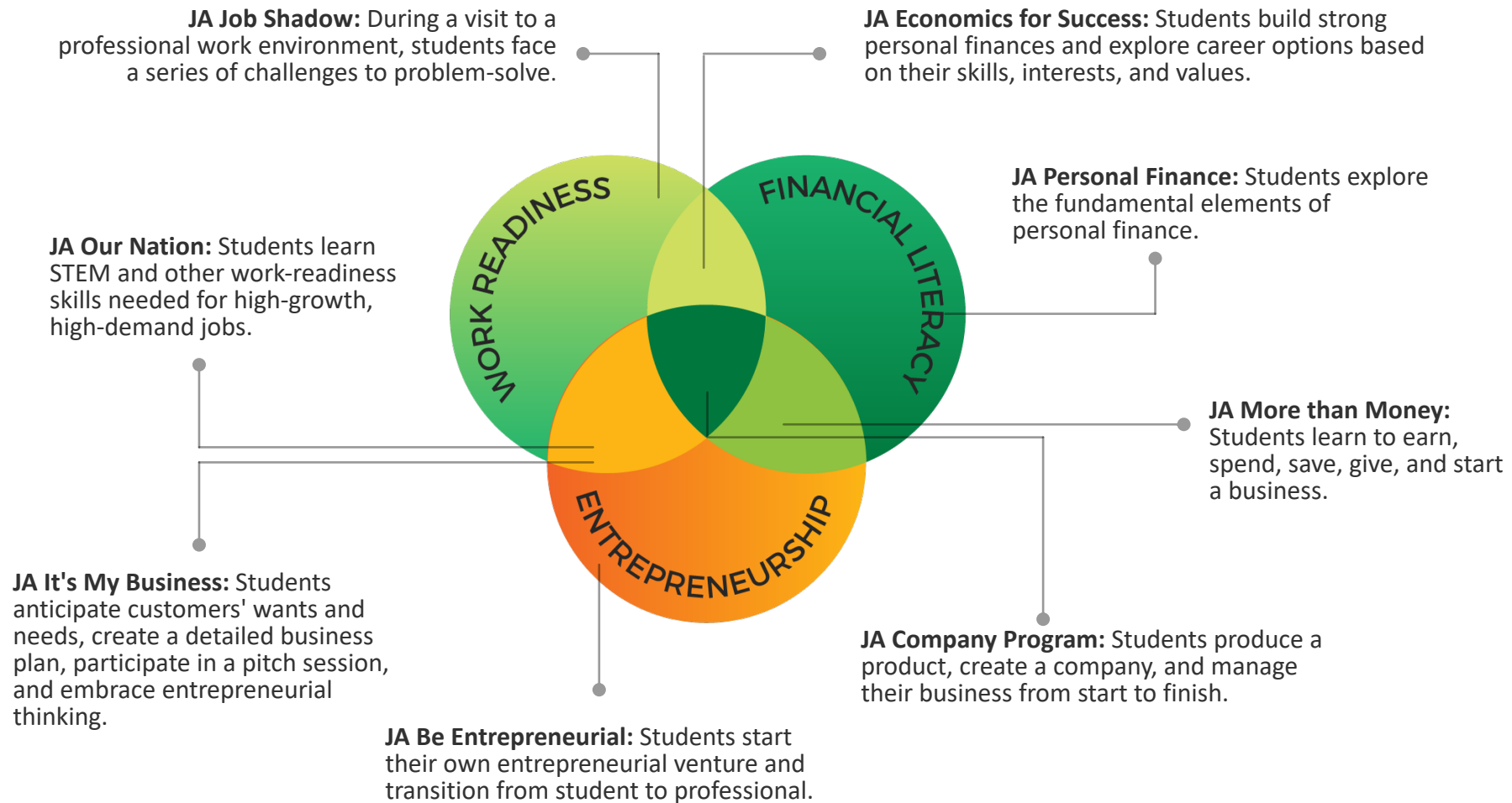
JA serves as **the nexus between the private sector, public sector, and young people**. We serve as a bridge for companies, organizations, and individuals who wish to be involved in the youth economic-development movement.

Our partners enable us to effectively execute our mission and, in turn, **JA enables our partners to collaborate in addressing socio-economic priorities, such as youth unemployment and enterprise creation**.

Whether through financial contributions, board participation, classroom volunteering, or virtual mentoring, **JA offers a collective ability to execute youth-empowerment programs and create a lasting, positive impact on the lives of young people**.



# JA's Global Pillars and Programs



# Skills Learned: Work-Readiness Pillar

JA's volunteer-led work-readiness programs teach critical work skills that prepare young people for college, trade school, or the workforce. Whether job shadowing skilled mentors, testing their skills through digital experiences, or developing business solutions during technical and business challenges, JA students are prepared for the future of work.



**Problem-solving  
and learnability**



**Communication,  
interpersonal,  
and social skills**



**Hard work,  
dependability,  
and teamwork**



**Integrity  
and ethics**



**Self-motivation  
and self-control**



**Positive attitude  
and positive  
Self-concept**



**Self-efficacy**

# Skills Learned: Financial-Literacy Pillar

JA's hands-on, role-playing financial-literacy programs expose young people to smart saving and investing, thoughtful spending and credit, the role of taxes, the value of employment and community involvement, and the opportunities of global trade.



Money and risk management



Higher-order thinking



Adaptability



Negotiation



Resilience



Intuitive decision-making



Self-efficacy



# Skills Learned: Entrepreneurship Pillar

Through JA's real-world entrepreneurship programs, students create real companies with real products, working as a team on product development, small-business finance, product marketing, and equity valuation as they launch their entrepreneurial careers.



Goal orientation  
and initiative



Leadership and  
responsibility



Creativity



Teamwork



Perseverance



Resourcefulness



Self-efficacy

# Snapshot of JA's Impact

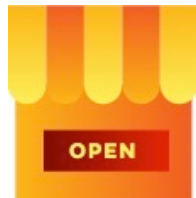
After participating in the JA Company Program, over 74% of students in MENA believe they're empowered to take on a leadership role in the workforce of the future, 98% believe that what they learn in JA will be important later in the future, and 94% believe their JA experiences will help them get a better job.

*Entrepreneurship Education in the Middle East: Measuring Program Impact, 2012*  
*En Route to Better Employability Skills—INJAZ Al-Arab, 2013*



UK alumni start more companies and hire more employees, and their firms produce significantly larger annual sales than those led by non-alumni. They're also seven times more likely to start a digital or cloud-based company than non-alumni.

*Impact 50 Years of Young Enterprise, 2012*



More than 70% of low-income Latin American female students enrolled in a specialized JA entrepreneurship program say that it's highly likely they'll own their own businesses within a year.

*Impact of Mujeres Emprendedoras Program, 2013*

JA USA alumni credit JA with promoting their understanding of business, influencing their career goals, fostering a sense of self-belief, and enhancing their understanding of how money works.

*Junior Achievement USA Alumni Report, 2016–2017*



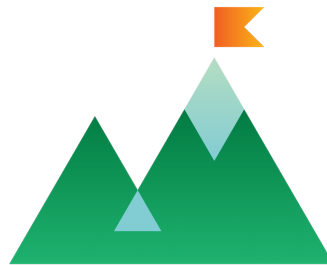
JA Canada alumni are 25% less likely to be unemployed and 20% less likely to collect social assistance than are non-alumni. Alumni are also three times less likely to spend more than they earn; they save more and have less debt.

*Making An Impact: Assessing JA Canada's Value Creation, 2011*

# Snapshot of JA's Impact

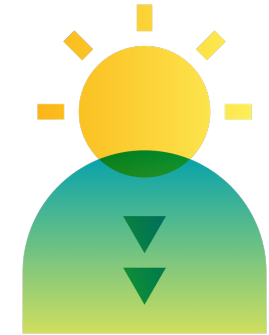
JA students in the United States saw a 41% increase in test scores, and 84% of U.S. alumni said that JA connected what they learned in school to the real world. **88% of JA alumni in the United States also report that they are satisfied with their careers, compared to 48.7% of the general public.**

*JA Be Entrepreneurial Program Impact Evaluation, 2016–2017*  
*Junior Achievement USA Alumni Report, 2016–2017*



In Spain, **math test scores improved 20% as a result of participation in JA programs**, while absence from school dropped between 30% and 80%, depending on the JA program.

*JA Impact—Meeting Targets, Measuring Results, 2018*



A majority of JA high school students in Asia Pacific say **JA helped them understand the importance of school**, with 72% indicating their wish to pursue higher education.

*Asia Pacific: Outcomes in Hong Kong and Indonesia, 2015*



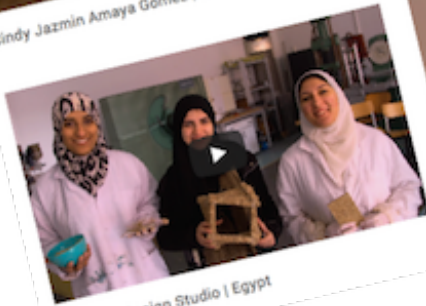
When compared to non-alumni, JA alumni in the U.S. are **40% more likely to become a manager**, 20% less likely to be unemployed, 30% more likely to have a four-year degree, and **67% more likely to have an advanced degree.**

*Junior Achievement USA Alumni Report, 2016–2017*

# Community Impact: Creating Opportunities



Cindy Jazmin Amaya Gomez | Chocolovers | El Salvador



Dawayer Design Studio | Egypt



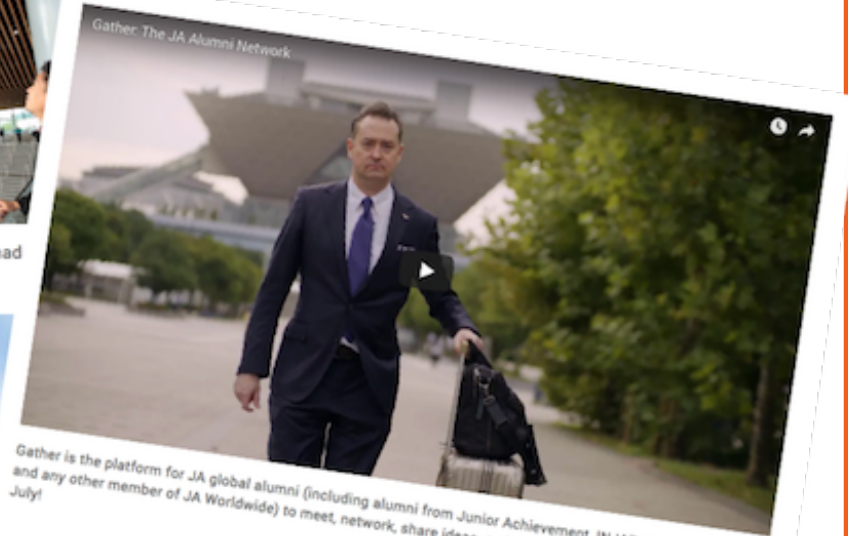
Edward K Lee | COL Financial | f



Joseph Ndinya | White Charcoal | Kenya



Bruce Poon Tip | G Adventures | Canad



Gather is the platform for JA global alumni (including alumni from Junior Achievement, INJAZ, Young Enterprise, and any other member of JA Worldwide) to meet, network, share ideas, and benefit from opportunities. Join us in July!

**TELL US YOUR STORY**

To commemorate our 100th year in 2019, we've launched 100 Lives: profiles of JA alumni who are making a difference across the globe. Watch their inspiring journeys.

Visit [jaworldwide.org/alumni](http://jaworldwide.org/alumni)



# Global Impact: The UN Global Goals



By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Nearly 30 years ago, JA Canada alumnus and bestselling author Bruce Poon Tip launched G Adventures to bridge the gap between high-energy solo backpacking on the one hand, and mostly sedentary group tours on the other. In the process, Bruce pioneered the adventure-travel, sustainable-travel, and travel-for-social-good markets. Each year, the JA travel and tourism program—called TTBiz—helps thousands of students navigate diverse cultures, launch tourism-related businesses and, like Bruce, discover the next big travel trend.

Education builds skills, unlocks the imagination, and opens a world of opportunities, making it possible for each of us to contribute to a progressive, healthy society. As the key to prosperity, learning benefits every human being and should be available to all.



By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship.



Bonnie Chiu, a JA Hong Kong alumna recently named to the Forbes Europe "30 under 30" list of social entrepreneurs, founded Lensational to equip marginalized women with the skills they need for financial success. Women and girls in 15 countries, armed with only a camera, training, and a platform to sell their work, are using Lensational to grow their family incomes and put money back into their communities.



By 2030, progressively achieve and sustain income growth of the bottom 40 percent of the population at a rate higher than the national average.

Joseph Ndinya, financial manager of Kenya-based White Charcoal, salvages paper from Nairobi trash dumps and compresses it into briquettes, an alternative to wood-based home-heating fuel. Using earnings from his company, Joseph was able to buy his mother a house, an impossibility just a few years earlier.

Joseph credits JA with his business acumen: "If not for the JA training and White Charcoal business, I would be jobless, and I don't know if I would be alive."

Visit [jaworldwide.org/globalgoals](http://jaworldwide.org/globalgoals)

# JA's Global Opportunities

INVESTING IN JA'S UNPARALLED GLOBAL NETWORK

# Invest in JA

## Powerful in our purpose.

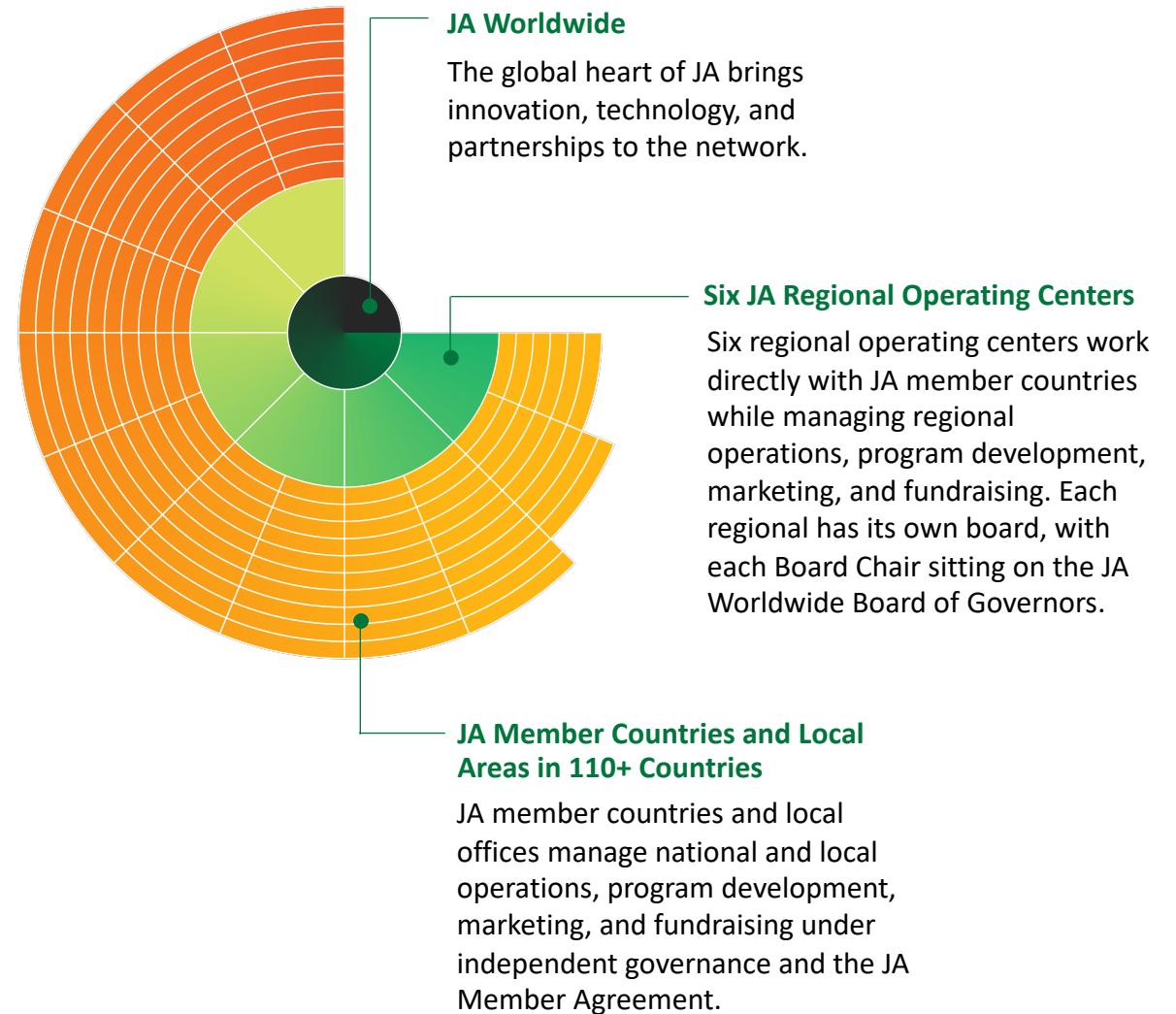
Teaching practical skills through innovative, experiential programs designed to transform lives and livelihoods.

## Global in our network.

JA's vast volunteer network—board members, employee volunteers, and alumni—bring real-world business expertise, passion, and creativity to the organization.

## Pivotal in changing lives.

JA is a transformational series of events that build confidence and better decision-making, alters school and career trajectories and ultimately improves livelihoods.



# Sampling of Global Funders



Citi Foundation



“JA fosters entrepreneurship, which is itself positive for society. It leads to self-sufficiency, creates employment, and sparks economic growth. The courses are life-enhancing and, in some cases, life-changing.”

Francesco Vanni  
d'Archirafi, CEO,  
Citi Holdings and JA  
Worldwide Board Chair



# Join Our Global Funders



## Support

- Support JA program delivery, capacity building, development in specific regions or countries, develop targeted program with JA, sponsor a specific project/initiative.



## Support + Volunteer Engagement

- Accelerate JA programming and reach across the JA Global network.
- Play an instrumental role in the delivery of JA programming through your corporate volunteers in geographies of interest.

# [Optional Talking Points]

The JA network has:

- A global social media reach of more than four million fans and followers
- A thought-leadership magazine hosted on Medium (*JA Good Company*)
- Articles placed regularly in mainstream publications and global blogs—including a blog post that earned a “Best of Davos” rating at the World Economic Forum Annual Meeting
- An internal website for easy dissemination of messaging and collateral throughout the network
- A newsletter that reaches over 1,000 JA network executives and influential board members across the globe

JA Worldwide is also ranked among the top nonprofits in the world by *NGO Advisor*, currently at #7 for 2021.

