



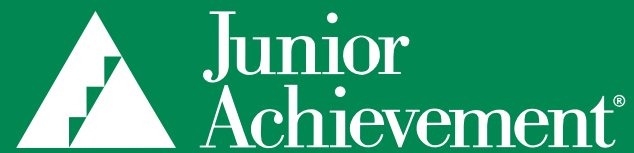
A REPORT CARD



2013-2014 Annual Report

Junior Achievement
of Middle America

2013-2014 Academic School Year



Junior Achievement of Middle America gratefully acknowledges Blue Cross and Blue Shield of Kansas City for providing the generous support with printing the 2013-2014 Annual Report.

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The JA Experience



Junior Achievement of Middle America has been teaching youth about financial literacy for 60 years. Our proven programs, community partnerships and our volunteers have created a better academic experience for our students - always in an effort to help our youth reach their full potential. **That is the Junior Achievement Experience!**

Why is this experience important? More than 18 million citizens in the United States between the ages of 18 and 64 have not graduated from high school and do not qualify for the majority of work in the job force. At Junior Achievement, we teach students the importance of staying in school and prepare students with skills to be college or career ready. Our approach of offering students hands on programs taught by classroom volunteers provides youth the opportunity to interact with role models and mentors. We inspire students to consider the importance of education and their future. In many cases, Junior Achievement stops a cycle of poverty and changes the way youth think about their future.

Throughout this annual report, you will see the impact of our work in the classroom and with students. You will read our successes for the 2013 - 2014 school year and updates on changes to our Junior Achievement of Middle America operations. While it has been a good year, it has also been met with challenges. The good news is the challenges have strengthened the way we do business, how we work with volunteers and our relationships with schools, funding partners and donors.

Brian M. Burns , Chairman
Senior Vice President,
Integrated Health Services and
Chief Health Services Executive,
Blue Cross Blue Shield of Kansas City

Megan Sturges
President and CEO
Junior Achievement of Middle America



**Thank you to
our volunteers,
educators and donors,
for your support.
Because of you, we
are able to offer more
than 17,000 students the
Junior Achievement
Experience.**

Junior Achievement of Middle America



Since 1955, Junior Achievement of Middle America has been reaching thousands of youth annually and instilling practical concepts and experiences in financial literacy.

Junior Achievement of Middle America inspires and prepares young people to succeed in a global economy. By focusing on education, economic and youth development, Junior Achievement programs contribute to the vitality of our community and the availability of a well-educated workforce.

Who JA Benefits

Students and Families, Teachers, Community Businesses

What JA Teaches

- Financial Literacy
- Work Readiness
- Entrepreneurship

Where JA Reaches

- Public Schools K-12
- Private and Parochial Schools
- Community Organizations

Why JA Does It

- Youth Development
- Economic Development
- Education Development

How JA Fulfills Its Mission

- Build Skills and Competencies
- Model Key Business Concepts
- Connect Classroom Learning to Work
- Leadership, Teamwork, Critical Thinking



17,048 Students
(2013-2014)



152 Schools



638 Teachers



673 Volunteers



97,830 Hours
(provided by volunteers)

Programs

Elementary School

Students learn how they impact the world as individuals, workers and consumers.

Middle School

Programs build on principles from curriculum taught in elementary grades, while emphasizing the benefits of education and money management.

High School

Programs provide students an opportunity to make informed, intelligent decisions related to financial planning, education opportunities and careers.

Volunteers



Those who volunteer for Junior Achievement of Middle America come from all walks of life. But they all have a common vision: sharing a message of hope and opportunity with each and every young person they reach.

Through volunteer partnerships from organizations large and small, or individuals interested in sharing their experiences with the children of their community, Junior Achievement of Middle America's nearly 700 classroom volunteers inspire, prepare, and empower. JA volunteers believe they can make a difference - and teach more than 17,000 students a year in our community that **they can make a difference.**

Junior Achievement of Middle America thanks the following individuals for their long time volunteering service through classroom teaching:

5 YEARS OR MORE

- | | |
|---------------------|--------------------|
| Jacob Albers | Alan Jones |
| Christina Alvarez | Nicholle Kiekbusch |
| Kari Anderson | Kimberly Leas |
| Ronald Bachman | Brian Lee |
| Creste Baker | David Leshner |
| Sheri Birdsell | David LeVario |
| Christina Boyd | Kevin Lickteig |
| Jennifer Carson | Eric Loving |
| Kristine Casey | John Martin |
| LaShavnda Childress | Stephen McBride |
| Lisa Cole | Michael McEntire |
| Jennifer Cox | Lynn McLarty |
| Karee Craig | Kara Miller |
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| Kimberly Dillon | Angela Pasley |
| Kathryn Dlugopolski | Sam Passer |
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| Barbra Flannery | Brian Peters |
| Julie Garton | Lori Puffer |
| Bassam Ghattasheh | Lynn Reazin |
| Mina Glenn | Suzanne Schmidt |
| Sherry Golden | Maureen Schwartz |
| Teri Grado | Anna Smith |
| Pamela Grasis | Robert Steinebach |
| Susan Gray | Trevor Taylor |
| Jeffrey Greig | Lee Waldack |
| Sparkle Griffin | Suzanne Webber |
| Heather Hertzler | Brad Weil |
| Nadienne Hoffman | |

10 YEARS OR MORE

- | | |
|--------------------|-------------------|
| Stephen Allen | Edward Hockenber |
| Kathryn Anastasio | Michael Horner |
| Daniel Anders | Charles Hyland |
| Ben Beshoner | Joseph Jacobs |
| Judith Bond | Erma King |
| Katrina Bonds | Joanie Knipper |
| Paula Boyle | Bill Kountz |
| Ellen Bresky | Karen LaJaunie |
| Linda Burrow | Paul Ling |
| Darren Cacy | Kerry Maxwell |
| Sahar Chapuk | Leroy McCarty |
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| Bradley Cloverdyke | Betty Nwabuonwu |
| Chris Cole | Eirene Oliphant |
| Benjamin Durham | Melanie Payne |
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| John Grant | Steven Rosen |
| Gregory Greenberg | Dianne Ryan |
| Jeanne Greenwald | Carrie Sowers |
| Susan Haddad | Satu Stechschulte |
| Sarah Harrington | Doug Vogl |
| Jimmy Hay | Merrill Walker |
| Julie Hessenflow | Merrill Walz |
| Cindy Hobbs | Martha Wilindez |
| Michael Hobson | Chad Younger |

Our volunteers teach the importance of workforce readiness, entrepreneurship, and financial literacy.



Elementary School

A+

Junior Achievement's elementary school programs are the foundation of its K-12 curricula. Seven sequential themes, each with five hands-on activities, as well as after-school programs, work to change students' lives by helping them understand business and economics.

Junior Achievement programs build upon each other to prepare students for secondary and lifelong learning.

Kindergarten | JA Ourselves

Using storybook characters in read-aloud and hands-on activities, students learn the role people play in an economy.

Grade 1 | JA Our Families

Students learn how family members' jobs and businesses contribute to the well-being of the family and of the community.

Grade 2 | JA Our Community

Students learn practical information about businesses and the many jobs those businesses offer in a community.

Grade 3 | JA Our City

Students learn the importance of money to a city, how financial institutions help businesses and city residents, and how cities are shaped by zoning.

Grade 4 | JA Our Region

Students are made aware of entrepreneurship and how entrepreneurs use resources to produce goods and services in a region.

Grade 5 | JA Our Nation

Volunteers share information about the high-growth, high-demand jobs of the 21st century job market.

Grades 3-5 | JA More than Money

Students learn about earning, spending, sharing, and saving money.

By the Numbers



121 Schools



564 Classrooms



12,551 Students

Hear it from them!

"I always love when it is time for JA! It goes well with our curriculum and the lessons are fun for the kids"

**2nd Grade Teacher
Olathe School District**

"The kids ask, "Is the man who tells us about money coming today?"

**Kindergarten Teacher
Shawnee Mission School District**

"Our classroom volunteer was great and very patient with the students"

**4th Grade Teacher
Kansas City School District**

Middle School

A+

Elementary concepts are built upon at the middle school level.

Keeping with the core pillars of financial literacy, work readiness and entrepreneurship - students at this level delve deeper into business and economic concepts with their volunteers through role plays, games and simulations. Students at this level are also introduced to the workplace and referred to job shadows.

JA America Works

Explores economic development in the US during the 19th century, focusing on how entrepreneurship impacted business development.

JA Economics for Success

Explores personal finance and career opportunity by showing students how to earn, spend wisely within a budget, save and invest.

JA Global Marketplace

Provides an understanding of how the international marketplace and economics interact.

JA It's My Future

Introduces students to entrepreneurship concepts, explore potential careers and prepare their personal-branding maps to the future.



By the Numbers



28 Schools



120 Classrooms



2,313 Students

Hear it from them!

"The students always enjoy Mr. N's enthusiasm and down to earth personality."

**6th Grade Teacher
North Kansas City School District**

"Many of the questions from students were focused on how to use credit and credit cards. They were very interested in knowing if I practice the concepts that I was teaching."

JA, Middle School Volunteer

High School

As students begin to position themselves for their future, there are many unanswered questions about what lies ahead.

High school programs help students make informed, intelligent decisions, and foster skills that will be useful in the business world. Through practical application, students learn key concepts such as personal budgeting, credit, business plans, resume writing and getting along in the workplace.

JA Be Entrepreneurial

Challenges students, through interactive classroom activities, to start their own entrepreneurial venture while still in high school.

JA Career Success

Equips students with the knowledge required to get and keep a job in high-growth industries.

JA Economics

Reinforces concepts of micro- and macro-economics by having students explore the basic characteristics of the U.S. economic system and how economic principles influence business decisions.

JA Exploring Economics

Learn the importance of money to a city, how financial institutions help businesses and city residents, and how cities are shaped by zoning.

JA Personal Finance

Explores the fundamental elements of personal finances: earnings, saving and investing, budgeting, credit, risk management, and giving.

JA Titan

Students operate a virtual company through a web-based simulation.



A+

By the Numbers

 **25 Schools**

 **77 Classrooms**

 **2,184 Students**

Hear it from them!

"Students enjoy the "hands-on" experience and application of economic theory."

*High School Teacher
Kansas City Kansas School District*

"Having my students set up a business, develop a plan and achieve profit is a far better way of learning economic principles than any lecture I could provide."

*High School Teacher
Shawnee Mission School District*

Summer School

A+

During the summer Junior Achievement partnered with the Boys and Girls Club of Greater Kansas City and the Freedom School to pilot a JA/STEM initiative.

Students in grades 4th-6th were presented the "JA Our Nation" program. Junior Achievement integrated STEM (science, technology, engineering and math) programming with hands on activities that taught students physics, robotics, metrics, and engineering.

More than 175 youth participated in the JA summer school program that focuses on business globalization, careers, and entrepreneurship.



Donors

A+

Thank you to the following individuals, corporations, foundations, and organizations for their financial support to Junior Achievement of Middle America through contributions, special event participation and grant funding.

INDIVIDUAL DONORS

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We sincerely apologize for any error in omission or misspelling of an individual in this report. Please assist us in bringing this to our attention by emailing to jakc@jamidamerica.org.

2013 Hall of Fame



YOUR GIFT. THEIR FUTURE. OUR TOMORROW.

Since 2001, this annual event honors prominent business leaders who have made extraordinary contributions to Kansas City, whose acumen and contributions to the Kansas City metropolitan area have earned them the respect of their local community.

Men and women inducted as Laureates into the Greater Kansas City Business Hall of Fame have shown by example the importance of maintaining the Free Enterprise System as well as the unlimited opportunities available to our community's young people through the same when paired with sound fiscal health practices of savings, investment and entrepreneurialism, as taught and promoted by Junior Achievement curricula.

Thank you to the following Sponsors for making this event a night to remember.

Lead Sponsors



Excellence in Enterprise



Spirit of Achievement



Laureate Circle

KPMG • State Street

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Cassidy Turley • Country Club Bank • Ewing Marion Kauffman Foundation • Express Scripts • Hallmark Cards, Inc. • Pioneer Financial Services • Preferred Health Professionals • Sprint

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2013 Laureates: Len Rodman (Chairman, President and CEO, Black & Veatch), Jim Polsinelli (Founding Partner, Polsinelli), David Fowler (Retired Office Managing Partner, KPMG)

Bowl-A-Thon



In its 30th year, Junior Achievement of Middle America Bowl-A-Thon hosted fourteen events throughout the community during the Spring 2014.

Employees and Junior Achievement friends from local companies came out to enjoy an evening of bowling and friendly competition, while raising funds to support our programs. Thank you to everyone who participated in an event and helped raise funds for Junior Achievement.

Raised \$190,500

943 Bowlers

31 Companies

14 Bowl-A-Thon events

Top 5 Bowl-A-Thon Fundraisers

*Highest to lowest order with a combined total of \$14,625

Angie Bruce
UMB Bank, n.a.

Tonya Wood
UMB Bank, n.a.

Mark Gregory
UMB Bank, n.a.

Larissa Schilling
CBIZ MHM

Cathy Tadlock
UMB Bank, n.a.

Top Bowl-A-Thon Corporate Fundraisers

UMB Bank, n.a.

Black & Veatch

Ericsson



90 cents of every dollar raised was invested back into JA services and programs.

St. Joseph District



Extending the Junior Achievement reach outside the Kansas City community is done through district offices.

District offices are governed by an advisory board of directors and provide the same programs. Junior Achievement of Middle America – St. Joseph District serves schools located in the Buchanan and Caldwell counties in Missouri.



1,160 Students



49 Classrooms



45 Volunteers

Board of Directors

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David Jordan St. Joseph School District	Chanda Proffit Bank Midwest	Melanie Walley Midwest Federal

Financials

Junior Achievement of Middle America 2013-2014

OPERATING SUPPORT AND REVENUE	2012-2013	2013-2014
Contributions	\$339,805	\$337,282
Special Events	\$313,052	\$322,007
Other Net Income	\$ 35,892	\$ 3,050
Total Revenues & Support	\$688,749	\$662,339

OPERATING EXPENSES	2012-2013	2013-2014
Program Services	\$592,041	\$586,435
Management & General	\$ 60,725	\$ 69,446
Development & Fundraising	\$122,378	\$ 115,745
Total Expenses	\$775,144	\$771,626

The 2013-2014 are unaudited figures. The 2011-2013 data is extracted from the financial statements audited by Ifft & Co.

Board of Directors



2013-2014 OFFICERS

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