

2014 - 2015 ANNUAL REPORT



**Junior
Achievement®**
of Middle America

OUR MISSION

**To inspire and prepare young people
to succeed in a global economy**

JUNIOR ACHIEVEMENT OF MIDDLE AMERICA

Celebrating 60 Years Dedicated to Teaching and Empowering Young People!

Beginning in 1955, Kenneth A. Spencer founded Junior Achievement of Middle America, JAMA, in Kansas City to bring financial education programs to high school students. As Spencer forged a path for JAMA, he impacted 255 students with 40 volunteers in his first year.



Sixty years later, JAMA maintains our mission to inspire and prepare young people to succeed in a global economy. We teach knowledge and skills young people need to own their economic success, plan for the future, and make smart academic, economic, and leadership decisions.

Our corporate and community volunteers have been the key to our success! In classrooms and after school programs our volunteers deliver relevant curriculum giving kindergarten through high school students the knowledge and skills in financial literacy, work readiness, and entrepreneurship needed to succeed.

Our unique approach offers students valuable, experiential learning opportunities taught by classroom volunteers. Our programs provide students the opportunity to interact with role models and mentors who are changing lives and inspiring students. Students receiving JA programs feel empowered and confident to consider the importance of education and their future. In many cases, Junior Achievement is interrupting the cycle of poverty and changing the way young people think about their future.

This annual report displays the impact of our work in the classroom and with students for fiscal year 2014 - 2015. 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, donors, and partners.

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Blue Cross Blue Shield
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of Middle America



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We can never say THANK YOU enough to our financial supporters! Your contributions help prepare students for a lifetime of success. You are a JA hero!

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The donor list reflects cash or in-kind gifts received during JAMA's fiscal year 2015 (7/1/14 - 6/30/15). If we have incorrectly listed your name, please contact our office at 816.561.3558.

OUR IMPACT & SUCCESS

As we continue to bring role models and heroes from our business community into classrooms to teach young people entrepreneurship, economics and personal finance, our impact in the community and students has grown.

JAMA SUCCESS & IMPACT



4 Kansas counties
5 Missouri counties



27 School districts and nonprofit youth development partners

166 Schools

822 Classes



17,976 Students
(11,505 at risk)



663 Volunteers

ST JOSEPH AREA IMPACT



8 School districts
17 Schools
51 Classes



1,057 Students



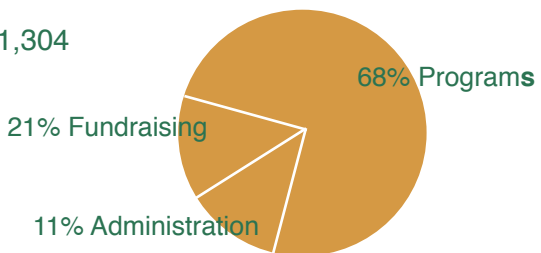
54 Volunteers

JAMA FINANCIAL SUMMARY

Total Revenue • \$702,181

Breakdown of Yearly Expenses

Total Expenses • \$681,304



**Audited figures for fiscal year ending 6/30/15.*

JA NATIONAL IMPACT

JA high school students are **77% more likely** than students in general to matriculate to **college immediately after high school.**

71% of middle school students reported **JA helped** them recognize the **importance of education** and **motivated** them to **work harder to achieve goals.**

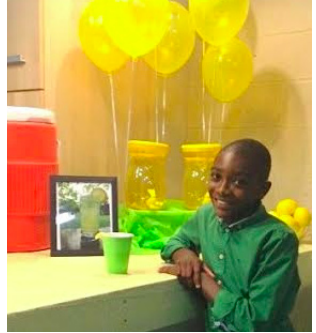
95% of elementary teachers reported students who participate in **JA** have a **better understanding** of how the **real world operates.**

OUR STORIES

As often as we strive to help and inspire the young people in our community, sometimes they inspire us! Check out a few highlights from our remarkable year.

STUDENT START UP

Summer of 2015 was a memorable time for middle school student Myles Benefield as he started his own business! Myles was inspired by JA to create a lemonade business after learning applicable financial skills and receiving encouragement from JA volunteers at Trailwood Elementary. Today Myles has a thriving business, is present at most First Friday events and is launching new product lines.



GETTING READY FOR WORK



Last fall the Microsoft store hosted a *JA Job Shadow* program. Students from the JAG program at Donnelly College and Excelsior Springs Job Corp learned about career opportunities at Microsoft, the importance of updating skill sets and being dependable. The moment students entered Microsoft, the world of work became real and attainable.

A SUMMER WELL SPENT

The School of Economics and Junior Achievement of Middle America brought the *JA More Than Money Summer Program* to 496 at-risk, 4th-6th grade students. The innovative and entrepreneurial program provided students real world business and economic learning opportunities in an educational, experiential, and fun program. Students realized their unlimited potential, prepared for the real world of work and practiced real life financial and business skills.



"At the School of Economics I had a lot of fun. My job was to be an accountant. I learned a lot of things doing that job. I also enjoyed all the food I bought. But to buy that food I had to work. The School of Economics made me learn a lot of things, like being a grownup."

Alexis, Gladstone Elementary student,
Kansas City Public Schools

THANK YOU!

Our volunteers and supporters come from all walks of life but we all work together to inspire hope and teach young people the importance of financial literacy, workforce readiness, and entrepreneurship. Thank you for sharing your passion, support, and expertise with us!



BE A CHILD'S
SUPER HERO!



Junior Achievement® of Middle America

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