

2015 REPORT TO THE COMMUNITY

EMPOWERING YOUNG PEOPLE TO OWN THEIR
ECONOMIC SUCCESS®



Junior
Achievement®
of Dallas

Chairman's Letter

“SEEING A 6TH GRADER'S EYES OPEN WIDE AND KNOWING THAT JUNIOR ACHIEVEMENT OF DALLAS MAKES A DIFFERENCE MADE MY VOLUNTEER EXPERIENCE COMPLETELY WORTHWHILE.”

– JA in a Day Volunteer



JA does make a difference, one child at a time. In fact, over 44,000 times during the 2014-15 school year throughout schools in Dallas County.

Over 3,700 volunteers gave of their time to provide business role models, basic business skills and financial literacy to the most at-risk students. With blended curriculum and digital components, Junior Achievement continues to help students see the relevance and importance of education in their lives. These volunteers deliver the JA curriculum and talk about their work and life experiences. Partnering with school teachers, volunteers provide the third-party validation that makes education relevant! JA volunteers provide man-power that is valued at over \$500,000 according to the Points of Light Foundation. What an amazing partnership we have and we are grateful.

The JA Dallas Board of Directors completed a strategic plan with a goal to expand our impact to 60,000 students by the school year 2017-18. We have a big goal. We believe in the mission and that reaching greater numbers will provide a huge return on investment in the lives of the future leaders of Dallas. Thank you for your financial support – we exist on 100% private funds and volunteers. I invite you to share our vision of reaching 100% of the most at-risk youth by supporting us financially and/or through volunteer hours.

Thank you.

Tracy Merzi
Chairman, Board of Directors
Junior Achievement of Dallas

JA Dallas Facts



44,353
STUDENTS



2,243
CLASSROOMS



21
SCHOOL
DISTRICTS



152
SCHOOLS



6
PRIVATE & CHARTER
SCHOOLS



1,930
TEACHERS



4,209
VOLUNTEER
EXPERIENCES



3,625
UNIQUE
VOLUNTEERS

“ THIS PROGRAM HAS GIVEN ZACKERY INSPIRATION AND CONFIDENCE FOR HIS OWN LIFE LIKE NO OTHER EXPERIENCE IN HIGH SCHOOL HAS. ”

– Annette Maule

Zackery Maule's Story

When Zackery Maule was chosen to represent Plano's Vines High School as a High School Hero for Junior Achievement, his mother Annette was beaming with pride. She knew it would be an investment of his time, but Annette - a mentor, a dedicated volunteer for her two children's schools, a past President of Plano ISD Council of PTAs and an active community volunteer - knew the impact that volunteering makes, especially in schools. What she didn't expect was that this experience would help her son set his future goals and inspire her to get involved as well.

“When Zack would get into the car after his days at his JA school, Meadows Elementary, he was just beaming and more excited than I have ever seen him,” said Annette. “He talked non-stop about the kids, their questions and what they were learning.”

Zack's enthusiasm was contagious: The kids loved learning from him. “One day he had an epiphany, he climbed into the car and told me he wanted to be a teacher and help make learning exciting and easier,” said Annette.



Zackery has struggled in school because he is dyslexic. According to Annette he has pushed his way through, but it has been a roller coaster ride as his confidence sometimes gets knocked down along the way. Through JA's High School Hero program, he realized that he had learning experiences that could help others find their path. “This program has given Zackery inspiration and confidence for his own life like no other experience in high school has,” added Annette.

And Zackery, without realizing it, inspired his mother too. When a good friend of Annette's subtly sent her information about volunteering for JA's program at Haggard Middle School, Annette was elated. She now had a chance to give back to a program that not only inspires the students it touches, but the mentors as well.

“When I am in the classroom with the kids, I am so energized because they are completely involved and asking questions,” said Annette. “This program exposes them to so much and helps them realize new things that are out there – it is incredible and I wish every student would have the opportunity to experience it.”

Junior Achievement Provides

impactful age-appropriate curriculum for students in kindergarten through 12th grade delivered in a number of different ways.



JA IN A DAY®

brought 77 partner companies to present the elementary and middle school curriculum over the course of one school day to more than 25,000 students. Volunteers presented the interactive curriculum to 51 area schools and made a significant impact while providing employees with a team-building and morale-boosting experience.



You helped me to believe that anyone can be successful no matter who you are and where you come from.”

– JA Dallas Student

STANDARD JA CURRICULUM

is delivered one hour per week for five to seven weeks depending on the grade level of students. Educators see great benefits of having a business professional in their classroom over an extended time period while providing students with the JA curriculum.



One thing I enjoyed was the board game where we had the option to ‘stay in school’ or to ‘work’ to earn points. I learned that though education is a slow option to earn money, it will pay off in the future allowing you to choose better occupations.”

– JA Dallas Student
and Future Engineer



CAPITAL ONE/JUNIOR ACHIEVEMENT FINANCE PARK

is a real-life simulation where more than 4,000 middle and high school students experienced making intelligent lifelong personal finance decisions. With the all-new digitized format, these students had even more one-on-one time with their volunteer to help make those tough life decisions and ask questions to better understand the real world, setting a budget and managing it in 20 separate areas.



A huge thing I learned during my time at Finance Park was that managing a budget is very difficult, however it is possible if you know how to save and balance your money. Saving is a very important part of budgeting money.”

– JA Dallas Student

JA JOB SHADOW™

offers high school students a unique opportunity: a visit to a professional work environment where they receive insights into how to identify and develop a fulfilling career. This year over 900 students from 16 high schools had the privilege of visiting Accenture, AT&T, Microsoft or Thomson Reuters to acquire and apply the skills needed in demanding and ever-changing workplaces and learn about a variety of careers and their requirements. They also developed job-hunting tools such as networking, resumes, and interviewing skills.



I learned how to be motivated and remain confident during a job interview.”

– JA Dallas Student





JA HIGH SCHOOL HEROES

saw an increase in participation from local high schools. Over 600 high school students from 13 schools delivered the JA Curriculum. Seeing the value of being role models to the younger students, they exemplified the importance of staying in school, while developing and strengthening leadership, communication, presentation and team-building skills. Nearly 5,500 elementary students got to imagine their own futures as successful high school students while learning the entrepreneurship, financial literacy and work readiness concepts contained in JA's programs.



The most important thing I learned about being a high school hero is that we need to be better role models for the young kids because they look up to us and they are the future."

– JA Dallas Student

JA COMPANY PROGRAM

is back! Twenty-three high school students, with the guidance of their teacher and JA volunteer, participated in the all-new digitized program. The JA Company Program is more relevant to today's students and includes online learning, digital tools and current trends in small business startups. JA volunteers partner with high school business classes to provide the students with a 13-week experience of starting a company, selling a product and learning what it takes to be an entrepreneur today.



JUNIOR ACHIEVEMENT DALLAS BUSINESS HALL OF FAME®

had a record-breaking year at its 17th Annual Gala and 60th Anniversary Celebration, raising nearly \$500,000. Over 450 guests enjoyed an evening honoring Laureates Joel T. Allison, Doug Brooks, David B. Miller and Legacy Laureate Louis A. Beecherl, Jr. Also honored was the 2015 JA Dallas Student of the Year, Sandra Vazquez, from Woodrow Wilson High School.

JA BOWL-A-THON

had a remarkable year and made a difference for over 7,000 students. Twenty companies and more than 1,400 bowlers raised more than \$255,000, while striking out financial illiteracy, during the 60s-themed Bowl-A-Thon.



SWING FOR JA

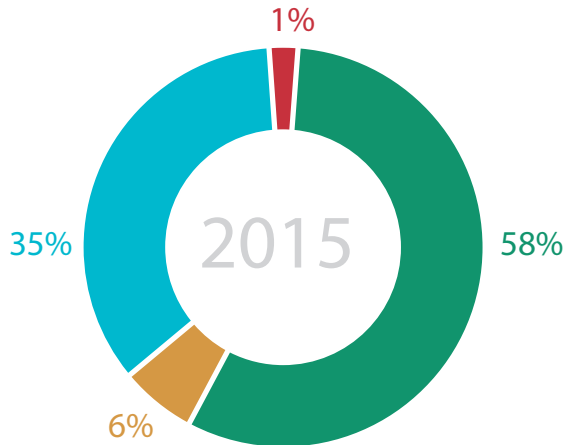
teed off this year with a hole in one! This first-time event brought nearly 100 golfers to Topgolf Allen for a day of irons, wedges and putters. Over \$35,000 was raised to help inspire Dallas-area students.

Finances at a Glance

Support and Revenue

Contributions	\$1,126,559
Donated Goods and Services	\$122,235
Special Events	\$693,470
Interest and Other	\$12,490

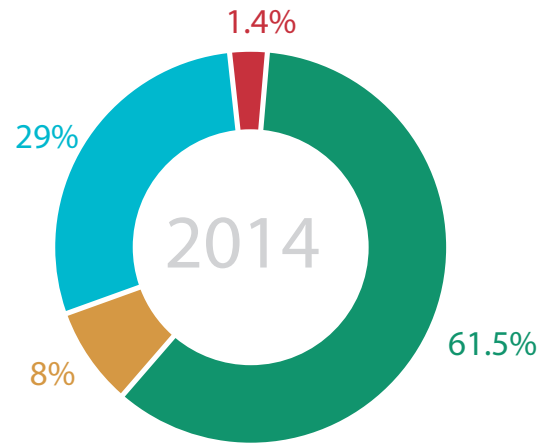
Support and Revenue **\$1,954,754**



2014

Contributions	\$1,000,226
Donated Goods and Services	\$129,143
Special Events	\$471,427
Interest and Other	\$23,376

Support and Revenue **\$1,624,172**



Expenses

Program Services	\$1,256,508	\$1,281,946
General and Administrative	\$131,974	\$134,087
Fundraising	\$262,354	\$267,322

Total Expenses **\$1,650,836** **\$1,683,355**

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The JA Partners listed below have generously donated funds and/or volunteer resources to provide the JA curriculum to students.

**Have generously provided volunteers to teach in the classroom.*

A Maceo Smith High School Heroes*	Cooper Aerobics Center	Grant Thornton LLP	MacArthur High School Heroes*	Southern Methodist University
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Reflects donors of \$1,000 and above.