

# Junior Achievement of East TN Fact Sheet

## WHAT IS JUNIOR ACHIEVEMENT?

Junior Achievement is the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices.

Junior Achievement's programs—in the core content areas of work readiness, entrepreneurship and financial literacy—ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21<sup>st</sup> century.

## PURPOSE

Junior Achievement's purpose is to inspire and prepare young people to succeed in a global economy.

## JA Programs

Elementary: K-5<sup>th</sup> grade students learn business basics of the world around them

Middle: 6-8<sup>th</sup> grade students receive opportunities for career exploration and experiences with real life issues like using credit wisely and keeping a check register

High: 9-12<sup>th</sup> grade students learn the skills and concepts needed to be productive, successful citizens in the community and become workforce ready.

## VOLUNTEERS

Junior Achievement's 500+ local classroom volunteers come from all walks of life, including: business people, college students, parents and retirees. These dedicated individuals are the backbone of our organization.

## PROVEN SUCCESS

Since the Junior Achievement of East Tennessee built the Hollingsworth Center for Entrepreneurial Leadership in 2007/08 school year we have served 109,925 students. 31,871 of those students participated in the JA BizTown Experience while more than 78,000 students had JA programs in their classroom. The dedicated community volunteers that went into those classrooms donated more than 640,000 hours of their time – that is the equivalent of 16,000 40-hour workweeks! JA is where donors, volunteers & educators all come together to have major impact on the East Tennessee community.

## JA of East TN

We serve students in 17 counties: Anderson, Blount, Campbell, Claiborne, Cocke, Cumberland, Grainger, Hamblen, Jefferson, Knox, Loudon, Morgan, Rhea, Roane, Sevier, Scott and Union.

## A BRIEF HISTORY

Junior Achievement was founded nationally in 1919 by Theodore Vail, president of American Telephone & Telegraph; Horace Moses, president of Strathmore Paper Co. Its first program, JA Company Program<sup>®</sup>, was offered to high school students on an after-school basis. Founded locally in 1969 – JA of East Tennessee has worked over the last 45 years to expand activities and broaden our programmatic scope to include in-school and after-school programs and two capstone programs: JA BizTown & JA Job Shadow.

## Volunteer/Company Benefits

- Make a difference in a child's life
- Be involved in local education
- Give back to the community
- Build public relations/brand awareness
- Improve public speaking and facilitation skills

## School/Student Benefits

- Correlates with curriculum & standardized testing
- Allows community involvement in education
- Exposes students to role models/careers
- Develops an understanding of the relationship between education and workplace success

## Our Values

- 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 talents, creativity, perspectives, and backgrounds of all individuals.
- Belief in the power of partnership and collaboration.
- Conviction in the educational and motivational impact of relevant, hands-on learning.

