

## Annual Report 2017-18



Empowering young people to own their economic success.

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### Impact that Empowers

Dear JA Community,

We are excited to share the great work Junior Achievement of Maine is doing in our schools and communities across our state. For 53 years, Junior Achievement (JA) has been a leading youth empowerment organization, bringing entrepreneurial and money management programming to K-12 students throughout Maine. Thousands of local students have experienced programming designed to bring relevance to education and raise aspirations for future learning.

A harnessed the power of 565 volunteers last academic year to deliver our experiential curriculum. Our volunteer mentors continuously weave in personal experiences that illustrate the real world and open students' minds to the career opportunities in their own backyard. As the bridge that connects the education and business communities, JA is a vital part of the talent development pipeline we need to combat the workforce challenges that Maine currently faces. With the ever-changing economy, it is important that today's students are equipped to become tomorrow's leaders.

The JA community is moving that needle, bringing quality opportunities and the spirit of entrepreneurship to students of all backgrounds. From York to Aroostook County, we are working to deepen our impact and show students the possibilities for their futures. A recent JA student shared with us, *"Thank you, I've learned so much I don't think I have enough room in my brain anymore and I want to make my own business. You have inspired me for the future."* An impressive 13,971 Maine students just like this 4th grader benefitted from JA last year in 797 classrooms with over 72,700 volunteer contact hours – 44% of those students from low-to-moderate income households.

Www would like to extend our deepest appreciation to all of our supporters who volunteered, invited JA into their school, or invested to expand our program reach. Together we are empowering and inspiring the next generation of Maine citizens to dream big for our state and our world.

Cheers to another successful year!

Michelle Anderson, President, Junior Achievement of Maine

Peter Sylvestre, Board Chair, 2016-18, Junior Achievement of Maine



## 14 Years and Still Going Strong

At Congin School in Westbrook, nearly every elementary student receives a JA program each academic year. One of the longest partnerships at the school, and across Maine, is between 4th grade teacher, Angela Pecoraro, and JA volunteer Hilary Rapkin of WEX Inc.

The two started out as a random program match and have since brought JA programming to Angela's 4th graders for 14 straight years.

"I continue to volunteer for Junior Achievement because I believe in the importance of supporting our communities and helping to make them stronger," Hilary says, "I am hopeful that the children that I teach are motivated to explore opportunities outside of their comfort zone. Going into the classroom weekly for six weeks helps ground me - it reminds me that my busy corporate universe is only PART of the universe!"



For 14 years now, I have been volunteering with Angela Pecoraro. She has such a deep understanding of her students, and cares so much about helping them learn and succeed in life. She imparts her knowledge in a way that is so infectious to be around. She guides me, she entertains me, she supports me, and she is such a wonderful role model for her students. It has been a wonderful partnership and friendship, and I'm confident it will continue for many more years."

Angela and Hilary have become close friends, even sharing Holiday cards and family stories. The connection they have made through JA has inspired other volunteers to join local classrooms and share their experiences with students and educators across the state.



Hilary will return to Angela's 4th grade class this spring to deliver the program "JA Our Region", teaching students about entrepreneurship and how entrepreneurs use resources to produce goods and services in a region.

### 2017-18 Board of Directors

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\* Current Fiscal Year Board of Directors

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## Meet The Junior Achievement Team

#### **Michelle Anderson, President**

#### manderson@jamaine.org

In her role, Michelle oversees all JA Maine's statewide operation, including strategic vision, fundraising, partnership development, and mission expansion. Michelle has been with the organization for over 8 years, starting her career as an intern upon college graduation and being immediately inspired by JA's mission of inspiring and preparing young people to own their economic success. Michelle is passionate about helping young people make smart education and career decisions through experiential, handson learning and mentorship.

#### **Jill Jamison, Director of Operations**

#### jjamison@jamaine.org

As the organization's Director of Operations, Jill works with over 50 board members on four area boards. She oversees volunteer and board recruitment, teacher requests, fundraising, and programming statewide. Her favorite Junior Achievement program is "JA Our Region" and she makes it a point to teach several 4th grade classes each year. Prior to Junior Achievement, Jill spent several years in the financial services industry. Jill lives in Gardiner with her husband and two children. She is passionate about causes involving children and homeless animals and enjoys volunteering her time in Gardiner area schools as well as with the kitten fostering program at the Kennebec Valley Humane Society.

#### Jenna Jeffrey, Marketing & Events Coordinator

#### jjeffrey@jamaine.org

Jenna has a background in strategic resource development and program evaluation. Her experience working in higher education sparked a passion for student engagement and K-12 education pipeline development. Jenna is responsible for organizing and planning JA special events, managing the organization's website, social media platforms, developing PR, communications and marketing promotions. Jenna has an undergraduate degree in Marketing from Bryant University and is currently enrolled in the Muskie School of Public Service at USM working towards a Masters in Policy, Planning and Management. As a JA alum herself, Jenna firmly believes volunteers leave a lasting impression on students - she still remembers her 5th grade JA volunteer coming into her class years ago.

#### **Stephanie Heatley, Development Assistant**

#### sheatley@jamaine.org

Stephanie works to ensure that things run smoothly in the JA of Maine office. She helps the President coordinate event sponsorships and assists in all administrative duties. Stephanie has been volunteering for JA of Maine for several years and is committed to helping even more Maine students increase their work readiness skills through JA programs – especially her favorite program, "JA It's My Business". What she enjoys most about volunteering in the classroom is seeing kids make connections and applying their new, relevant knowledge. Stephanie has worked in the financial and education fields and feels that working for JA Maine gives her the best of both worlds.

#### **Colby Senior, Program Coordinator**

#### csenior@jamaine.org

Colby has a background in arts education and an undergraduate degree from Ithaca College. She has taught workshops for all ages, and as Program Coordinator, is responsible for all logistics for JA programming in Greater Portland and York County including volunteer recruitment and training. Colby is passionate about preparing students for their futures, and sits on the board for PROPEL, a network whose mission is to help businesses and young professionals thrive in Maine.













### Maine Business Hall of Fame Laureates

Our premier events honor business men and women for their outstanding contributions to Maine's economy. These individuals are wonderful role models for the students of Maine.

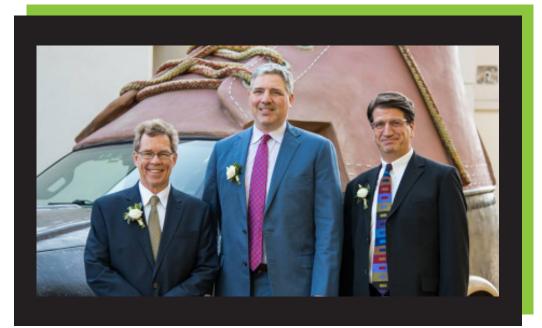
# Hall of Fame North 2017

Celebrating Laureates in Eastern, Central, and Northern Maine



Danny & Carla Lafayette Owners Lafayette Hotels Lance Smith President, Chairman & CEO Smith Packing, Inc., Smith's Farm Inc.

### Hall of Fame South 2018 Celebrating Laureates in Southern Maine



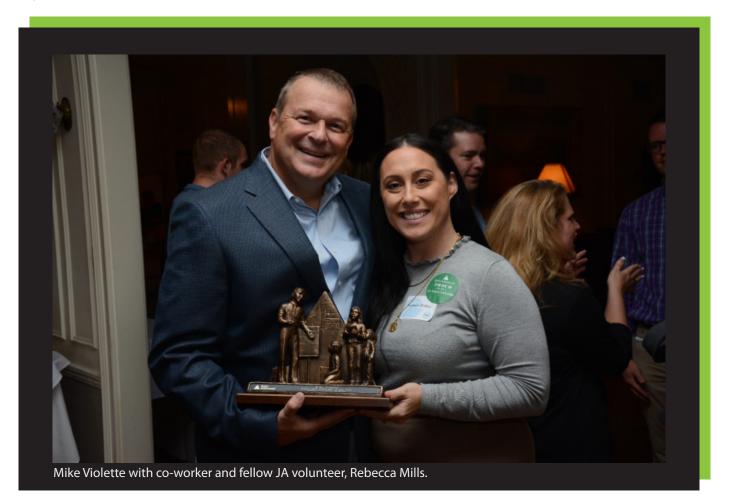
Dana Totman President & CEO Avesta Housing Shawn Gorman Executive Chairman of the Board L.L.Bean John Coleman Chairman & Founder The VIA Agency

### Volunteer of the Year 2017-18: Mike Violette

#### This year we were thrilled to honor an 18 year veteran, Mike Violette of WEX...

It is always a difficult task for the JA team to choose an honoree among our many exceptional volunteers, but Mike has always stood out as a shining example of an amazing mentor to young people.

Mike began volunteering at the recommendation of coworker Hilary Rapkin (who continues her JA volunteering through today). Mike was hooked ever since, volunteering in a multitude of classrooms in Southern Maine; most notability in Mrs. Dawson's elementary classes at Lyseth Elementary in Portland. Mike and Mrs. Dawson continued their JA partnership for 15 years, until she retired in 2015. We highlighted their partnership during a Hall of Fame event where students from the class spoke on stage about their JA experience with "Mr. V".



Mike is one of the most kind-hearted and friendly people you will ever meet. He is always willing to help and teach Junior Achievement wherever the need is greatest. He is compassionate and can connect with each student he works with, going above and beyond in creating a special experience for the students, many times adding additional time to each JA lesson to dive further into the concepts. If Mike is the JA volunteer, there is always an ice cream party at the end.

Mike is no stranger to volunteering; he spent 20 years at Barbara Bush Children's hospital in the pediatric playroom and has volunteered for the Special Olympics since 1987. He is so giving of his time and energy to others that we were delighted to honor him as our Volunteer of the Year and are so lucky to have him as part of our JA family.

## Innovation at Work: Maine's Future Entrepreneurs

#### LaunchPad Junior



Through Gorham Savings Bank's partnership with Junior Achievement, middle schoolers in Maine will have the chance to participate in GSB's entrepreneurial competition "LaunchPad" through the "JA It's My Business!<sup>®</sup>" program.

Dubbed "LaunchPad Junior," students break into groups and brainstorm ideas for a business. Once the ideas have been chosen, the entire class will contribute to it, working together to apply concepts learned in each lesson. Each class selects a group of three to four students to represent their idea, and their middle school, at the live LaunchPad event each June.

#### Big Gig Jr.



Thanks to UpStart Maine's partnership with Junior Achievement, students from Leonard Middle School, for the first time ever, had the chance to participate in Big Gig Jr. – through the "JA It's My Business!<sup>®</sup>" entrepreneurial education program.



Big Gig is a Central Maine-based competition for local entrepreneurs to pitch their business idea or early stage company to a panel of seasoned business people. The goal of the competition is to create a network of innovators and entrepreneurs, making positive change and bringing economic growth to communities in the Bangor area.

## Junior Achievement of Maine Yearly Events

#### **JA JOB SHADOW DAY**

Businesses open their doors to middle and high school students for a unique day of immersive learning. This is a wonderful opportunity for students to see the inner workings of a business and to learn about the different careers available in our state. Job Shadow Day is a statewide event and more than 500 students participate each year. The event is held in January, but job shadow experiences happen anytime during the academic year.

#### **JA TITAN CHALLENGE**

The Titan Challenge is an engaging online business competition involving teams of three students from Maine high schools matched with mentors from the business community. The competition promotes creativity, tests leadership, and demonstrates the competitive nature of the free enterprise system in the global marketplace. The 2018 Titan Challenge was held in February and the winners were from Yarmouth High School.

#### **JAM FEST**

JAM Fest is a volunteer celebration event designed to thank and highlight dedicated JA volunteers from across the state. At last year's fall event, students and volunteers competed in a live "Are you Smarter Than a JA 5th Grader?" game. JA also honored Mike Violette from WEX Inc. as "Volunteer of the Year" for his 18 years of classroom volunteering, and his lasting impact on Maine's youth.



Each May, Junior Achievement honors our state's most distinguished businessmen and women for their outstanding contributions to the Maine economy and the promise of a better, stronger society. The Maine Business Hall of Fame North is held in November, honoring Laureates in Central, Eastern, and Northern Maine.

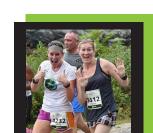
#### **TD BEACH TO BEACON**

As a past beneficiary of the renowned TD Beacon to Beacon 10k Road Race, each year Junior Achievement offers bibs to our volunteer and teacher community in exchange for fundraising.



#### JA GOLF CLASSIC

Junior Achievement's 32nd Annual Golf Classic took place on September 17th at Martindale Country Club in Auburn and JA's Aroostook Golf Classic took place on July 19th at the Presque Isle Country Club. Over 200 golfers from across Maine helped raise money for JA programming at the two events through generous sponsorships, auction, and raffle donations.









### Where the Impact Takes Place

#### Androscoggin

Durham Community School East Auburn Community School Fairview Elementary School Farwell Elementary School Gov James B. Longley Elementary School Leeds Central School Lisbon High School Martel Elementary School Oak Hill High School Park Avenue Elementary School Raymond A. Geiger Elemtary School Thomas J. Mcmahon Elemtary School Walton Elementary School

#### Aroostook

Caribou High School Caribou Middle School Caribou Reg Technical Center Community High School Fort Fairfield Middle High School Hodgdon Middle High School Presque Isle High School Presque Isle Middle School Presque Isle Regional Tech Center Van Buren Secondary School

#### Cumberland

**Blue Point Primary School** Burchard A. Dunn School **Casco Bay High School Congin Elementary School** Cumberland Oxford Canal School Daniel Mahoney Middle School **Deering High School** Dora L. Small Elementary School East End Community School Edna Libby School **Eight Corners School** Falmouth Elementary School Frank I. Brown Elementary School Amanda C. Rowe School Elementary School Gorham Middle School Gray-New Gloucester High School **Great Falls Elementary School Greater Portland Christian School** Greely Middle School 6-8 Harriet Beecher Stowe Elementary School Helena Dyer Elementary School Holy Cross School Howard C. Reiche Community School James Otis Kaler Elem School King Middle School Lake Region High School Lake Region Vocational Center Longfellow Elementary School

Longfellow Elementary School Lyman Moore Middle School Lyseth Elementary School Mabel I. Wilson Elementary School Manchester School Memorial Middle School Narragansett School Ocean Ave Elementary School Pleasant Hill Primary School Presumpscot Elementary School **Riverton Elementary School** Saccarappa School Scarborough High School Scarborough Middle School Skillin Elementary School Songo Locks School Village Elementary School Waynflete School Wentworth School Westbrook Middle School Windham Middle School Windham Primary School Yarmouth Elementary School Yarmouth High School

#### Hancock

Brooksville Elementary School Trenton Elementary School

#### Kennebec

**Chelsea Elementary School** China Middle School **Cony High School** Erskine Academy Farrington Elementary School Gardiner Area High School Gardiner Regional Middle School Helen A. Thompson Elem School Laura E. Richards Elem School Lillian P. Hussey Elem School Lincoln Elementary School Manchester Elementary School Maranacook Middle School Monmouth Middle School **Readfield Elementary School River View Community School** Teresa C. Hamlin Elementary School Vassalboro Community School Williams Elementary School Winslow Elementary School Winthrop Grade School

#### Knox

South Elementary School

#### Lincoln

Nobleboro Central School

#### Oxford

Molly Ockett School Oxford Elementary School Sacopee Valley Middle School

#### Penobscot

Asa C. Adams Elementary School Bangor Christian School Bangor High School Brewer Community School Earl C. Mcgraw Elementary School Ella Burr Elementary School George B. Weatherbee School Hermon High School Holbrook School Joseph A. Leonard Middle School Mattanawcook Academy Old Town Elementary School Reeds Brook Middle School

#### Sagadahoc

Mount Ararat Middle School

#### Somerset

Madison Area Memorial High School

#### Waldo

Ames Elementary School Captain Albert Stevens Elementary School East Belfast School Edna Drinkwater Elementary School Lincolnville Central School Mount View Elementary School Searsport Middle High School

#### Washington

Bay Ridge Elementary School Elm Street Elementary School Lubec Consolidated School Machias Memorial High School Rose M. Gaffney Elementary School

#### York

**Biddeford Intermediate School** Biddeford Middle School **Biddeford Primary School** Bonny Eagle Middle School Bonny Eagle High School C. K. Burns Elementary School **Dayton Cons School** Eliot Elementary School Eric L. Knowlton School H. B. Emery Junior School Hollis School Jameson Elementary School Kennebunk Elementary School Kennebunkport Cons Élem School Lebanon Elementary School Loranger Memorial School Massabesic High School Mildred L. Day Elementary School North Berwick Elementary School Saco Middle School Sanford Junior High School Sanford Regional Technical Center Saint Thomas Catholic School Sweetser School Vivian E. Hussey Primary School Wells Elementary School

## 2017-2018 Impact



13,971 STUDENTS SERVED



ELEMENTARY 8,049 MIDDLE 5,421 HIGH 401

518 JOB SHADOW DAY STUDENTS AT OVER 20 COMPANIES

235 TITAN CHALLENGE HIGH SCHOOL STUDENTS 79 TEAMS STATEWIDE

797 CLASSROOMS INSTRUCTIONAL HOURS



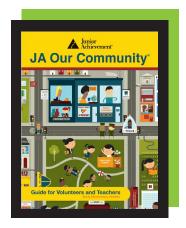
### **JA Programs**

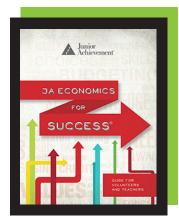
Junior Achievement's unique delivery system provides the training, materials, and support necessary to bolster the chances for student success. The impact is measurable, too. Students who participate in Junior Achievement programs demonstrate a significant understanding of economics and business concepts. We invite you to take a closer look at our programs!

Our programs help prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities.

#### **ELEMENTARY (GRADE 2)**

**JA Our Community** uses posters and games to offer practical information about businesses and the many jobs those businesses offer in a community. Students explore production methods through a simulation game, and they learn about taxes, decision making, and how money flows in an economy.



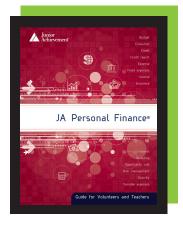


#### MIDDLE (GRADES 6-8)

**JA Economics for Success** gives students the information needed to build strong personal finances, a cornerstone to a happy, secure life. Students learn the importance of exploring career options based on their skills, interests, and values. They also learn about spending money within a budget; saving and investing wisely; and using credit cautiously.

#### **HIGH SCHOOL (GRADES 9-12)**

**JA Personal Finance** explores the fundamental elements of personal finances: earnings, saving and investing, budgeting, credit, risk management, and giving. Students apply these elements to a personal financial plan that allows them to set specific goals for their lifelong financial needs and desired quality of life.



## **Program Spotlight**

### JA piloted "JA Launch Lesson" bringing local entrepreneurs into high school classrooms

Fifteen students in Mr. McHugh's Entrepreneurial Class at Scarborough High School heard from Brian Harris and Owen McCarthy of MedRhythms, a Maine-based music-therapy company, who shared their career journeys with the students.

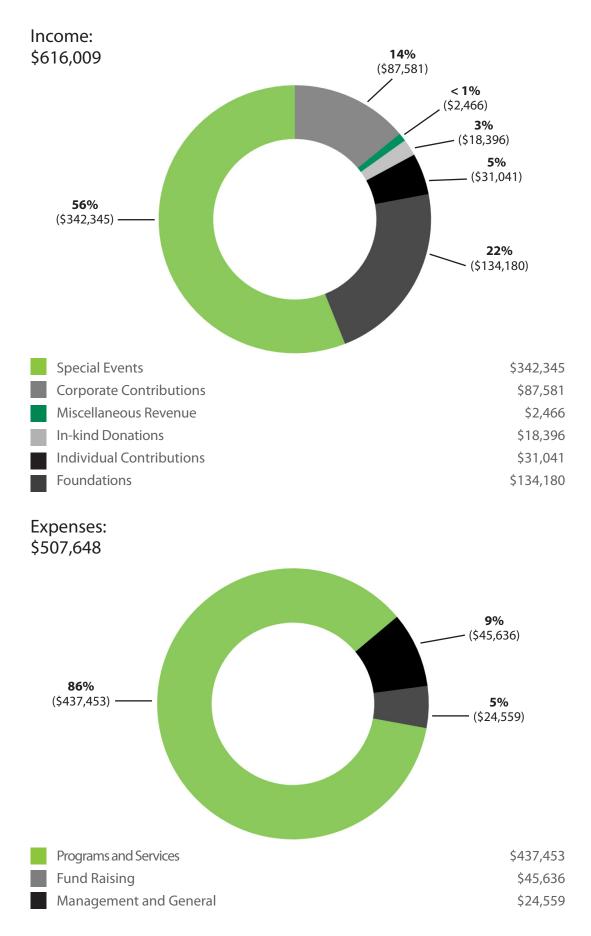
"It went great," said McHugh "Speakers were passionate about their business, students were engaged and asked questions. I would highly recommend this to any teacher."



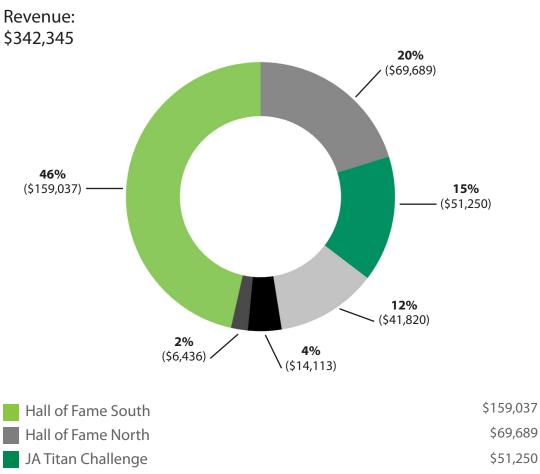
Thoughts from the Entrepreneurship Class:

"It was a great experience and loved to hear from an actual start up business." "I thought those two were awesome. They came in and had a really fantastic presentation which made me become very interested in what they were doing. Their progress so far is very inspiring and completely changed my outlook on starting your own business. Not for yourself, but for others." "The way it was presented kept me engaged and interacting." "The session showed how you can become an entrepreneur at a young age." "It was a nice experience to see a couple of guys start a business that helps so many people."

### 2018 Finances July 1, 2017 - June 30, 2018



## Special Events July 1, 2017 - June 30, 2018



JA Golf Classic	\$41,820
JA Aroostook Golf Tournament	\$14,113
TD Beach to Beacon	\$6,436

## **Corporate Partners and Sponsors**



### **Corporate and Individual Giving**

The generous support from the following organizations and individuals makes our work possible. We are grateful for their continued advocacy. We have tried to acknowledge all support received in 2017-18. If there are any omissions or errors, please let us know by calling 207.347.4333.

### Business and Organization Support

#### Learning Circle: \$2,500 to \$4,999

AAA Northern New England Acadia Insurance Aetna Avesta Housing Bath Savings Institution Brann & Isaacson **CBRE/The Boulos Company** First Light Global Gift Fund **Gorham Savings Bank** HUB International Limited Hussey Seating Company Katahdin Trust Company Kennebunk Savings Bank PROPEL Rudman & Winchell Saco & Biddeford Savings Institution Sprague Operating Resources, LLC The Agnes M. Lindsay Trust The VIA Agency University of New England Volk Packaging Corporation Wipfli|MacPage

#### School Sponsor: \$1,500 to \$2,499

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### Grade Sponsor: \$750 to \$1,499

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