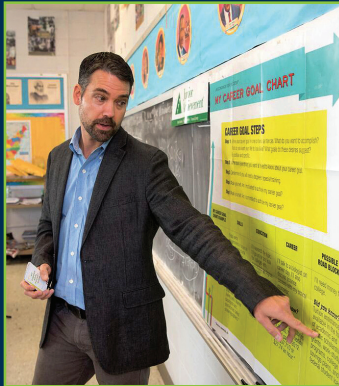


Annual Report 2018-2019



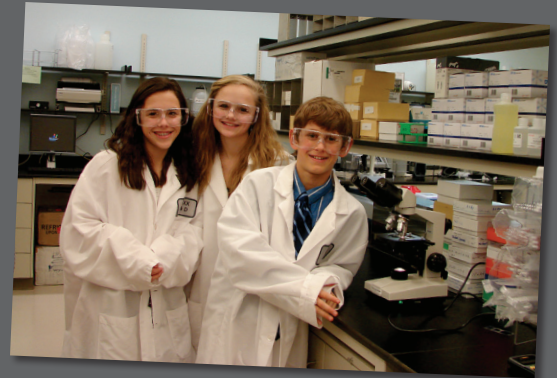
Empowering young people
to own their economic success



Junior
Achievement®
of Maine



I think volunteering for JA is an incredible experience. When you can see the “lightbulb” go off in the students’ heads, it’s an amazing feeling. The materials that are provided make it so easy and they actually engage the students; it’s a good feeling to have students excited for your return each week! — JA Volunteer



The interactive activities and age-appropriate information about various economics topics were made relevant to the students’ lives by the dynamic presenters. — JA Teacher



To Our JA Community—



We begin this annual letter with a sense of pride about our organization and the people within our Junior Achievement community. As we look back at the past year—a period of thoughtful growth and economic change here in Maine—it is remarkable how much we have accomplished, not only in terms of financial performance, but in our ability to inspire students in a way that will leave a lasting impact on their futures.

Junior Achievement (JA) has been a leading youth empowerment organization throughout

Maine for 54 years, bringing entrepreneurial and money management programming to K-12 students across the state. Thousands of local students have experienced programming designed to bring relevance to education and raise aspirations for future learning.

Last year, our 642 volunteer mentors spend 80,408 contact hours sharing their personal career 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.

We would like to express our deepest appreciation for our community supporters who volunteered, invited JA into their classrooms, or invested in our mission. We hope this report relays a glimpse of your incredible character and capabilities, and the impact you have on students each day. Together we are empowering and inspiring the next generation of Maine citizens to dream big for our state, our country, and our world.

Looking forward to another year of inspiring young Mainers, with you by our side!

Michelle Anderson

President, Junior Achievement of Maine

Dave Vasconcelos

Board Chair, 2018-2020, Junior Achievement of Maine

What is Junior Achievement?

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

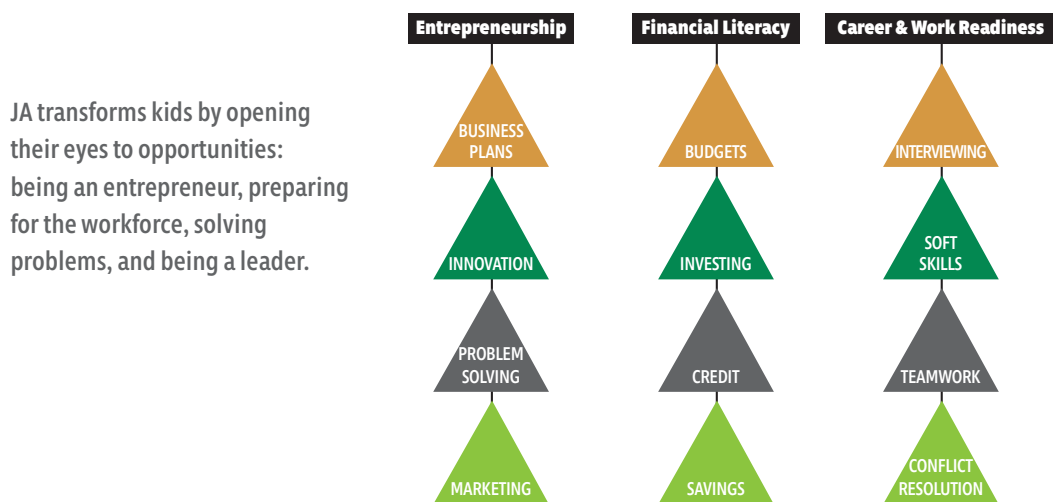
The envisioned future—what we aspire to become. Junior Achievement maintains an active vision, front and center, on how we can have a positive impact on the lives of more students—guided by our core values:

- ▲ 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 background of all individuals
- ▲ Belief in the power of partnership and collaboration
- ▲ Conviction in the educational and motivational impact of relevant, hands-on learning

Organization Overview

Founded in 1965, Junior Achievement of Maine is headquartered in Portland, Maine, and provides programming to students from York County all the way up through Aroostook County.

Junior Achievement of Maine's 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, sharing their work and life experience with students across the state.



Junior Achievement of Maine 2019 by the **NUMBERS!**



15,681 students
(12% increase from 2017-18)

878 classrooms

8,362 Elementary students

6,432 Middle School students

887 High School students

510 Job Shadow students

311 Titan Challenge students



642 volunteers statewide



Junior Achievement Board Members / 2018-19

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Meet the Junior Achievement Maine Team



Michelle Anderson, President

Michelle oversees all JA of Maine operations, including strategic vision, fundraising, partnership development, and mission expansion. Michelle has been with the organization for over 9 years, starting her career as an intern upon college graduation and being immediately inspired by JA's mission. Michelle is passionate about helping young people make smart education and career decisions through project-based learning and mentorship. She believes stimulating economic growth throughout the state of Maine starts with inspiring and preparing our young people.



Jill Jamison, Director of Operations

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

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. In her role, Jenna is responsible for organizing and planning JA's special events, managing the organization's website, and developing all public relations, communications, & marketing promotions including JA's social media platforms. As a Junior Achievement Alum herself, Jenna firmly believes JA volunteers leave a lasting impression on students—she still remembers her 5th grade volunteer coming into her class years ago.



Stephanie Heatley, Development Assistant

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.



Pamela Bennett, Program Coordinator

Pamela works closely with educators and volunteers in Southern Maine as Junior Achievement's Program Coordinator. Prior to joining JA of Maine, Pamela owned a small business and dedicated her time to promoting and volunteering for JA in her children's elementary schools. As a strong believer in empowering Maine's youth, Pamela's passion for teaching financial literacy stems from the lack of education and knowledge she experienced growing up. Pamela's favorite Junior Achievement program is "JA Our City" which focuses on practical money management and making smart financial choices.

Junior Achievement K-12 Programs

ELEMENTARY SCHOOL PROGRAMS

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

JA Ourselves® uses compelling stories read aloud by the volunteer, along with hands-on activities, to demonstrate helping, working, earning, and saving. Five required volunteer-led activities.

JA Our Families® emphasizes the roles people play in the local economy and engages students with activities about needs, wants, jobs, tools and skills, and interdependence. Five required, volunteer-led activities.

JA Our Community® explores the interdependent roles of workers in a community, the work they perform, and how communities work. Five required, volunteer-led activities.

JA Our City® studies careers, the skills people need to work in specific careers, and how businesses contribute to a city. Five required, volunteer-led activities.

JA Our Region® introduces the relationship between the natural, human, and capital resources found in different regions and explores regional businesses that produce goods and services for consumers. Five required, volunteer-led activities.

JA Our Nation® provides practical information about businesses' need for individuals who can meet the demands of the job market, including high-growth, high-demand jobs. Further, it introduces the concept of globalization of business as it relates to production materials and the need for students to be entrepreneurial in their thinking to meet the requirements of high-growth, high-demand careers worldwide. Five required, volunteer-led sessions.

JA More Than Money™ teaches students about earning, spending, sharing, and saving money, and businesses they can start or jobs they can perform to earn money. Six required, after-school, volunteer-led activities. Recommended for grades 3-5.

MIDDLE GRADES PROGRAMS

JA's middle grades programs for students in grades 6-8 include economics and business curricula and a capstone experience. The dynamic interaction between the volunteer and students promotes active learning and brings theory to life.

JA It's My Future™ provides practical information about developing a personal brand, skills, interests, work environment, job outlook considerations when exploring careers and industries, career mapping, job-hunt tools, soft skills, work ethic and professionalism. Six required, volunteer-led activities.

JA Economics for Success™ explores personal finance and students' education and career options based on their skills, interests, and values. It also demonstrates the economic benefits of staying in school. Six required, volunteer-led activities.

JA Global Marketplace™ provides practical information about the global economy and its effect on students' lives. Six required, volunteer-led activities.

JA It's My Business!™ encompasses entrepreneurship curriculum for students in grades six, seven, and eight. The program emphasizes entrepreneurship while providing a strong focus on social studies, reading, and writing skills. Students are encouraged to use critical thinking to learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations. Six required, volunteer-led activities.

HIGH SCHOOL PROGRAMS

JA's high school programs for students in grades 9-12 include economic and business curricula, after-school student led enterprise, and a one-day workplace capstone experience. The dynamic interaction between the volunteer and students promotes active learning and brings theory to life.

JA Career Success™ Equips students with the tools and skills required to earn and keep a job in high-growth career industries. The program covers critical thinking, communication, collaboration and creativity along with soft skills, work priorities, STEM, and person brand and job-hunting tools (resumes, cover letters, interviews, and digital profiles). Seven required, volunteer-led activities.

JA Economics™ is a one-semester teacher taught course recommended for students in grades 11 and 12. The program examines the fundamental concepts of micro-, macro-, and international economics. A minimum of seven sessions required, volunteer-led activities or one of any other JA programs.

JA Be Entrepreneurial® focuses on challenging students, through interactive classroom activities, to start their own entrepreneurial venture while still in high school. Seven required, volunteer-led activities.

JA Personal Finance™ helps students make informed decisions about the effective use of income to reach personal financial goals. Eight required, volunteer-led activities.

JA Titan® introduces critical economics and management decisions through an interactive web-based simulation. Eight required, volunteer-led activities.


JA Job Shadow™ introduces students to careers through one-day, on-site orientations in the workplace. In-school teacher-led activities; pre- and post-on-site experience. (May also be implemented as a middle grades program.)

All JA programs are designed to support the skills and competencies identified by the Partnership for 21st Century Skills. These programs correlate with the Maine Learning Results and also augment school-based, work-based, and connecting activities for communities with school-to-work initiatives.


How can YOU get involved?

Junior Achievement's volunteer-delivered, kindergarten-12th grade programs foster work-readiness, entrepreneurship, and financial literacy skills, and use experiential learning to inspire students to dream big and reach their potential.


JA Traditional Volunteer — JA connects you with a classroom teacher and through a series of visits you will facilitate a hands-on, interactive program that allows you to add your own life and work experiences to the lessons, to show kids how you got to where you are today. This is a terrific way to give students insights into banking, manufacturing, entrepreneurship, and other skills, while making connections with a classroom full of Maine students.

 **Time Commitment:** Five classroom visits, each 45 minutes long, scheduled whenever you and the teacher can coordinate.


JA in a Day — Deliver a hands-on & interactive lesson plan in a classroom all in one school day! This method typically offers volunteers the opportunity to reach more students than the traditional version, while also adding personal life and work experiences to the lessons, and is a great team building experience to do with coworkers.

 **Time Commitment:** One school day on a specific date set by JA. Lunch is included.

JA Job Shadow Day — Can't get away from work for a day? Let the kids come to you! Giving local students a tour of your company gives them an opportunity to see how work gets done and is an effective way to show them how products are made or services are promoted right here in Maine. This experience offers students a relevant hands-on problem-solving experience in a real business setting.

 **Time Commitment:** 9am-1pm; Multiple volunteers work together to host a classroom of middle/ high school students.

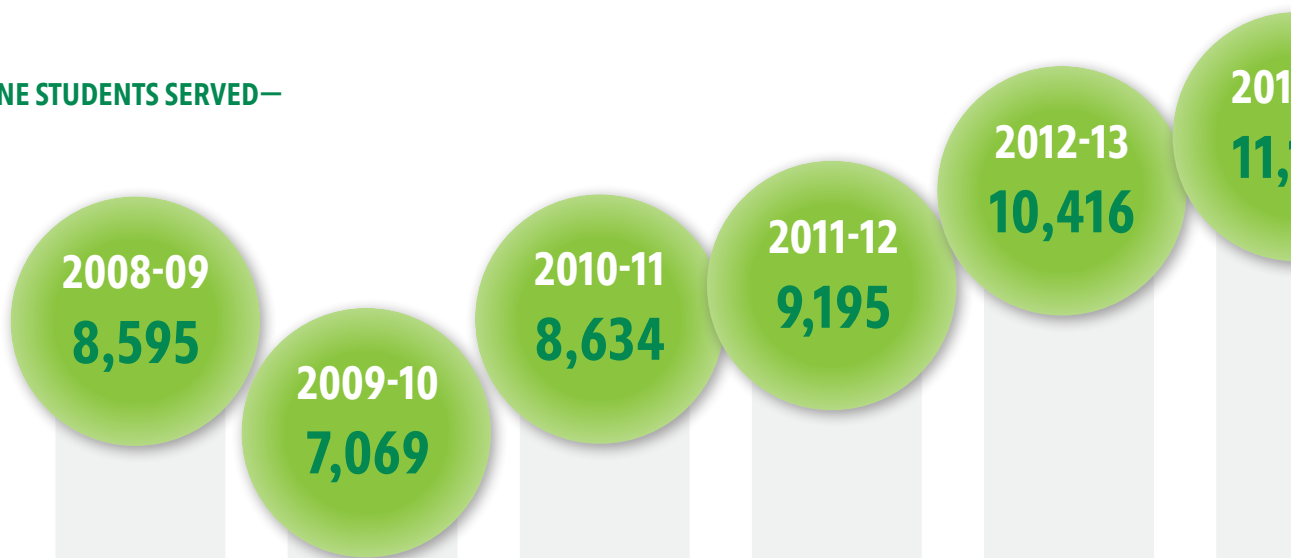
JA Titan Mentor Guide — A team of three high school students through the challenges of running a simulated business. Teams compete against other students across the state and make critical decisions on price, production, research, development, charitable giving, etc., while mentors offer guidance and advice on how to navigate various economic scenarios.

 **Time Commitment:** Yearly event taking place at the end of February at multiple locations statewide.

Junior Achievement Student Impact: Last Ten Years

JA MAINE'S GOAL IS TO IMPACT 22,000 K-12
MAINE STUDENTS BY THE YEAR 2022.

MAINE STUDENTS SERVED—



JA Runs in the Storey Family

Giana and Elliot Storey have some future entrepreneurs on their hands—three of their four children have participated in Junior Achievement programming throughout elementary school, and they plan to remain involved as their youngest starts school soon! Elliot is a JA alum himself, who remembers going through the program as a middle school student in Westbrook, ME, and Giana's father was a participant in JA when it was founded in Maine years ago at Portland High School.



3-14
165

2014-15
10,364

2015-16
10,554

2016-17
12,618

2017-18
13,971

2018-19
15,681

First annual JAM Fest
volunteer thank you event

Maine Business Hall of Fame South
reaches 450 business people and
raises nearly \$160k

JA implements strategic
education pathways
within districts

TOTAL MAINE STUDENTS SERVED OVER THE LAST TEN YEARS: 118,262

Geneveve, Ryker, & Sylar sharing their
JA experience at the Maine Business
Hall of Fame



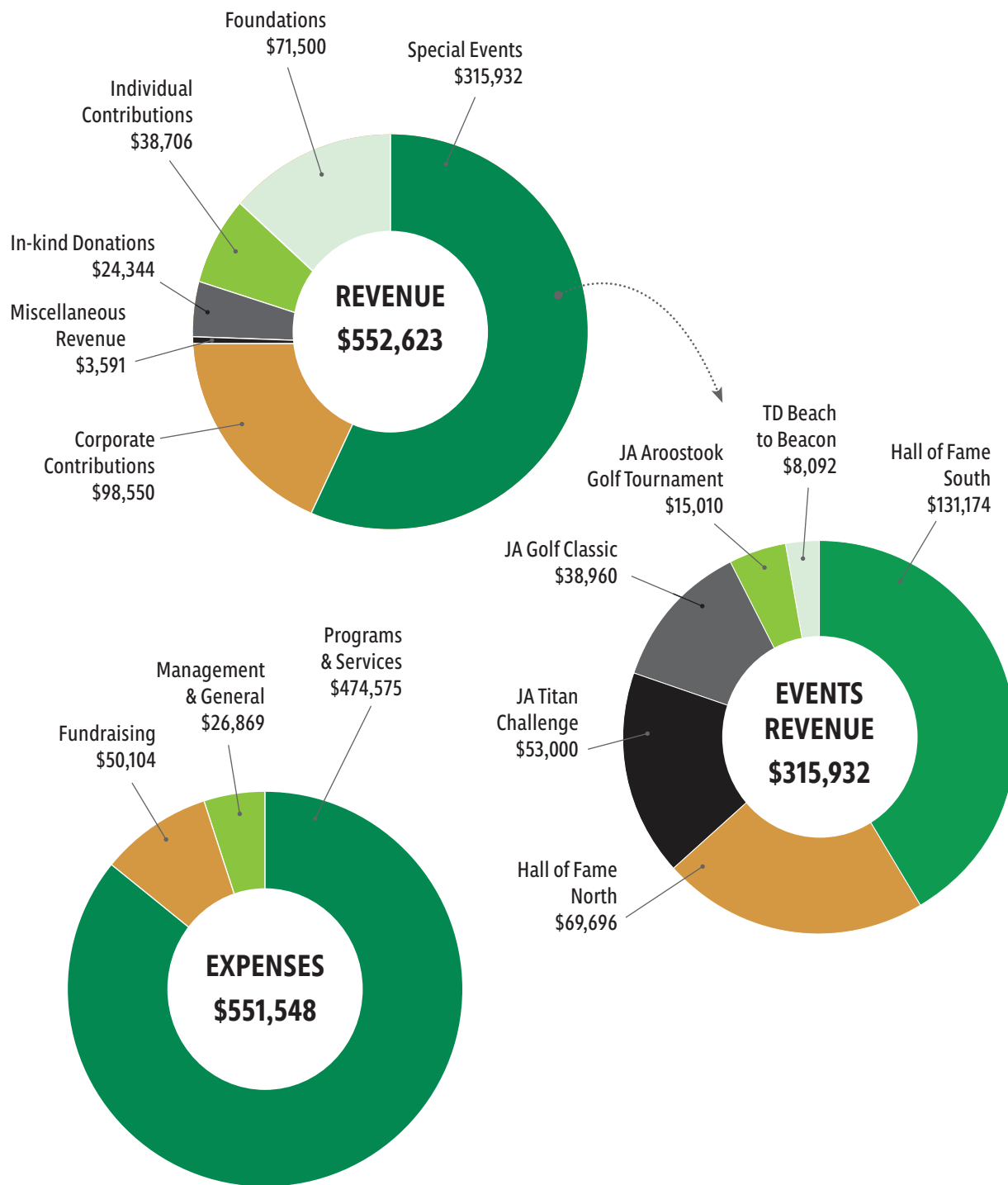
Future Junior Achiever
Celine Storey



JA president Michelle
Anderson with Geneveve,
Ryker, & Sylar Storey



Elliot Storey leading
a JA lesson to Sylar's
3rd grade class



Volunteer Highlight

Junior Achievement of Maine has many outstanding volunteers and community members who are dedicated to the mission of JA for various reasons. Longtime Board Member **Kevin Heatley** of Gorham Savings Bank recently shared his reason—which begins when he was a JA high school student himself!

When I was in high school in the 1980s, I had the opportunity to work with other high schoolers to start my own company, twice. One time, we made key ring holders and the other time we made



Kevin Heatley, Volunteer

bookends. Both times, we chose people to take leadership positions in the company, we hand made the products, chose how much to sell them for, and sold them all to our family and friends.

All of this was possible because of Junior Achievement. It taught me a lot about starting and running a small business, including how to make a profit (hopefully!). I worked with volunteer mentors from local businesses who helped guide our companies in the right direction. Coincidentally, 21 years later, I work with one of those mentors at Gorham Savings Bank (shout out to Rick Proctor!).

JA in high school really fed my aspirations for being a leader in a company, something that carried over to other groups in which I was involved in high school and college. I found myself not only involved, but leading many of the groups I joined. Those experiences helped build me to be a supervisor when I was only 24 and on to be a Senior Vice President at Gorham Savings Bank now.

My passion for helping others was also fed by JA. When I was in high school, I taught a JA financial literacy class in my old middle school in South Portland. Many years later, I found my way back to JA and now I teach several classes a year, as well as organize the hosting of job shadow days at my workplace. I find it so rewarding to share my experiences with others while teaching them important topics related to financial literacy and entrepreneurship.

Both of those passions have culminated in the Launchpad Junior project I helped start in cooperation with the bank and Junior Achievement. GSB hosts a business pitch program that gives away \$60,000 to up and coming businesses every year. Two years ago, we incorporated the middle school JA program, “It’s My Business”, into Launchpad and invite three middle school classes to pitch how they would fill a need in their community. The audience votes on the winning ideas, but all of the schools earn a donation from the bank. Marrying the two programs is ideal, both for the bank and for Junior Achievement. It is also a lot of fun!

Besides feeling like I make a difference for every student I work with through JA, I keep learning. Whether it is a second grader who gives me his/her take on running a business or a middle schooler who comes for a job shadow and gives his/her thoughts on what should be in a branch, I am continually gaining new insights that make me a better person and a better banker.

All of that keeps me coming back for more.

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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 2018-2019. If there are omissions or errors, please let us know by calling 207.347.4333.

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Deborah Jordan	Donna Miller	Jack Quirk	Bill Trask
Jacob Jordan	Sarah Millington	Joe Quirk	Jennifer Tuell
Joshua Dwinall	Rebecca Mills	Fred Quistgard	Barbara and Stuart Turner
Judith Smith	Jennifer Mirabile	Louise Rackley	Giovani Twigge
Edward Kane	Sandra Monfletto	Samuel Rector	Colette Twigg-Rowse
Kate Healy	Jean Monti	Keith Richard	Scott and Kimberly Twitchell
Chester M. Kearney	Jim Monti	Marianne Riley	Tyler Richard
Lisa Kelly	Danielle Moody	Michelle Ritcheson	Sharon Underberg
Tim Kelly	Amy Moore	Heather Robinson	Kristen Vaillancourt
Joseph Kilbride	Brandi Moore	Katelynn Ronan	David Vasconcelos
Kim Hamilton	Robert Moore	Patricia Rose	Kim Vieira
Brian King	Patrick Morin	Daniel Roy	Julie Viola
Darrell and Aldene Klock	Chip Morrison	Dawn Rule	Mike Voisine
Zachary Knue	Joe Morse	Chris Rulon	Stephen Walsh
Aaron Kouhoup	Alisa Morton	James Ryan	David Warren
Stephen Krolkowski	Heather Mullen	Thomas Saxby	Kelly Warsky
Dean Lachance	Dana Murch	John Sayles	Susan Weber
Laurie Lachance	Kevin Murray	William Schad	Scott Wentzell
Marc Lamontagne	Diane Nadeau	Emily Schlemmer	Diana Wheelock
Tabitha Lamontagne	Karen Nadeau	Steve Schmidt	Matthew White
Catherine Lamson	Robert Nadeau	Jess Schoppee	Dave Widener
Guy Langevin	Carolyn Neilson	George Shaw	Mark Wilcox
Harry Lanphear	Joe Nelson	Larry and Taffy Shaw	Nate Wildes
Craig Lawson	James Neumayer	Lynne Sheehan	Audra Williams
Bowen Leary	Heather Newman	Deanna Sherman	Chad Williams
Stephan Leblanc	James W. Nichols	Seth Sherwood	Terry Williams
Robert Lefebvre	Timothy Nightingale	James Shields	Bill Williamson
Annie Leonard	Teresa Nizza	Kelley Shimansky	Pamela Winters
Jamie Leveque	Colleen Oakley	Zachary Short	Brian Wolcott
Jon Levesque	Brian O'Coin	Michael Shute	Harry Wolfington
David Levine	Kelly O'Connell	Heather Silva	Theresa Woodman
Mary Warren Libby	Brice O'Connor	William Sipperly	Bethany Woodsome
Lisa Liberatore	Stephen Olore	Jo Anne Sizemore	Craig Worcester
Jeff Lind	Betty J. Olson	Jeffrey Slaton	Brandon Yow
Rhiana Lippold Leavitt	Sarah Olson	Carolyn Smith	Adam Zieba
Mindy Littlefield	Lisa Openshaw	Christian Smith	Anna Zieba
Shawn Longley	Renee Oyster	David Smith	Todd Zukowski
Erica Lougee	James Page	Joan Smith	
Nick Lucas	Melissa Page	Chad Snow	
Jennifer MacArthur	Peter Palmer	Leo Soucy	
Erin Macey	Sue Palmer	Aaron Sprowl	

JA Alumni Highlight

JA alum **Madison Gouzie** runs a small business called “The Marshmallow Cart”—a mobile food cart & caterer, founded in 2015, proudly producing all of its product in Portland, Maine. Madison’s experience with JA in 8th grade at Westbrook Middle School helped spark his entrepreneurial spirit, he still remembers his volunteer from IDEXX Laboratories!



88% of Junior Achievement Alumni are satisfied with their careers

1 in 5 work in the same field as their JA Volunteer

1 in 3 credit JA for influencing their career decision



Are YOU a Junior Achievement alum? Do you remember a volunteer coming into your classroom, sharing their work and life experience? **We'd love to hear from you!**

Reach out to JA at info@jamaine.org to have your story featured in JA promotions, or just to reminisce about your experience with the JA team. We love hearing where students who have benefited from JA have taken their careers.

2018-19 Volunteer of the Year



Larry Barker and Melissa Moffett

Each year Junior Achievement hosts a volunteer celebration event to recognize and thank our numerous volunteers across the state. At the event, a Volunteer of the Year is presented to thank them for their efforts in the classroom, and to highlight their impact on the JA community. The 2018-19 JA Volunteer of the Year was awarded to **Melissa Moffett** of Machias Savings Bank!

Melissa started volunteering with Junior Achievement eight years ago when her daughters were in 5th grade. After her first class, she was hooked! As much as she is an asset to JA, she is equally appreciated at Machias Savings Bank for the culture she has fostered. This was evident from the bus full of MSB employees that drove to the Portland-based event from Machias to celebrate her, including the bank's President & CEO Larry Barker.

Melissa has an innate ability to connect with young people, mentoring them to see their true worth and the opportunities that lay in from of them. This is never more evident than with the teacher Melissa has been matched with for several years, Caitlyn Roy's 5th grade class from Rose Gaffney School in Machias:

"Melissa has been a great mentor for me for creating financial education in my 5th grade class. For many years she has helped shape my students into young entrepreneurs and helped them understand how to budget well. She is always positive and brings the fun into financial. I always look forward to working with her and am grateful for the memories we have created over the years."

Melissa has been instrumental in the growth of JA programming in Washington County and that is a direct reflection of her passion, generosity, and leadership.

The atmosphere of the event was exciting and wholesome, kicked off when The Maine Academy of Modern Music processed down the atrium stairway and performed to an engaged crowd, impressed with their talent and poise on stage. A panel of local entrepreneurs offered their sights to the importance of community engagement, and the duel benefit it offers to organizations, individuals, and communities. The event was sponsored by MaineHealth and hosted in partnership with PROPEL.



Sponsored by Saco & Biddeford Savings Institution and hosted at MaineHealth in Portland, over 200 JA volunteers and community members were welcomed by students from the Maine Academy of Modern Music at JAM Fest in November 2018.



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