

Universal Leaf Foundation's Support Provides Positive Impacts at Junior Achievement of Central Virginia



"What I learned from JA gave me a new perspective on needs vs. wants. I never realized how much things such as food, electricity, and insurance cost. The lessons I learned through JA impacted the way I think about money and my future.

I was able to learn the difference between a savings and checking account. When I turned eighteen I researched what would be the best bank for me.

Going into my senior year, thinking about what Junior Achievement did for me has impacted the way I think about my lifestyle and career choices. It is vital that my job financially aligns with my needs and wants."

Litia Turner

Goochland High School

JA Future Laureate Scholarship Recipient 2020

Over 50 years ago, Junior Achievement of Central Virginia (JACV) was formed with a goal to provide students with the skills and knowledge to become successful adults – and this continues today. With a mission to inspire and prepare young people to succeed in a global economy, we are helping to grow a strong and savvy workforce of individuals who are able to make smart money and education choices. We offer dozens of experiential programs that prepare, inspire, and empower young people to learn healthy money habits, research jobs and careers, and explore the entrepreneurial mindset.

JACV programs prepare students by inspiring them with volunteer role models who teach them how to live, work, and prosper in the community. What sets JA apart is the connection we make between the business community and education community. Trained volunteers coach students using JACV programs and those volunteers are able to infuse the lessons with their own experience and unique perspectives. In partnership with businesses, educators, and volunteers, JACV reaches over 24,000 elementary, middle, and high school students each year in over 20 school districts through the service of over 2,000 volunteers. JACV's programs fall into three areas of content: financial literacy, work readiness, and entrepreneurship.



Student Experiences

The JA Finance Park program is an example of one program that addresses the needs of students, schools, and the business community. With a curriculum that begins in the classroom and culminates in a hands-on field trip experience at JA Finance Park located at the Libbie Mill Library, high school students learn how to be financially capable and ready to take on their futures. From goal-setting to saving, budgeting, shopping, and bill-paying, the students experience what it really takes to successfully navigate today's complex economy and come face-to-face with how their decisions today can impact their future.

A sampling of over 20 programs includes:

JA Job Shadow is a comprehensive experience that helps high school students design an individualized career path. Students develop a deep understanding of their talents, interests, and values through a career interest assessment. The result is a broad list of career possibilities. Through informational interviews, students narrow down the list to identify their top potential career opportunities. They interact with professionals in a workplace site visit and during a multi-hour job shadow experience in a career area of interest. Reflection and analysis move students toward their target career or back to their list to explore another option.





JA It's My Business! Provides middle school students an opportunity to learn how to turn an idea into a business. The program introduces students to the process of design thinking as a problem-solving process and provides an authentic entrepreneurial experience for students, with each session building toward a product-pitch competition.

JA More than Money introduces 3rd-5th grade students to financial literacy and entrepreneurship, and to social studies learning objectives that include money-management skills, goods and services, and global markets. Through hands-on activities, students learn a practical approach to starting a business and making smart decisions about managing money.

Proof of Impact

Junior Achievement's approach is demonstrated to give students the tools they need to increase their chances of achieving economic security as adults.

Based on a national 2020 JA Alumni survey by Ipsos, research results include:

- 45% of JA alumni say JA influenced the way they manage money
- 79% of Alumni say JA played an important role in their professional development
- 53% of Alumni have started or partnered in their own business
- 85% of alumni say Junior Achievement played an important role in fostering a belief they could achieve their goals
- 60% of Black alumni, 45% of Hispanic alumni, and 49% of White alumni say Junior Achievement gave them confidence in new situations

JACV programming is renowned for its lasting impact. That's because all of our programs are designed to bring learning to life, reinforce new concepts with hands-on experiences, and support the development of core competencies needed for an ever-changing economy.

Thanks to supporters, volunteers, and educators, JACV gives students control over their own lives, futures, and careers. We are grateful for continued support from Universal Leaf Foundation. Your generosity prepares today's students for tomorrow's economy.

For more information, visit centralva.ja.org

*As a partner you are vital to Junior Achievements' mission, inspiring and preparing young people to succeed. We are excited to share our new logo and vision statement that will guide us into the future. Your support and participation make this vision possible. Thank you for partnering with us to equip young people with a skill set and mindset that enable them to thrive.