One of SoCal's Most-Impactful Youth-Serving Nonprofits

With integrated learning models, JASoCal empowers the next generation with the skills, knowledge, capacity, and motivation to overcome financial instability and build a better future for themselves and their community.
At JASoCal we believe that education from kindergarten to twelfth grade should be built on a bridge of engagement between classroom and community. Together with our educational partners, and volunteers, we make learning relevant to every student’s future by infusing authenticity, business connectivity, and real role models into the everyday learning experience, helping prepare students to compete in the global economy.

**WHAT IS JUNIOR ACHIEVEMENT?**

QUITE SIMPLY, WE ARE FINANCIAL LITERACY, ENTREPRENEURSHIP & WORK-READINESS EDUCATION FOR K-12 STUDENTS

At JASoCal we believe that education from kindergarten to twelfth grade should be built on a bridge of engagement between classroom and community. Together with our educational partners, and volunteers, we make learning relevant to every student’s future by infusing authenticity, business connectivity, and real role models into the everyday learning experience, helping prepare students to compete in the global economy.

- PROVIDE RELEVANT, EXPERIENTIAL EDUCATION FOR THE REAL WORLD
- ALIGNS WITH CA PERFORMANCE AND COMMON CORE STANDARDS
- REACHES 58,000 STUDENTS ANNUALLY
- FOCUSED SATURATION IN COMMUNITIES OF NEED
- IMMERSIVE EDUCATION PROVIDER OF FINANCIAL LITERACY, ENTREPRENEURSHIP, AND CAREER-READINESS

JA students benefit from a variety of financial literacy, work readiness, and entrepreneurship programs that are proven to help them be 100% ready for real-life in the real world.

*(AND RIGHT NOW, WE ARE PROVIDING LESSONS IN-PERSON, VIA HYBRID, AND VIRTUALLY!)*
By investing in Junior Achievement, you are helping to give young people the knowledge and skills they need to own their economic success, plan for their future and expand their career horizons – all while making a difference in your local community and across SoCal.

Junior Achievement plays an important role in local economic development and changes statistics surrounding high school completion, shortages in a prepared workforce, personal debt, financial literacy and cyclical poverty.

JA programs work because students are engaged. Hands-on experiences and volunteer role models bring standards-based curriculum to life. JA programs bridge academic content and real-world experiences, establishing a core foundation of skills while inspiring students to dream about their futures.

More than 75% of the students we reach in LA County are classified as low-to-moderate income, and more than 90% are from ethnically diverse backgrounds.

WHAT WE DO
We use the world of business and personal finance to teach young people how to make smart financial decisions, plan for the future, and inspire them to believe in themselves.

AVG. ANNUAL REACH*: 58,000 K-12 STUDENTS | 350 SCHOOLS | 4,000 VOLUNTEERS

* Covid-19 has temporarily impacted our in-person programming. We have responded with virtual instruction models while preparing for a return to normal when we can.

HOW YOU CAN HELP
By investing in Junior Achievement, you are helping to give young people the knowledge and skills they need to own their economic success, plan for their future and expand their career horizons – all while making a difference in your local community and across SoCal.

WHY JA IS IMPORTANT

90% of the students in our community don’t learn about personal finance

40% of Americans can’t cover a $400 expense

78% of Americans are living paycheck-to-paycheck.

JA’S BIG PICTURE IMPACT
• REDUCE POVERTY
• CULTIVATE ENTREPRENEURS
• DEVELOP THE WORKFORCE
• DECREASE INEQUITY

Junior Achievement of Southern California
WHICHEVER SOCAL COMMUNITY YOU'RE IN...

YES, WE SERVE A SCHOOL THERE!
Your financial & volunteer investments stay in your community - providing real change for those who need it most.

WE SERVE APPROXIMATELY 350 ELEMENTARY, MIDDLE & HIGH SCHOOLS THROUGHOUT LOS ANGELES, ORANGE, RIVERSIDE, BAKERSFIELD, TULARE, AND SAN BERNARDINO COUNTIES!
Students without financial literacy education go out into the world greatly disadvantaged.

YOUR PARTICIPATION MATTERS
Supporting JASocal includes the costs of JA curriculum, materials, and volunteer training.
MEASURING IMPACT

We celebrate all forms of impact, from those that incubate social movements around equity to those that foster better outcomes for individuals, families, and communities. Since JA’s founding, millions of JA alumni have built new ventures from the ground up, won elections to the highest political offices, studied at leading universities, and invented products that have revolutionized industries.

Millions of other JA alumni have achieved less well-known—but no less laudable—successes, like being the first in their families to graduate from college, own a bank account, and create and stick to a budget—allowing these alumni to break the cycle of poverty.

- 60% of JA alumni who grew up in low-income homes achieved middle-upper income as adults*
- Compared to their peers, JA alumni are 2.5x more likely to start a business*
- 1 out of 5 JA Alumni work in the same field as their JA volunteer.*
- 91% of JA students believe what they learned at JA will be important later in life.

* Based on the most recent JA USA Alumni study
Offer businesses an opportunity to invest their time, talent, and funds to directly support the community!

TRANSFORMATION HAPPENS WHEN WE...

- Provide much needed financial literacy education for all students and families
- Help students make connections between real life and their classroom
- Create opportunities for students to connect to business professionals in a variety of industries
- Provide the knowledge needed to build generational wealth
- Expand students' understanding of their economic futures
- Equip future leaders with critical thinking, leadership concepts, problem-solving and goal-setting skills

Junior Achievement of Southern California
JASOCAL’S FORMULA OF SUCCESS =

SCHOOL

Identify the school, understand the need and work directly with educators to initiate programming.

FUNDING

Find like-minded, socially responsible corporations that are ready to commit to real change for their immediate communities.

VOLUNTEERS

Provide turn-key, group volunteer opportunities that serve schools across SoCal making corporate social responsibility seamless.

Creating a culture that encourages volunteering helps employers boost employee morale, workplace atmosphere and brand perception.

It’s a win-win!
SYSTEMIC TRANSFORMATION IS ON THE HORIZON
Partner with us and be a part of profound transformation within our local public schools.

3DE IS HIGH SCHOOL RE-ENGINEERED
3DE re-engineers education to create engaging learning environments that reflect the world in which we live and empowers students with the knowledge, skills and confidence to unlock greater economic opportunity. Coming to Crenshaw High School 2021

3DE is powered by the meaningful engagement of the broader business community.
To learn more about 3DE partnerships, visit jasocal.org/3de
CRENSHAW HIGH SCHOOL
FIRST 3DE SCHOOL IN CALIFORNIA

Passionate and innovative leaders in education, business, the Crenshaw community, and Junior Achievement of Southern California, unite in the belief that equitable access to unique, applicable, and real-world education is the lever to socio-economic health and economic mobility.

The Crenshaw District is a historic neighborhood in Los Angeles. Currently undergoing an exciting revitalization, Crenshaw is considered the heart of the African American culture and commerce in Los Angeles.

By opening the first 3DE school in California at the iconic Crenshaw High School we can address critical problems of inequity and injustice facing African American and low-income communities – who often historically have not been included in the creation of the very programs designed to serve them.

Crenshaw High School Demographics

99%
Of students are either African American or Latinx

94%
Qualify for free or reduced lunch

89%
Economically disadvantaged

Approx. 60%
Students in foster care

Crenshaw High School 3DE Partners
CORPORATE PARTNERSHIPS & VOLUNTEER OPPORTUNITIES:
Big involvement means big outcomes

- **$25,000**
  - **IMPLEMENT JA PROGRAMS**
  - **ONE GRADE LEVEL**
    - in Elementary OR Middle School
    - **UP TO 60 VOLUNTEER HOURS**

- **$50,000**
  - **IMPLEMENT JA PROGRAMS**
  - **TWO GRADE LEVELS**
    - in (1) Elementary AND (1) Middle School
    - **UP TO 240 VOLUNTEER HOURS**

- **$75,000**
  - **IMPLEMENT JA PROGRAMS**
  - **ONE WHOLE ELEMENTARY SCHOOL**
    - K-5th Grade
    - **UP TO 360 VOLUNTEER HOURS**
    - Opportunities to be a school partner as dictated by the school
    - Potential online marketing through virtual Finance Park Storefront, if there is alignment with the curriculum

- **$100,000**
  - **IMPLEMENT JA PROGRAMS**
  - **4-YEAR STUDENT COHORT PARTNER**
  - Guarantees 4 years of 3DE education for an entire class
  - Exclusive brand recognition as graduating class supporter

Additional 3DE partnership types are available.

Note: Covid-19 has increased our cost per student but has also increased the need for financial education.
CORPORATE SPONSORSHIP OPPORTUNITIES:
Maybe sponsorship is a better fit for your goals?

- **JA FINANCE PARK STOREFRONT**
  - $25,000
  - (3-year commitment)
  - Branding exposure to up to 3,500 students/school year
  - Up to **60 VOLUNTEER HOURS** available

- **JA VIRTUAL TOWN HALL SPONSOR**
  - $25,000
  - Virtual or Hybrid, one-hour program for **400-800 high school students** on a variety of pillar-focused topics.
  - Keynote speaker opportunity available

- **JASOCAL EVENTS**
  - $ VARIES
  - From our Premier Golf Tournament---The JA SoCal Golf Classic to The JA Spirit of Achievement Awards Gala, JASoCal has a variety of sponsorship opportunities for organizations that want to commit to financially supporting the mission without the volunteer component.
Thank you!

We look forward to exploring next steps.

Let's talk: advancement@jasocal.org