

Report to the Community 2003



A Future in the Works!

Junior Achievement—A Future in the Works

Dear Community Members:

Ask children today what they see themselves doing in the future, and you probably won't get a clear answer. But kids in Junior Achievement will tell you, "I know what I'm going to do!"

Why? Because JA students know how the working world works, from the inside out. They know what it takes to be a success, and how businesses work. They also know that for them to move ahead in their future lives, they need to stay right where they are now—in school. Strengthened with this knowledge, JA kids can see what work opportunities lie before them. Their vision of the world is broadened beyond their front door or their neighborhood boundaries.

In the early grades, children in JA come to understand the basic building blocks of the workplace and our community. Age-appropriate lessons use engaging visuals and simulations to make the often-mysterious world of economics and free enterprise clear and exciting. In the higher grades, they get what we like to call a "hire education," insight on how to choose a suitable career path, job preparation and personal budgeting.

Since our founding in 1919, JA has been committed to ensuring that every child understands and appreciates the workings of a free enterprise system. Our own chapter, Junior Achievement of the National Capital Area (JANCA), has been on the job since 1965, and



Jim Schleckser (left) and Ed Grenier (right) visit Second Grade class at Viers Mill Elementary School in Silver Spring, Maryland.

has grown to serve 24,000 students annually in Washington, DC, suburban Maryland and Northern Virginia in over 24 school districts. Our volunteer mentors—500 and growing—bring their unique business and personal perspectives to those classrooms.

The JA program is free to participating schools, so how do we work? JANCA receives financial support from corporate sponsorships, foundation grants, in-kind contributions and

donations from individuals. We also hold two large fundraising events each year—the Washington Business Hall of Fame and our Bowl-a-Thon—which give companies and individuals fun ways to get together and support JA.

Interested in getting involved with JA? It's easy to do! If you want to be a classroom volunteer mentor, or support our programs through financial contributions, simply call us at 202.296.1200 or visit our website www.myJA.org.

Support a kid in JA today and you're supporting a future in the works!

Sincerely,

James H. Schleckser
Chair
Board of Directors

Edward J. Grenier III
President and CEO
Junior Achievement

School systems served by Junior Achievement of the National Capital Area:

Washington, DC*

Maryland

Calvert, Charles, Montgomery,*
Prince George's,* St. Mary's

Virginia

Alexandria City,* Arlington,* Clarke,
Culpeper, Fairfax,* Falls Church City,
Fauquier, Fredericksburg, King George,
Loudoun, Manassas City, Manassas Park City,
Prince William, Spotsylvania, Stafford, Warren

West Virginia

Berkeley, Jefferson

*School systems in the Greater Washington Region with the highest number of Junior Achievement volunteer opportunities



Call To Alumni

**Ever involved with JA?
Tell us!**

Tell us your story! Share your memories of Junior Achievement and help us reach future generation of JA participants.

Did your experiences in JA programs lead you to where you are today? Do you think about that volunteer who made a difference in your life? Do you ever wonder if you could make a difference?

Help us by volunteering and you'll be creating the new generation of Junior Achievement memories.

We want to know all about your history with JA! If you participated in a program, were a volunteer or went to a conference, we want to hear about it! Visit www.myJA.org.

What They're Saying About JA



“As a Junior Achievement volunteer, it’s not about how it makes me feel, for me, it’s all about the kids and what they get out of the program. That’s why I keep volunteering year after year.”

Jerry Glen
Junior Achievement Volunteer for 11 years and Alumnus, Verizon

“My “JA experience” is something that I will not soon forget. The children, some with tears in their eyes, were sad to learn that our “JA experience” had concluded and urged me to come back to their second grade class the next year. As I walked out of the class the kids explained that they needed to learn more about business, and that they knew the difference between a want and a need because of JA.”

Matthew Webb
Training and Development Manager, United Parcel Service, JA Advocate

“The students really benefit from having the Junior Achievement program and volunteer in the classroom. It’s easier for the students to learn when they are taught in an interactive way that allows them to participate in the process through experiential learning. The program is very worthwhile.”

Ms. Cecile Kahan
Principal, Thurgood Marshall Middle School, Prince George’s County

“Our JA volunteer taught us about budgeting money and spending versus wasting. It’s important to not waste your money, because you can run out and then you owe people money and have no way to pay and you can end up on the street. We also had practice job interviews so we will know what to say when we go on a real job interview.”

Tiana Cooper
Eighth Grader at Thurgood Marshall Middle School, Prince George’s County



How You Can Help Us

As a child, did you ever wonder how buildings were put together, how doughnuts were produced or what your parents actually did at work all day long? As a **Junior Achievement Volunteer Mentor** you will have a unique opportunity to enter a classroom and share real-life business experience and knowledge with students.

Make a difference with a small amount of time

By giving up one hour a week for five to eight weeks you can impact the lives of students in the Greater Washington Region. Share your experiences with students as a role model, and you can provide them with skills they will use in the future. In order to reach even more students next year, we need your help.

We train you to make an impact

Our staff will train and provide you with the materials you need to have a great experience with a classroom in the Greater Washington Region.

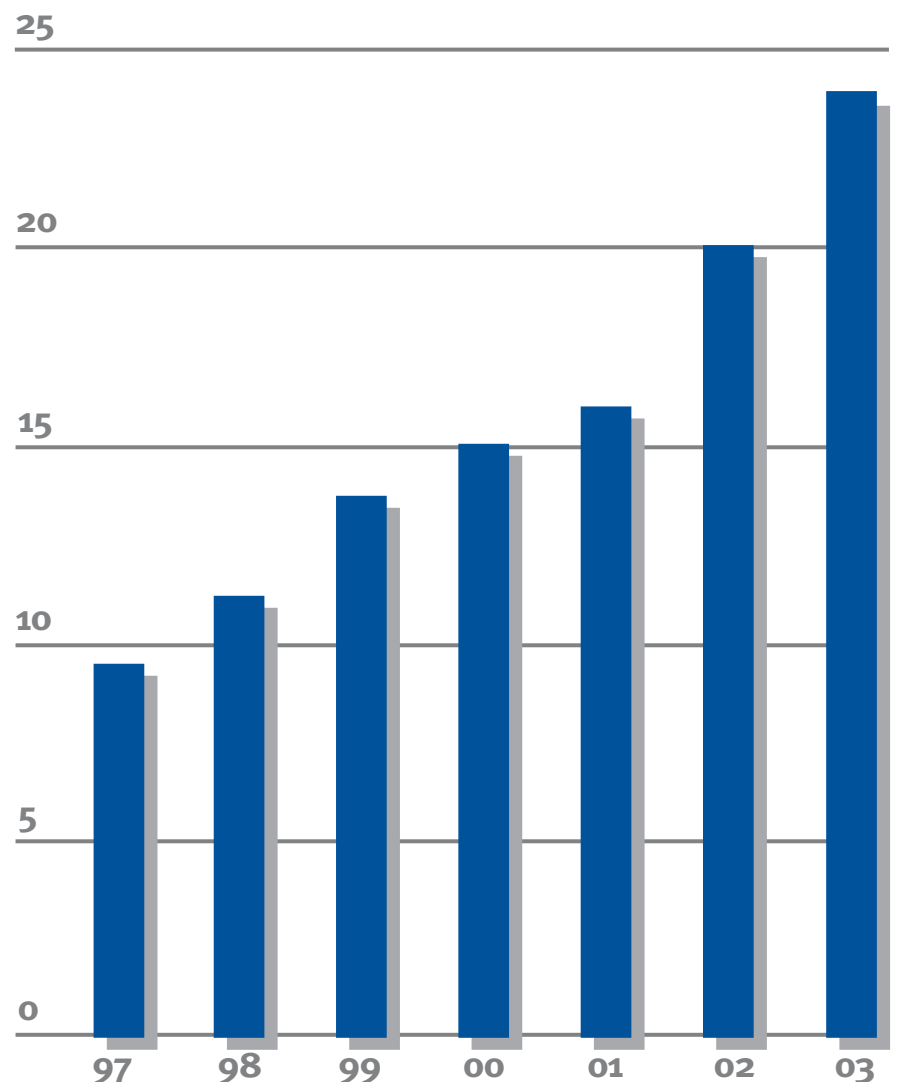
All are welcome

Mentors can be anyone who wants to share their experiences with students. Volunteers are from all walks of life throughout the community, they can be parents, professionals, college students or retired, all you need is the willingness to want to help.

Won't you take the time to mentor with a class today? Contact Amy Heckman at 202.777.4479 or aheckman@JAnca.org.



Historical Perspective on Children Reached (in thousands)



Volunteers from Companies

In addition to the companies listed for 2002-2003, Junior Achievement also has parents, members of the community who are retired and those who are self-employed volunteer to teach our programs.

Accenture
Adcom Worldwide
Allfirst Bank
American Academy of Pediatrics
American Moving & Storage Association
AMVETS Ladies Auxiliary
AOL Time Warner
Apple Grove Elementary School
Applied Coherent Technology Corporation
Asgard Entertainment Group
BzeMarkets, Inc.
BAE Systems
Beacon Heights Elementary School
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Denny Miller Associates
Eagle Bank
Economists Inc
Edward E. Smith & Associates, Inc.
Engineering and Professional Services
Ernst & Young LLP
Expo Design Center
Fannie Mae Foundation
Federal Energy Regulatory Commission
Federal Express
Financial Executives International
First Virginia Bank
Ford Motor Company
Freddie Mac Foundation
General Services Administration
Georgetown University
The George Washington University
Greater Washington Urban League
Heritage Printing & Graphics, Inc.
Hispanic Committee of America
HITT Contracting, Inc.
Holy Redeemer Elementary School
Hovde Capital, LLC
Howard University
Hurd & Associates, Inc.
IBM Corporation
Intelsat
Interactive Solutions
Internal Revenue Service
International Finance Corporation
Janver Inc.
Jenkins Company International & Kidsafenetwork
JMAR Business & Educational Consulting Services
Joint Tax Committee
Jowdy Chiropractic Center
KPMG, LLP
Lockheed Martin
Long & Foster Realtors
Marriott International, Inc.
Marsh USA Inc.
Mass Mutual
The McCormick Group
MicroStrategy
Minkoff Development Corporation
Montgomery County Fire & Rescue
Montgomery County Public Schools
NAHB Research Center
NASA
National School Boards Association
Naval Medical Information Management Center
Northrop Grumman Missions Systems
Office of Naval Intelligence
Panacea Consulting, Inc.
PBS
Phillips International, Inc

In The Classroom

Elementary Schools

Ourselves (Kindergarten) Students are introduced to basic personal economic issues and the roles individuals play as workers, consumers and family members.

Our Families (First Grade) Students learn about the role of families in the local economy; the jobs they have; and their economic needs and wants.

Our Community (Second Grade) Students take part in activities that demonstrate the responsibilities and opportunities available to citizens in their community.

Our City (Third Grade) Students conduct business operations, make city-planning decisions and examine economic development issues.

Our Region (Fourth Grade) Students learn about state economics, the economic resources of regions and how resources are used by businesses to produce goods and services.

Our Nation (Fifth Grade) Students carry out activities for operating a business in the U.S. economy, including management, marketing, production and sales presentations.

Our World (Sixth Grade) Students examine world economic resources, learn about economic systems and engage in global trade using international currency.

Middle School

Personal Economics

Students assess their personal skills and interests, explore career options, learn job-hunting and budgeting skills and discover the value of an education.



Enterprise in Action Students are taught to understand the principal characteristics of the U.S. economic system and the role of business in it by studying. The social responsibilities of business and the role of government in the U.S. economy are explored.

The International Marketplace Students learn to appreciate how they are connected, through trade, to people and cultures throughout the world.

Economics of Staying in School Students learn the economic benefits of an education. They participate setting personal

goals, preparing budgets, and completing personal interest and skill assessments.

JA Job Shadow Students go into the work place to learn the importance of

an education and allows students to begin to examine the skills and knowledge needed to pursue their goals. This program also is applicable for the High School level.

High School

JA Economics Students in this program examines the fundamental concepts of micro-, macro-, and international economics.

JA Company Program Students operate their own business, conducting research, raising capital through the sale of company stock and then produce and sell a product while keeping company records.

JA TITAN Students use this web-based program to experience situations in which they make price, production, capital investment, marketing and research and development decisions for a fictional product.

JA Success Skills Students identify the strengths and unique potentials of their interpersonal skills, examine how their interpersonal skills can be applied in the workplace, and practice their skills in a variety of activities, including mock job interviews.

Superintendents' Perspective

Junior Achievement programs are proven valuable resources for teaching our students entrepreneurial skills and preparing them for an increasingly competitive workplace. JA programs support standards of learning, are integrated easily into curricula, and give students an opportunity for practical applications of business and economic concepts. As superintendents, we strongly endorse Junior Achievement and the educationally sound, professionally delivered, and relevant programs that JA provides.

Dr. Daniel Domenech
Superintendent
Fairfax County Public Schools

Rebecca Perry
Superintendent
Alexandria City Public Schools

Dr. Paul L. Vance
Superintendent
District of Columbia
Public Schools

Dr. Patricia Weitzel-O'Neill
Superintendent for
Catholic Schools
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Dr. André J. Hornsby
Chief Executive Officer
Prince Georges County
Public Schools

Dr. Robert G. Smith
Superintendent
Arlington Public Schools

Dr. Jerry Weast
Superintendent
Montgomery County
Public Schools



Program Partners—Above and Beyond

Each of the companies listed below are involved with unique, specialized programs designed to compliment existing Junior Achievement programs.

CareerBuilder.com Sponsors *Apply Within—A Student's Window into Careers in Greater Washington*—a new high school program developed by JA with the *Washington Business Journal*.

Deloitte & Touche By teaming up with Junior Achievement's National Offices to create *Excellence Through Ethics*, an important addition has been made to JA programs and our office is proud to be one of 20 cities to pilot this innovative program.

Household International Household Finance Company is providing a grant to fund middle school programs in Washington, DC schools. In addition, over 300 students teamed up with mentors in the *Kid\$ Count!* event at Hine Junior High School in SE Washington, DC. The event included budgeting and playing a game showing why students should stay in school.



Household's President of Consumer Lending, Tom Detelich, mentors JA student at the *Kid\$ Count!* event at Hine Junior High School in Washington, D.C.

Knowledge Resource Center, Inc. An on-line bookstore, they are setting up a program to donate a percentage of sales to Junior Achievement of the National Capital Area.

Washington Redskins Leadership Council The *4th & Life* program

continues to be a success for the Leadership Council, area high schools and Junior Achievement. By showing athletes there are positions in sports beyond simply being a player, the program helps them achieve in the classroom and beyond.

Planetgov Inc.
Popielec Promotions
Potomac Electric Power Company
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PricewaterhouseCoopers LLP
Prince George's County Police Department
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Spirent Communications of Rockville, Inc.
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Things I Have Learned, Inc.
United States Department of Health and Human Services
United States Department of Transportation
United States Department of Justice
United States Small Business Administration
University of Maryland
U.S. Trust Company
United Parcel Service
United States Navy
United States Nuclear Regulatory Commission
Verizon
Virginia Hospital Center
Washington Hospital Center
Washington Suburban Sanitary Commission
Wieder Communications
Williams College
WorldCom Inc.
XO Communications

Major Funding Partners—Making It Happen

Asgard Entertainment Asgard Entertainment offers its audio/visual services year in and year out for the Washington Business Hall of Fame.

Capital One As a co-presenting sponsor of Washington Business Hall of Fame, Capital One provided support to help us exceed our goal and raise more money than ever before.

Fannie Mae Foundation A generous grant supported Junior Achievement Middle School programs within the District of Columbia.

Fight For Children By providing significant seed funding for the JA Center for Business Literacy and Entrepreneurship, Fight for Children is assuring that this project has a great start.

Greater Washington Board of Trade As a partner in the Greater Washington Collaborative, the Greater Washington Board of Trade helped underwrite our move to our new location.

Intelsat Intelsat provides funding to sponsor *Personal Economics*, a middle school JA program in District of Columbia schools. One class from Backus Middle School visited the Intelsat Operations Control Center with their JA Volunteers.

NASDAQ By sponsoring and helping in the creation of the JA Online Entrepreneur Center, NASDAQ has helped us provide a place online for students to learn and experience new ideas and concepts.

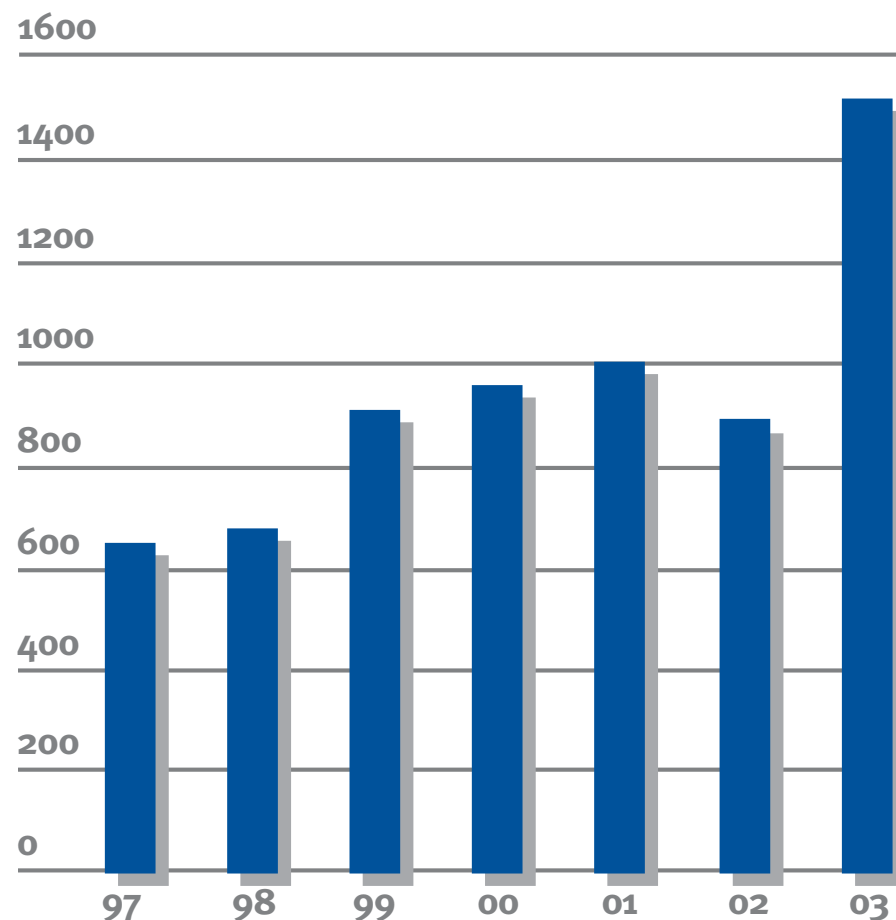
Nextel As co-presenting sponsor of the Washington Business Hall of Fame, Nextel helped make this year's event bigger than any year in the history of the Hall of Fame.

Pepco Provides Junior Achievement with a constant level of support that allows JA to continue growing its programs.

Phillips International A Board presence for many years, Phillips International provides operation support and Hall of Fame support to Junior Achievement.

Pricewaterhouse Coopers LLP PWC provides support to Junior Achievement programs as a co-presenting sponsor of the Bowl-a-Thon and through the Hall of Fame.

Financial History (Gross Revenue, \$ in thousands)



2002-2003 Contributors

JA Champions

\$75,000+

Fight For Children

Chairman's Circle \$50,000-74,999

Household International

President's Club \$25,000-49,999

Asgard Entertainment
CapitalOne
Fannie Mae Foundation
Intelsat
NASDAQ
Nextel
Pepco
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The Achievement Foundation
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Graduate Management Admission Council
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Richard E. and Nancy P. Marriott Foundation
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Spirent Communications of Rockville, Inc.
Stone Street Capital, Inc.
SunTrust Bank
United Parcel Service
United Way of the National Capital Area
Verizon
Washington Business Journal
Washington Gas
Washington Techway
The Washington Times
Washingtonian Magazine

Entrepreneurs \$5,000-9,999

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AT&T
Automated Information Mangement
Ax Technology
Bank of America
Carr America Realty Corporation
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First Union-Wachovia
First Virginia Bank
The Greater Washington Board of Trade
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Special Events

Washington Business Hall of Fame

The Washington Business Hall of Fame honors regional business leaders for their business excellence, visionary leadership and community involvement. The Laureates have risen to the tops of their various industries and now serve as role models, inspiring children to achieve their own greatness.

More than 1,100 people attended the 2002 Hall of Fame, which raised over \$500,000 to benefit Junior Achievement of the National Capital Area. Called a "Big Night for Business" by *Washingtonian* magazine and the "Academy Awards of the Corporate Community" by the *Washington Post*, this year's Hall of Fame is shaping up to be another stellar event.

To make your reservation for November 18, 2003, for a complete list of laureates, or to get more information visit www.myJA.org or contact Kim Riley, 202.777.4472 or kriley@JAnca.org.

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WASHINGTONIAN



Chief Charles Moose receives first award from community, designed by third graders from Chevy Chase Elementary School. (From left) Richard Fairbanks, Chairman and CEO, Capital One; Dytanya Johnson, student, Chevy Chase Elementary; Chief Charles Moose; Douglas Duncan, County Executive, Montgomery County; Dr. Jerry Weast, Superintendent, Montgomery County Public Schools.



2002 Hall of Fame Laureates (from left) A. James Clark, CEO, Clark Enterprises and Founder, Clark Construction; J.W. Marriott, Jr., Chairman and CEO, Marriott International; Joe L. Allbritton, Former Chairman and CEO, Riggs Bank N.A. and WJLA-TV; Esther T. Smith, Founding Editor, Washington Business Journal, and Founder, Washington Technology; Jack Valenti, CEO, Motion Picture Association of America.



Special Events

Bowl-a-Thon

Last year more than 1,500 supporters gathered to “Step Up & Knock ‘em Down” at Bowl America Centers throughout the Greater Washington Region. They enjoyed a day of fun with their companies and co-workers. Co-presenting sponsors Pricewaterhouse Coopers LLP and Stone Street Capital, Inc., played a crucial role in creating an opportunity for employees to kickback and relax while raising money to support JA. Participants spent the day bowling, eating, competing for prizes and



waiting for the raffle drawings for a cruise and other great prizes. No bowling experience is needed, just the willingness to have fun with

friends and co-workers! Get your company involved in the 2004 Bowl! To do so please contact Kim Riley at 202.777.4472 or kriley@JAnca.org.



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We are proud to support Junior Achievement of the National Capital Area and the 24,000 children they serve annually throughout the Greater Washington Region. We share JA's belief that at the heart of our democracy is the promise that anyone can create an unbounded future, and support Junior Achievement's efforts to empower today's youth for tomorrow's workplace.

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Junior Achievement is a 501(c)(3) charitable organization that depends on your donations. Contributions are tax-deductible and can be made directly to the address at right. If you wish to contribute through United Way, Junior Achievement's designated number is 8486. Thank you.



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