



February 26, 2010

Note to: Grants Pass Chamber Education Committee
From: Mary Holbrook, Director, Junior Achievement – Jackson & Josephine Counties
Re: Update on Junior Achievement in Josephine County

- **Student Impact:** JA reaches about 5,000 Rogue Valley students each year—about 500 of those students are in Josephine County, *or about 20 JA programs.*
- **Demand from Jo County Schools:** 40-50 programs a year (80% in K-6, 20% MS & HS). *Twenty programs meet less than half the demand for programs.* JA invites teachers/schools to participate based upon prior history with the school/teacher and the funding available for programs.
- **Appeal of Junior Achievement:** The current economic/financial crises and recession have increased demand for JA. Virtually everyone understands that having a basic knowledge of economics/personal finance and knowing how to get and keep a job are not just “nice things to have” but are economic survival tools for young people. Each community has to decide how much it will focus on making sure these principles are brought to students. Teachers like JA because it’s free to schools, supports curriculum goals and exposes students to business role models. Businesses that are concerned about young people who have no financial skills and few, if any, work-readiness skills, love the design and simplicity of Junior Achievement.
- **JA Classroom Volunteers come from a variety of businesses.** The volunteer and the funding don’t always come from the same source. The business funding the program has the first option of providing a volunteer for that class of students.

- **JA Materials and Costs:** JA is free to schools and receives no state or federal funding. 85% of the funding for JA comes from the local business community. The rest comes from civic clubs and foundations focusing on youth education. It's up to each community to decide if JA's economic, financial literacy and work-readiness programs are a priority. Each JA program costs between \$400-\$600. That includes everything necessary for the volunteer to deliver a 5-8 week course including lesson outlines, student activities, workbooks, visual aids, and supplemental activities the teacher can choose to deliver. The teacher selects the JA program that best supports curriculum needs. JA is most often used to enhance a social studies, economics, personal finance, business, leadership or math class.
- **Funding and Program Growth in Jo County:** To justify the current 20 programs JA has to generate \$8,000 to \$10,000 from the Jo county market. With the exception of Roe Motors' participation in the annual JA bowl-a-thon fundraiser, the funding comes from banks that have branch offices in the Grants Pass area: Chase, Premier West and Sterling are major funders.
- **JA's Vision for Josephine County:** I believe with the Chamber's support, we can bring JA to at least 1,000 students. That's about 40 programs a year. Because of the high unemployment figures and drop out rates, I would strongly suggest we focus our efforts on middle and high school programs. Many businesses are hurting financially. But with the Chamber's support and encouragement, I am certain we can have 15-20 businesses from Grants Pass raising money through JA's annual bowl-a-thon fundraiser. Five-member teams raise a total of \$500 (or more) from January through mid-March. All money generated by GP teams support GP JA programs. Simple as that. All we need to raise is another \$10,000 to reach another 500 students! It may be too late to get very involved in the bowl-a-thon for 2010—we only have 2 weeks left in the fund drive. But...if the Chamber chooses, we can recruit classroom volunteers and start getting commitments for teams for the 2011 drive!

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- **JA's commitment to Josephine County:** If the Chamber can commit to securing at least 10 classroom volunteers for the 2010/2011 school year and 10 teams from local businesses for the 2011 fund drive, Junior Achievement will commit to offering 10 more programs (a total of 30) during the 2010/2011 school year in Josephine County *before the actual funds are received*. Many of the JA programs will need to start in the fall or early spring—before the bowl-a-thon fundraiser. So, I'm "on the hook" to raise that extra money by promising you the additional programs.

I hope this information is helpful to you. Thank you so much for your consideration and support.

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