



Mission & Organization: Our mission is to inspire and prepare young people to succeed in a global economy. We accomplish this by teaching students critical skills in workforce readiness, financial literacy and entrepreneurship. Annually, 8,000 volunteers help us teach our programs to 83,000 primarily low-income students in 391 schools.

Need/Problem: For K-12 students, the unmet need is the lack of career-readiness and financial literacy education in schools. And, for low-income students, many of their parents do not have the skills or education to teach their kids at home. Our programs are especially critical for this population because they are the ones who are least likely to learn financial responsibility or career readiness. As a result, these students are often at a higher risk of many negative consequences such as unemployment, incarceration and drug abuse. The JA BizTown program addresses this unmet need by connecting what students learn in the classroom to what they could earn in the real world, incentivizing them to stay in school and to pursue their dreams.



Project: The JA BizTown program educates 4th, 5th- and 6th-grade students with 14 hours of in-classroom learning around careers, paychecks, taxes, economics, city government, resumes, profit and loss statements, bank loans, teamwork and leadership. Then, students put that knowledge to the test in a 4.5-hour simulation in Tempe where they are tasked with running businesses for a day, working in teams as CEOs, CFOs, engineers, marketing directors, radio DJs and many other jobs, to pay back a bank loan and make their businesses profitable.

JA BizTown serves nearly 23,000 students per year, inspiring them to pursue the careers of their dreams and helping them understand the knowledge and behaviors they need to develop to become successful adults. There is no other nonprofit that provides 10- and 11-year-olds with a chance to become an adult for a day, experience what it's like to work, earn a paycheck, and understand how their classroom learning correlates to real-world earning.

Other Programs: Junior Achievement also provides in-classroom programming around financial literacy and work-readiness to another 55,000 students per year. Additionally, we have a program called JA Finance Park, reaching 4,000 middle and high school students annually, teaching them how to navigate the financial waters of life. In this program, students receive 14 hours of in-classroom programming and then go through a simulated life profile with a family situation, job, salary, and debt level.