



IMPACT REPORT 2019-2020



Inspiring **Tomorrows**™

Junior Achievement of New York is the local affiliate of Junior Achievement USA, the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. We recruit, train, and mobilize thousands of corporate, community, and student volunteers annually to provide relevant, hands-on experiences that give students knowledge and skills in financial literacy, work readiness and entrepreneurship. During the pandemic-shortened 2019-2020 school year, JA New York delivered more than 57,000 student experiences in more than 240 NYC, Long Island and Lower Hudson Valley public schools.



LETTER FROM LEADERSHIP

It is our great privilege to share this Impact Report, which details our accomplishments during the 2019-2020 fiscal and academic year.

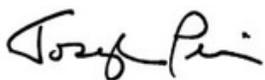
When we embarked on the 2019-2020 academic year, we were prepared to reach significant JA New York milestones, including increasing our reach to students across the greater New York area and exploring the development of a JA Education Center, an experiential venue for personal finance, career awareness and entrepreneurship educational experiences for middle and high school students.

After a stellar Fall semester, weeks into the Spring semester everything changed and the COVID-19 pandemic compelled us to shift gears and embrace digital learning. We remained nimble in our approach and committed to our mission of empowering young people across New York City, Long Island, and the Lower Hudson Valley with the knowledge, skills, and inspiration they need to succeed in the real world.

At JA New York, we are in the business of empowerment. In the midst of an unprecedented year, our students needed inspiration and support. Thanks to more than 4,700 dedicated corporate, community, and student volunteers and educators from over 240 schools, we were able to equip students across Greater New York with the knowledge to make smart financial decisions and pursue careers they are passionate about, so they'll be better prepared for the future.

Joseph Peri

President & CEO



Keith Pinniger

Chair, Board of Directors



BY THE NUMBERS



57,000+ students lives changed

4,700+ volunteers engaged



240+ schools reached

340,000 educational contact hours



2,500 classes served

SIGNATURE PROGRAM: BUSINESS PLAN COMPETITION



The Business Plan Competition (BPC), the annual competition that immerses teams of high school students into the world of entrepreneurship, kicked off in February 2020 with business as usual. Over 160 teams across 13 high schools submitted their original pitches for new businesses with the theme of social impact in local communities.

In mid-March, when New York's public schools closed due to the spread of the coronavirus, JA New York revamped the program. Through remote meetings and online volunteer sessions, the student teams continued their collaborative processes to develop innovative and impressive business plans for a high stakes round of online judging.

The JA New York team hosted a virtual BPC Wrap Up party to celebrate all the participating teams, volunteers, and teachers. JA New York Board Member and Founding Sponsor of BPC, Chris Andersen, recorded a congratulatory video message for the students.

Top Honors went to Edward R. Murrow High School in Brooklyn and WT Clarke High School on Long Island; Honorable Mention went to Brooklyn Technical High School, Croton Harmon High School, and New Hyde Park Memorial High School. The top three winning teams, in no particular order:

FundDuo: An online marketplace where organizations can find business partners to conduct fundraisers with and transaction processing technology to enhance these fundraising events.

Leonit Gjonbalaj, Arman Khwaja, Abishek Ravindran, Ankin Sayet
W.T. Clarke High School, Long Island

Toymine: A subscription service that allows parents to rent and return toys.

Max Bratkovsky, Taylor Greenspan, David Khotylev
Edward R. Murrow High School, Brooklyn

Cargo: A mobile app that will restore consumer confidence among an industry that requires innovation, by providing a transparent, trustworthy, and trackable service, while also creating a professional experience for owner-operators and truck drivers by offering clear communication, and optimizing their routes while maximizing their vehicle loads.

Russell Feldman, Michael Karasik, Michael Lilevman
Edward R. Murrow High School, Brooklyn

JA New York thanks Founding Sponsor and Board Member Chris Andersen, G.C. Andersen Partners, LLC; Presenting Sponsor, ICE NYSE Foundation; and Major Partner Sponsor, Delta Air Lines, for their generosity and dedication to inspiring the next generation of business leaders.

SIGNATURE PROGRAM: CAREER SPEAKER SERIES & WORK READINESS



Career Speaker Series and Work Readiness opportunities allow students to interact with professionals from JA New York partner companies. At these events, students learn about career paths in tech, finance, entertainment, and other fields from industry professionals. Students are also able to ask questions about the skills they need to be competitive in the workplace, how to successfully transition from college to careers, and much more.



JA New York Board Member Yvette Baez, formerly of Univision now Head of Industry, Pharma at Google, was a guest speaker of the JA New York Executive Series. She's pictured above teaching 2nd graders at PS 41 in 2019.

The JA New York Executive Series launched in Spring 2020 and featured top business executives from companies like PepsiCo, BlackRock, BNY Mellon, PwC, and Sterling National Bank. Students learned about the business leaders career trajectories, career opportunities in Corporate America, and more during live virtual sessions.



Microsoft hosted students from Khalil Gibran School, Calhoun High School, and Longwood High School at their Westchester and Long Island offices. JA students learned about the skills they need to succeed in tech careers.



Students from Tottenville High School's Academy of Finance visited PayPal's office for career workshops. Employees, including JA New York Board Member Tyler Spalding, spoke in a career panel and shared college and career advice with the students.

SIGNATURE PROGRAM: FINANCE PARK

Finance Park is Junior Achievement's signature program for personal financial planning and career exploration. At the culmination of this teacher-led program, middle and high school students visit JA Finance Park Mobile to put into practice what they've learned by developing and committing to a personal budget.



AIG volunteers worked with students from Hillcrest High School and learned about making "real-world" economic choices at Finance Park.



Volunteers from Verizon as well as JA New York Board Member Craig Soloff talked to over 50 students from PS/IS Albert Shanker School for Visual & Performing Arts at JA Finance Park about the importance of creating financial goals.



Students from Brewster High School in Putnam County attended JA Finance Park with volunteers from PepsiCo. Volunteers and students simulated real-life scenarios and learned all about the tough financial decisions adults make every day.

SIGNATURE PROGRAM: HIGH SCHOOL HEROES

High School Heroes provides service-learning and leadership development opportunities to high school students in their communities. Students are trained as "teachers" of the JA curriculum, who teach fun and interactive JA programs to students at local elementary schools.



High School Heroes is an immersive program. [Watch our video](#) to learn how High School Heroes brings communities together and inspires brighter tomorrows.

A special thank you to Assurant for their generous funding of JA High School Heroes!



High School Heroes from Brooklyn Academy of Science and the Environment taught over 300 K-5 students at PS 161 The Crown School.



High School Heroes from Tottenville High School brought JA programs to over 300 K-2 students at PS 3.



Allenia Robinson, Lincoln High School
2019 JA New York Student of the Year

"Among my favorite experiences with Junior Achievement is the JA Job Shadow I attended at PepsiCo. The volunteers spoke to my class about marketing, and I saw first-hand how much thought and creativity goes into marketing and selling their products. I have always wanted a career that combines both business and creativity, but I feared those two things weren't compatible.

The Pepsi volunteers showed me how powerful our words can be when communicated with consumers and how a little imagination can make a business thrive. My career path was unclear and often felt like a solo mission. But Junior Achievement and their volunteers opened my eyes to the immense possibilities when you allow yourself to learn from others and be flexible.

Because of this, I now plan to pursue a career in Managerial Marketing."



The 2019-2020 Student Ambassadors and Student of the Year at the 2019 Leadership Awards Gala. From left to right: Kevin Zheng, High School for Dual Language and Asian Studies; Melisa Lezcano, Academy of Finance and Enterprise; Sandy Blanco, Lincoln High School; Nakayah Dockery, Westbury High School; Alexis Reed, Cathedral High School; Allenia Robinson, Lincoln High School; Angie Galicia, Brooklyn Preparatory High School; Angeline Celestino, Cathedral High School; Jasmin Lucero, Amityville Memorial High School; Hana Tanovic, Academy of Finance and Enterprise; and Matthew Nunez, Academy of Finance and Enterprise.

JA ALUMNUS STAYS CONNECTED



Junior Achievement programs make an impact every day. Many of our students are inspired to become educators and mentors in their own right. And some, like Dr. Wellinthon García, stay engaged with JA long after they are participants in our programs.

Dr. Wellinthon García is the Director of Curriculum & Instruction for the Elmont Union Free School District on Long Island. He is also a JA alumnus from his days at The Academy of Finance program in NYC. Dr. García is passionate about providing engaging content to the students in his district, and has been partnering with JA for several years.

"I can remember joining JA in High School and feeling like I was learning a new language. In the end, I was empowered with financial literacy which still serves me now in my career. This is the main reason why JA is critical to my scholars in my district. I want to ensure they are empowered as I was and still am," said Dr. García.

At the height of the pandemic, Dr. García expanded his school's partnership with JA and worked with the JA New York staff to offer Career Speaker Series engagements simultaneously to virtual learning and in-school students as a way to create community across the student body.

Thanks to Dr. García's leadership and his hard-working staff, students in the Elmont Union Free School District were able to work together in-person and via video connection as they learned about career readiness. They connected with professionals from PwC and Valley Bank for a Career Exploration session. Students were able to ask for tips on how to begin exploring various careers that match their current skills and interests, as well as resume advice and interview tips. They gained skills that will help them thrive in the future.



Dr. Wellinthon García
Director of Curriculum & Instruction
Elmont Union Free School District, Long Island

GOLD SCHOOL PARTNERS

JA New York recognizes our top tier school partnerships with gold and silver credentials. Year-round commitments to programming distinguish these partnerships. A gold partnership demonstrates the highest level of school engagement.



NEW YORK CITY

BRONX

Grand Concourse Academy for Applied Math & Science	Elementary-Middle
MS 223 The Laboratory School of Finance & Technology	Middle-High
PS 43 Jonas Bronck	Elementary
PS 46 Edgar Allen Poe	Elementary
PS 86 Kingsbridge Heights	Elementary-Middle
PS 9 Ryer Avenue Elementary School	Elementary

BROOKLYN

Brooklyn Preparatory High School	High
Brooklyn Technical High School	High
Edward R. Murrow High School	High
High School of Telecommunication Arts & Technology	High
IS 187 Christa McAuliffe School	Middle
IS 392	Elementary-Middle
MS 582 The Upper School	Middle
PS 139 Alexine A. Fenty	Elementary
PS 16 Leonard Dunkly	Elementary
PS 17 Henry Woodworth	Elementary
PS 196 Ten Eyck	Middle
PS 20 Clinton Hill	Elementary
PS 206 Joseph F. Lamb	Elementary-Middle
PS 229 Dyker	Elementary-Middle
PS 230 Doris Cohen The Lower School	Elementary
PS 264 Bay Ridge Elementary School for the Arts	Elementary
PS 67 Charles A. Dorsey	Elementary
PS/IS 104 The Fort Hamilton School	Elementary-Middle
St. Joseph High School	High
The New American Academy Charter School	Elementary

STATEN ISLAND

PS 3 Margaret Gioiosa School	Elementary
PS 30 Westerleigh	Elementary
PS 5 Huguenot	Elementary
Tottenville High School	High

MANHATTAN

Community Health Academy of the Heights	High
High School for Dual Language & Asian Studies	High
Mosaic Prep Academy	Elementary
PS 102 Jacques Cartier	Elementary
PS 128 Audubon	Elementary
PS 129 John H Finley	Elementary-Middle
PS 188 The Island School	Elementary-Middle
PS 197 John B Russwurm	Elementary
PS 34 Franklin D. Roosevelt	Elementary-Middle
PS 4 Duke Ellington	Elementary
PS 42 Benjamin Altman	Elementary
PS 5 Ellen Lurie	Elementary
PS 64 Robert Simon	Elementary
PS 83 Luis Munoz Rivera	Elementary
PS 96 Joseph Lanzetta	Elementary
Thurgood Marshall Academy Lower School	Elementary
Transfiguration School	Elementary-Middle

QUEENS

PS 303 Academy for Excellence through Arts	Elementary
Academy of Finance and Enterprise	High
Al-Ihsan Academy	High
Forest Hills High School	High
High School for Construction Trades, Engineering, & Architecture	High
Hillcrest High School	High
IS 230 School for Civics in Community	Middle
Martin Van Buren High School	High
Newcomers High School	High
PS 120 Queens	Elementary
PS 150 Queens	Elementary-Middle
PS 161 Arthur Ashe School	Elementary
Ps 166 Henry Gradstein	Elementary
PS 2 Alfred Zimberg	Elementary
PS 212Q	Elementary
PS 33 Edward M. Funk	Elementary
PS 84 Steinway	Elementary
PS 85 Judge Charles Vallone	Elementary
PS 86Q	Elementary
PS 90 Horace Mann	Elementary
Richmond Hill High School	High

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LOWER HUDSON VALLEY

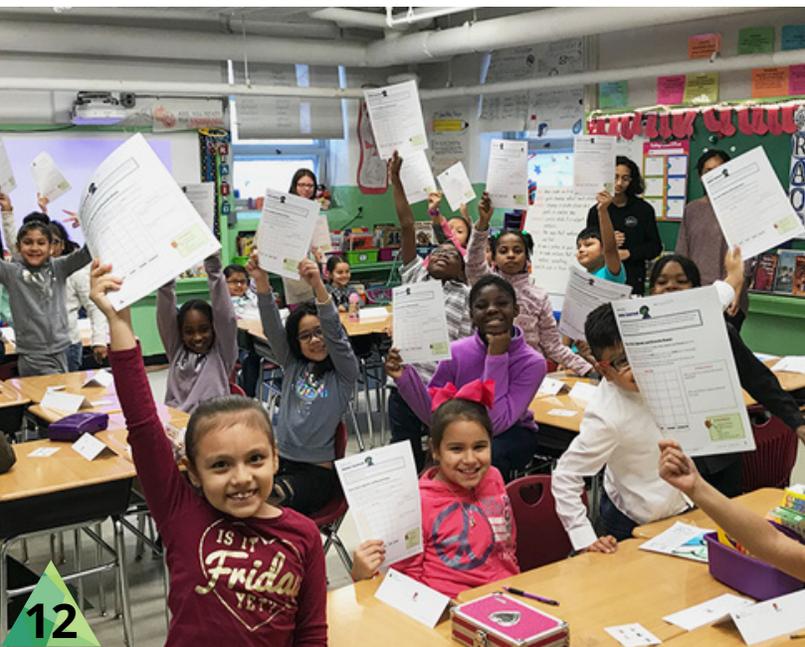
Casimir Pulaski School	Elementary-Middle
Cesar E. Chavez Elementary School	Elementary-Middle
Church Street Elementary School	Elementary
Columbus Elementary School	Elementary
Enrico Fermi School for the Performance Arts	Elementary-Middle
Eugenio Maria De Hosto MicroSociety School	Elementary-Middle
Gorton High School	High
Graham Elementary School	Elementary-Middle
Hamilton Elementary School	Elementary-Middle
Kahlil Gibran School	Elementary-Middle
Lincoln High School	High
Mount Vernon High School	Elementary-Middle
Museum School 25	Elementary-Middle
Paideia School 24	Elementary-Middle
PEARLS Hawthorne School	Elementary-Middle
Riverside High School	High
Roosevelt High School Early College Studies	High
School 16	Elementary-Middle
School 21	Elementary-Middle
School 23	Elementary-Middle
School 30	Elementary-Middle
School 5	Elementary-Middle
School 9	Elementary-Middle
Traphagen Elementary School	Elementary-Middle
William Boyce Thompson School	Elementary-Middle
Yonkers Middle High School	Middle-High
Yonkers Montessori Academy	Elementary-Middle-High

LONG ISLAND NASSAU

Baldwin High School	High
Barack Obama Elementary School	Elementary
Clara H. Carlson Elementary School	Elementary-Middle
Covert Avenue Elementary School	Elementary-Middle
East Meadow High School	High
Floral Park Bellerose Elementary School	Elementary
Floral Park Memorial High School	Middle-High
Freeport High School	High
Hicksville High School	High
Holy Family School	Elementary-Middle
Holy Trinity Diocesan High School	High
John Lewis Childs Elementary School	Elementary-Middle
Massapequa High School	High
New Hyde Park Memorial High School	High
Summit Lane Elementary School	Elementary
W.T. Clarke Senior High School	High
Westbury High School	High

SUFFOLK

Albany Avenue Elementary School	Elementary
Amityville Memorial High School	High
Aquebogue Elementary School	Elementary
Bretton Woods Elementary School	Elementary
Charles A Mulligan Elementary School	Middle
Connetquot High School	High
Daniel Street Elementary School	Elementary
Forest Brook Elementary School	Elementary
Fort Salonga Elementary School	Elementary
Francis J. O'Neill Elementary School	Elementary
Hauppauge High School	High
James H. Boyd Intermediate School	Elementary
John F. Kennedy Elementary School	Elementary
Kings Park High School	High
Longwood High School	High
Northport High School	High
Park View Elementary School	Elementary
Ralph Reed Middle School	Middle
RJO Intermediate School	Elementary
Santapogue Elementary School	Elementary
Smithtown High School-East	High
Smithtown High School-West	High
South Middle School	Middle
Tooker Avenue Elementary School	Elementary
Walter G. O'Connell Copiague High School	High
William Rall Elementary School	Elementary
William T. Rogers Middle School	Middle



SILVER SCHOOL PARTNERS

JA New York recognizes our top tier school partnerships with gold and silver credentials.
Year-round commitments to programming distinguish these partnerships.



NEW YORK CITY

BRONX

Bronx High School for Law and Community Service	High
MS 296 South Bronx Academy for Applied Media	Middle
PS 41 Gun Hill Road Urban Assembly School for Applied Math & Science	Elementary Middle-High

BROOKLYN

Academy For Excellence In Leadership	High
Brooklyn Academy for Science & Environment	High
Brooklyn Landmark Elementary School	Elementary
Brooklyn Prospect Charter High School	Middle-High
Brownsville Ascend Lower Charter School	Elementary-Middle
IS 62 Ditmas Junior High School	Middle
PS 151 Lyndon B Johnson	Elementary
PS 161 The Crown	Elementary
PS 178 St. Clair McKelway	Elementary-Middle
PS 244 Richard R. Green School	Elementary
PS 277 Gerritsen Beach	Elementary
PS 279 Herman Schreiber	Elementary
PS 310 The School For Future Leaders	Elementary
St. Francis Xavier - Queen of All Saints Catholic Academy	Elementary-Middle

MANHATTAN

Ascension School	Elementary-Middle
Baruch College Campus High School	High
Cathedral High School	High
High School of Economics & Finance	High
Jacqueline Kennedy Onassis High School	High
PS 130 Hernando De Soto	Elementary
PS 2 Meyer London	Elementary
PS/MS 278 Paula Hedbavny School	Elementary-Middle
St. Luke's School	Elementary-Middle
Urban Assembly School of High Business for Young Women	High

QUEENS

High School of Applied Communications	High
Information Technology High School	High
PS 117 J Keld/Briarwood School	Elementary
PS 153 Maspeth	Elementary-Middle
PS 273Q	Elementary

STATEN ISLAND

PS 21 Margaret Emery Elm Park	Elementary
PS 861 Staten Island School of Civic Leadership	Elementary-Middle
Susan E. Wagner High School	High

LONG ISLAND

NASSAU

Bowling Green Elementary School	Elementary
Dutch Lane Elementary School	Elementary
Front Street Elementary School	Elementary
John W. Dodd Middle School	Middle
Meadow Elementary School	Elementary
Plainview-Old Bethpage John F. Kennedy High School	High
Steele Elementary School	Elementary
Waldorf School of Garden City	Elementary-Middle-High
Wantagh Middle School	Middle

SUFFOLK

Great Neck Road Elementary School	Elementary
Hampton Bays Elementary School	Elementary
Norwood Avenue Elementary School	Elementary
West Middle School (Brentwood)	Middle
William Floyd Middle School	Middle
William Paca Middle School	Middle

LOWER HUDSON VALLEY

Goshen Intermediate School	Elementary
Port Chester Middle School	Middle
Rosemarie Ann Siragusa School	Elementary-Middle
School 13	Elementary-Middle
Spring Valley High School	High

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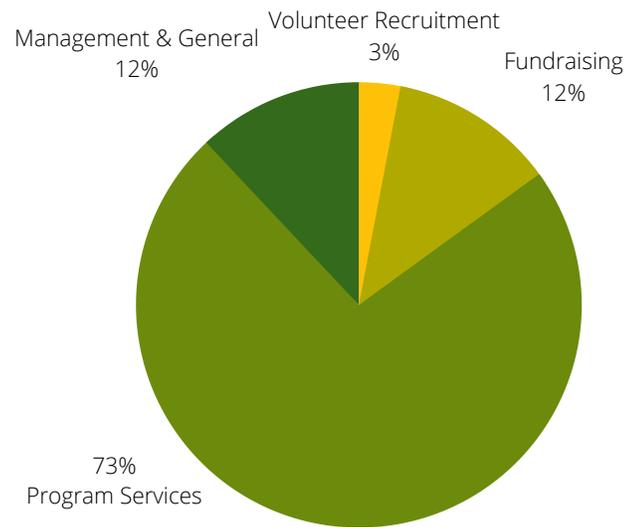
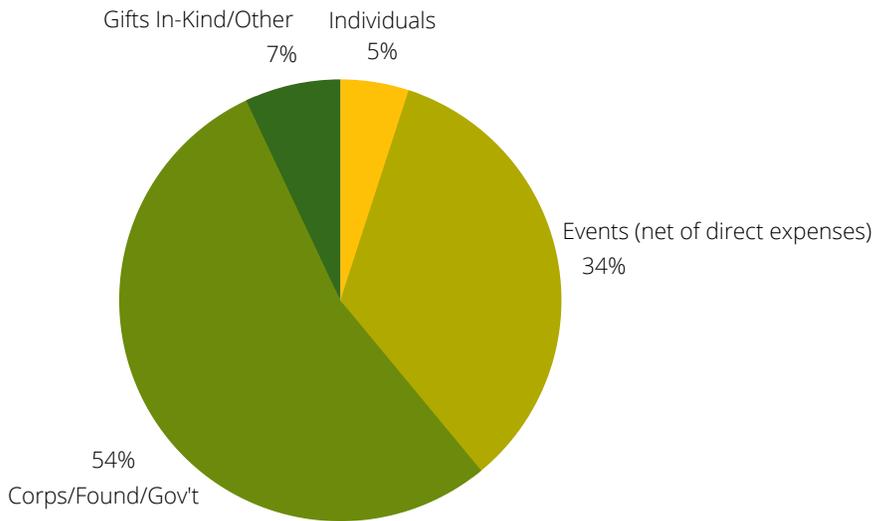
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PUBLIC SUPPORT

New York City Department of
Youth and Community
Development
Westchester County Youth Bureau

FINANCIAL SUMMARY



Sources of Funding 2019-2020

Corps/Found/Gov't	\$2,002,401
Events (net of direct expense)	\$1,263,991
Gifts In-Kind/Other	\$273,142
Individuals	\$202,564

Expenses 2019-2020

Program Services	\$3,060,356
Management & General	\$498,118
Fundraising	\$520,037
Volunteer Recruitment	\$93,151

Operating Support and Revenue

	2019-2020	2018 - 2019
Contributions	\$2,204,969	\$2,045,973
Events (net of direct expense)	\$1,263,991	\$2,135,052
In-Kind & Other Income	\$273,138	\$293,219
Total Revenue & Support	\$3,742,098	\$4,474,244

Operating Expenses

	2019-2020	2018 - 2019
Program Services	\$3,060,356	\$3,093,866
Management & General	\$498,118	\$419,316
Fundraising & Volunteer Recruitment	\$613,188	\$599,874
Total Expenses	\$4,171,662	\$4,113,056

Excess of Operating Support & Revenue

Over Expenses	\$(429,564)	\$361,188
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