

## Junior Achievement Worldwide

<b>Title</b>	Junior Achievement Worldwide
<b>Coverage</b>	International
<b>Organization/enterprise</b>	Junior Achievement Worldwide (JA Worldwide™)
<b>Topic</b>	Entrepreneurship education
<b>Target group and outreach</b>	Students from kindergarten through the age of 25. JA Worldwide™ Headquarters provides support for JA operations throughout the United States and in more than 100 countries around the world
<b>Purpose</b>	JA Worldwide™ is the world's largest organization dedicated to educating students about entrepreneurship, work readiness and financial literacy through experiential, hands-on programmes. JA tries to inspire students to succeed in a global economy. The organization reaches 7.5 million students each year around the world.
<b>Key features</b>	<ul style="list-style-type: none"> <li>(1) Part of school learning</li> <li>(2) Offered early enough to become a career option</li> <li>(3) Offers programmes adapted to each grade</li> <li>(4) Focus beyond entrepreneurship</li> </ul>
<b>Strategy and approach</b>	<p>Junior Achievement was founded in 1919. Its first programme, JA Company Programme, was offered to high school students on an after-school basis. In 1975 the organization entered the classroom with the introduction of Project Business for the middle grades. Nearly 30 years later, JA has expanded its activities and broadened its scope to include both in-school and after-school students.</p> <p>JA programmes are taught by volunteers in inner cities, suburbs and rural areas throughout the United States and in 115 other countries around the world. The programmes help prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust and how to apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities.</p> <p>Mission:</p> <p>Junior Achievement will ensure that every child has a fundamental understanding of market based economics and entrepreneurship.</p> <p>Programmes:</p> <p>Programmes span all grades and focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy and career development.</p> <p>About the volunteers:</p> <p>Junior Achievement's 113,000 classroom volunteers come from all walks of life and include business people, college students and retirees.</p>
<b>Partners</b>	JA Worldwide is a non-profit organization sponsored by corporate and individual contributors. The JA Headquarters in Colorado Springs provides strategic direction, leadership and support to the 2,700 employees and 8,100 volunteer board members.

<b>Major achievements</b>	JA Worldwide uses independent, third party evaluators to gauge the impact of its programmes. Since 1993, the Worldwide Institute for Research and Evaluation (WIRE) has conducted studies on JA programme impact. Findings show that JA has had a positive impact in a number of critical areas. Summaries of WIRE findings are published in the JA Programmes section of the JA website.
<b>Additional information</b>	JA Africa Success stories (PDF) Namibia Stories (PDF) JA Annual Reports: <a href="http://www.ja.org/about/about_who_anrepts.shtml">http://www.ja.org/about/about_who_anrepts.shtml</a> Summaries of WIRE findings: <a href="http://www.ja.org/programs/programs_eval_overview.shtml">http://www.ja.org/programs/programs_eval_overview.shtml</a>
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Source: Junior Achievement Worldwide™