



Junior
Achievement®
of Northern California

INSPIRING TOMORROWS

2020 Annual Report

MESSAGE FROM THE PRESIDENT & BOARD CHAIR

Dear JA Ambassadors,

The 2019-20 school year started with such momentum. On the heels of celebrating our 100th anniversary, we hosted JA SHE Leads at Intel, JA Tech & Innovation Day at Cisco, and JA Entrepreneurship Summit at Google. We brought our largest ever JA SHE Leads event back to Richmond and rocked the auditorium with speakers, panelists, and hands-on workshops focusing on STEM careers. Just one week later we brought JA Finance Park Mobile back to Sonoma and Monterey Counties and filled the event centers with over 1,200 deserving students, giving them the opportunity to put a month of learning about personal finance to action with the help of more than 175 volunteers.

Then in March... well, we all know what happened.

Our immediate priority was to show our students we were there for them—no matter what. At Junior Achievement we are in the business of inspiring tomorrows and when challenges present themselves, the decision to face them head on is not only necessary, it's what is required.

With our staff safely working remotely, we got to work. Our JA Company Program high school students had businesses they had started just weeks prior to being told to shelter in place. Our CTE students were in the middle of exploring careers and so many job shadows had been scheduled. We had three vibrant summer internship programs scheduled for the summer. Could we beam our Bank of America, Deloitte, John Muir Health, Salesforce, and Workday volunteers in via Zoom?

Absolutely.

The future for JA students is bright, regardless of the platform we are using to reach them.

As we embark on the 2020-21 school year, our goals continue to be ambitious. We have a lot of work to do to ensure that students have access to our programs and that they don't fall behind due to tech barriers or other systemic injustices.

Thank you for sticking with us and helping ensure that every child is afforded the opportunity to succeed and achieve their full potential in life.

Gratefully,



Cristene Burr
President & CEO



Adrian Dimech
Board Chair



Cristene Burr
President & CEO



Adrian Dimech
Board Chair

THE JA DIFFERENCE

REINFORCING THE VALUE OF EDUCATION

In a 2019 alumni survey, **83% of students** agreed that **participating in JA broadened their horizons** and **81%** said that it made them **think of new work opportunities or career paths**.



4-in-5 of JA alumni report JA played an important role in their **DECISION TO PURSUE FURTHER EDUCATION**



53% OF JA ALUMNI report having started or owned a business



4-in-5 of JA alumni report JA played an important role in **CHOOSING THEIR CAREER PATH**



88% OF BUSINESSES owned by JA Alumni have employees (compared to 20% of U.S. small businesses).



Students from Santa Clara and San Mateo counties in a workshop during Tech & Innovation Day, January 2020.

GLENLYON SCHOLARS



**MADELINE
DAMIAN**

Championed by a generous anonymous donor, JA of Northern California provides several scholarships annually for college-bound students. Chosen recipients receive a \$5,000 award, renewable for four years. It is intended to inspire and support college success while recognizing the recipient's outstanding involvement with Junior Achievement, community service, and leadership.

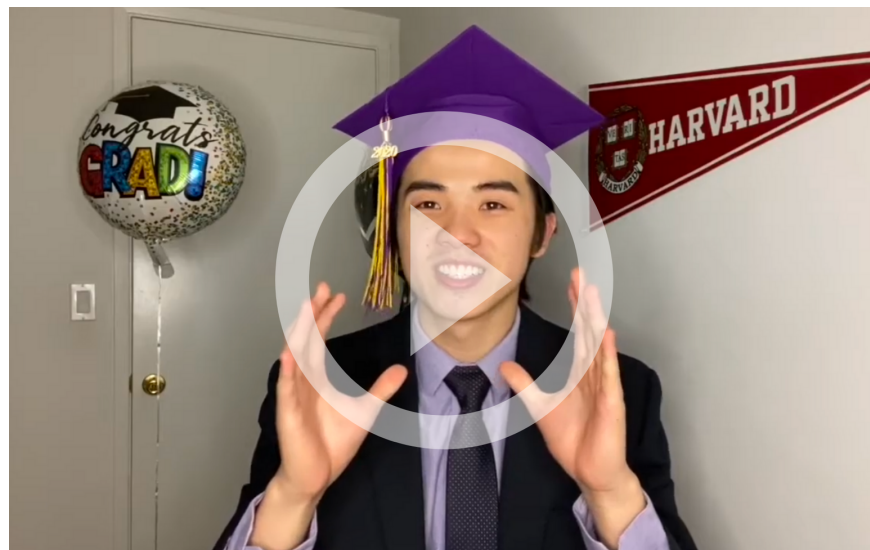


**RICKY
LAM**

The 2020 JA Glenlyon Scholarship was awarded to three Northern California students: **Madeline Damian, Ricky Lam, and Hana Simab**. All three students exemplify JA's mission to build an entrepreneurial mindset, develop financial and workplace skills, and begin their journey on the path toward financial capability and success.



**HANA
SIMAB**



HEAR FROM RICKY

JA COMPANY PROGRAM


The JA Company Program® is how Junior Achievement got its start in 1919. This immersive entrepreneurship experience is more than small business and lemonade stands. Our dynamic curriculum, hands-on experiences and authentic business community engagement help high school students develop the skills, mindset, relationships and core competencies to take control of their futures. JA alumni are 2½ times more likely to start a business than the general population—this experience is the launching point.




In June 2020, two JA NorCal company program teams, **Reusii and Zeal**, were selected to participate in the JA National Student Leadership Summit. JA student companies around the United States came together virtually for three days of high impact experiences. They demonstrated their business acumen, creativity, and entrepreneurial thinking in a competitive online environment showcasing their companies to business leaders. In addition to the competition, JA Company Program students had the opportunity to participate in virtual webinars led by national experts in innovation, entrepreneurship, and business.



1 in 5 JA Alumni reported that they work in the same career field as their JA Volunteer who taught them as a student.



51% of JA Alumni report having a bachelor's degree or higher (compared to 33% of the U.S. population).



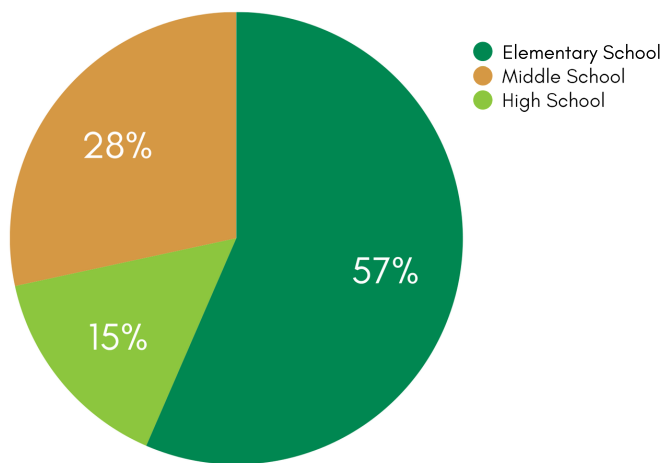
44% of U.S. adults do not have enough cash to cover a \$400 emergency.

JA BY THE NUMBERS

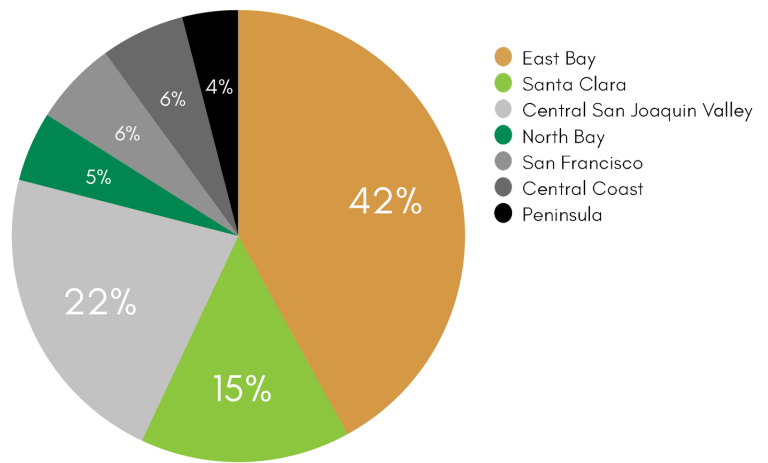
As the famous saying goes, it takes a village to raise [and educate] a child. When you support Junior Achievement of Northern California, you are helping create opportunities for students to apply what they are learning in the classroom to the real world. You are helping them connect the dots to their future economic success. Last year, thanks to your support, we were able to impact over 54,000 students.

2019-2020 JA NORCAL STUDENTS

STUDENTS SERVED BY AGE GROUP



STUDENTS SERVED BY REGION



High school students from JA Company Program *Zeal* during an ice-breaker activity, January 2020.

REVENUE

Individual Giving*	\$220,685
Events	\$468,956
Grants & Corporate Contributions	\$2,025,295
TOTAL REVENUE**	\$2,714,936

* Includes investment income

** Includes in-kind donations

For a \$1,000 investment per class of 30 students, members of your personal and business network can make a real difference in the lives of students in your communities.



JA VOLUNTEER & EDUCATOR OF THE YEAR AWARDS

[Click Here to Listen to Nafeesah's Testimonial!](#)

Volunteers and educators play a key role in bringing Junior Achievement to life, by sharing their personal and professional experiences and skills with students. Volunteers highlight the connection between what students are learning in school and what they will need to succeed in work and life.

Tina Burroughs
Mechanics Bank

Darla Chiarito
Union Bank

Eugene Chow
Dublin High School

Angela Ghigliazza
Hillard Comstock Middle School

Cristina Haley
San Mateo Park Elementary School

Roger Hancock
CSAA Insurance Group

Ben Hoehn
One Login

Steven Holdridge
Central High School

Pankaj Jain
Parent, Carolyn Clark Elementary PTA

Kibby Kleiman
Pinole Valley High School

Divya Krishnan
Motif Investing

Jennifer Mead
Windsor High School

Nikki Tran-Dell'Eva
Bank of the West

Jesus Radillo
Selma Olinder Elementary School

Chris Rake
Wells Fargo

Niko Villars & Jeremy Eklund
Concord High School

Kristen Wilbur & Trinity Kent
Luther Burbank Savings

Nafeesah Williams
Bank of America

Katherine Woo
Gordon J. Lau Elementary School

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Invitae

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Portfolio Management
Franklin Templeton

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AeroFund Financial, Inc.

Mr. Hugo Yoshinaga

Head of Global Strategy and OPS
for SMB
Google Cloud

REGIONAL ADVISORY BOARDS

In addition to our governing board, we have six regional advisory boards. Members support JA NorCal's mission through leadership and development; commitment of personal, corporate, and other resources; and dedication to students in their communities.

NAPA ADVISORY BOARD

Jaime Buffington (United Business Bank), Tom Feutz (Sunrise Napa Rotary), Carolyn Martini (Winemaker), Dennis Mosher (Sunrise Napa Rotary), and Craig Underhill (Brotemarkle, Davis, & Co. LLP).

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CENTRAL SAN JOAQUIN VALLEY ADVISORY BOARD

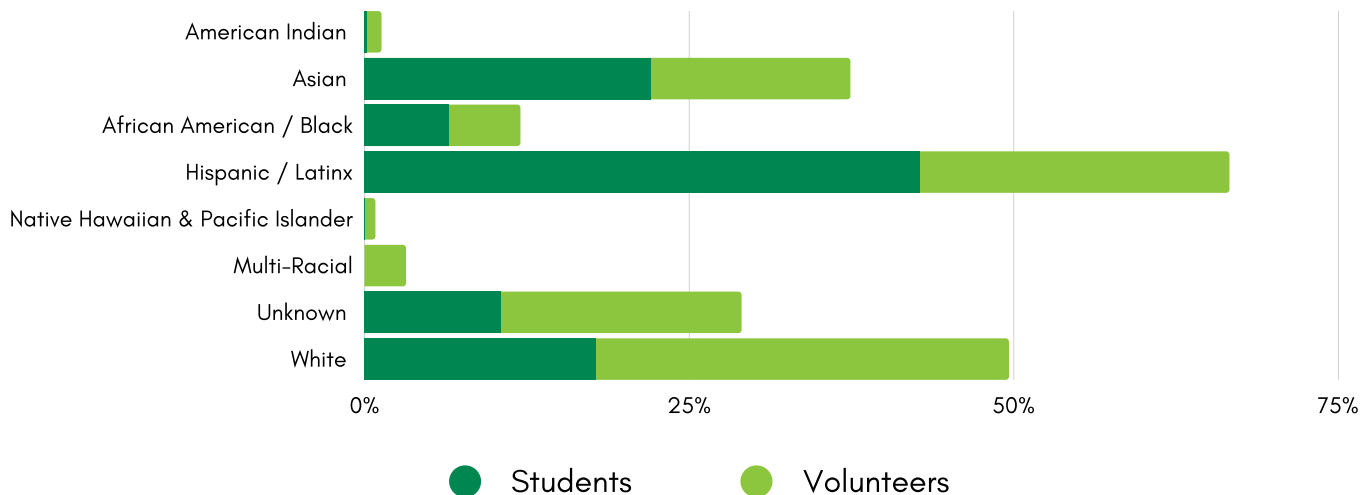
Jose Anaya (Bank of America), David Garcia (Bank of the West), Michael Girazian (Union Bank), Brandon Murane (Westamerica Bank), Brett Richesin (Alliant Insurance), Kee Xiong (Pacific Western Bank), and LeAnn Yamate (Wells Fargo).

DIVERSITY & INCLUSION

Junior Achievement's programs have been proven to give students the tools they need to increase their chances of achieving economic security as adults. According to a 2019 JA Alumni Survey, **58% of Black alumni, 51% of Hispanic/Latinx alumni, and 45% of White alumni say Junior Achievement influenced their decision to pursue further education.** This directly ties back to our mission, which is grounded in the belief that education and opportunity can and does improve lives.

We recognize the responsibility we have in ensuring that every student can benefit from Junior Achievement, but also in making sure that students who are marginalized by systemic injustices are not left behind. We are committed to fighting for equity and will strive to increase outreach to underrepresented populations.

2019-2020 STUDENT & VOLUNTEER DEMOGRAPHICS



One way we can measure our success in this effort is by looking at the demographics of our students and volunteers. Each year, we are proud to say that our volunteers reflect the students we serve. We will continue to advocate for students, particularly those who otherwise might not have access to the opportunities JA provides.

PARTNERS

Junior Achievement relies on generous donations from corporate, foundation, and individual donors for all educational materials and support provided to our local schools.

Ambassador

Anonymous

Chairman

AT&T Inc.
Cisco Systems, Inc.
Intuit
John Muir Health
Lakeside Foundation
Union Bank
U.S. Bank
Wells Fargo
William K Bowes, Jr.
Foundation

President

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EY
Franklin Templeton
Investments
Genentech, Inc.
Moore Family Foundation
Quest Foundation
Salesforce

Entrepreneur Level

1st Capital Bank
Accenture
Aerofund Financial, Inc.
Anderson Stewart Family
Foundation
Aon plc
App Annie
ASML Foundation
Atman Fund
Bank of the West
Chevron Monterey County
Chevron Richmond Refinery
Comerica Charitable Foundation
Community Foundation for
Monterey County
CSAA Insurance Group
Deloitte Tax LLP
Adrian Dimech
First Tech Federal Credit Union
Harden Foundation
Brad and Rhonda Holsworth
HP, Inc.
HSBC Finance Corporation
KPMG LLP
Lam Research Corporation
Leo M. Shortino Family Foundation
Mark and Roberta Linsky
Lockheed Martin Corporation

Luther Burbank Savings
Mechanics Bank
Monterey Peninsula Foundation
Nancy Buck Ransom Foundation
William and Debby Oldenburg
Oracle Corporation
Pacific Gas and Electric Company
Recology
Robert Half
Roche Molecular Systems
Safeway Foundation
SAP Charitable Fund
Rowena and Marc Singer
Starbucks Foundation
State Farm Foundation
Taylor Fresh Foods
TD Ameritrade
Thomson Reuters
Valero Energy Corporation

Special In-Kind Recognition

Intel
PepsiCo
Reed Smith LLP
San Francisco Business Times

Thank you so much!

ONLINE VIRTUAL RESOURCES

REINFORCING THE VALUE OF EDUCATION

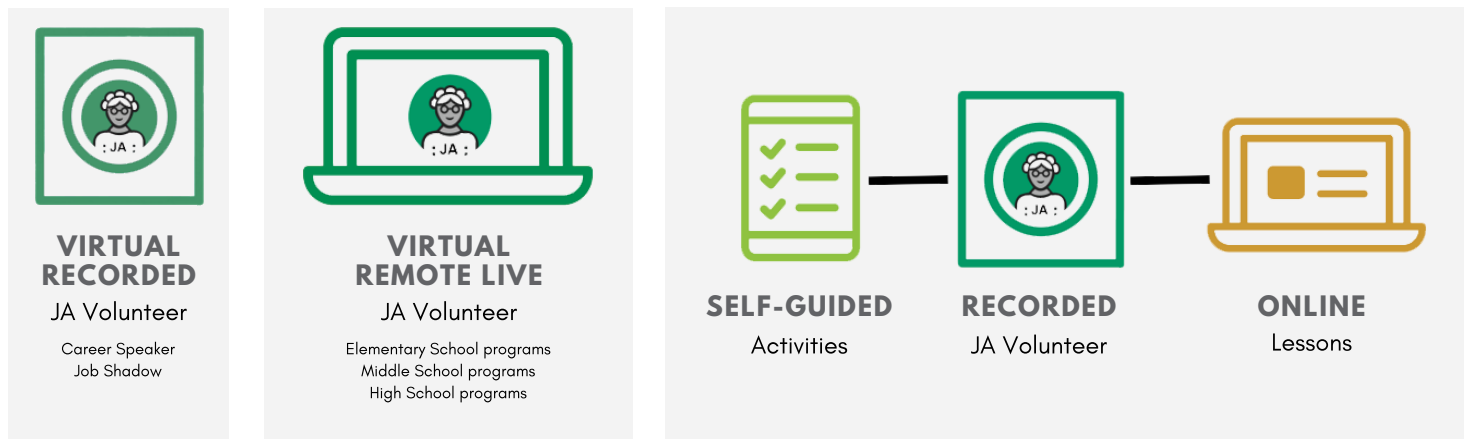
Educators: JA is ready to help you enhance your K-12 curriculum with free synchronous and asynchronous activities. Our online resources keep kids engaged, while learning about the important skills of money management, entrepreneurial skills, and workforce readiness.

In addition to these resources, we have hundreds of virtual volunteers ready to provide all JA program experiences for students.



HOW DO THESE WORK?

Junior Achievement provides virtual resources to your students for **ASYNCHRONOUS** and **SYNCHRONOUS** learning. Select one of the options below to learn more about them.



[Click here to learn more about our upcoming virtual events!](#)

OFFICES

Main Office

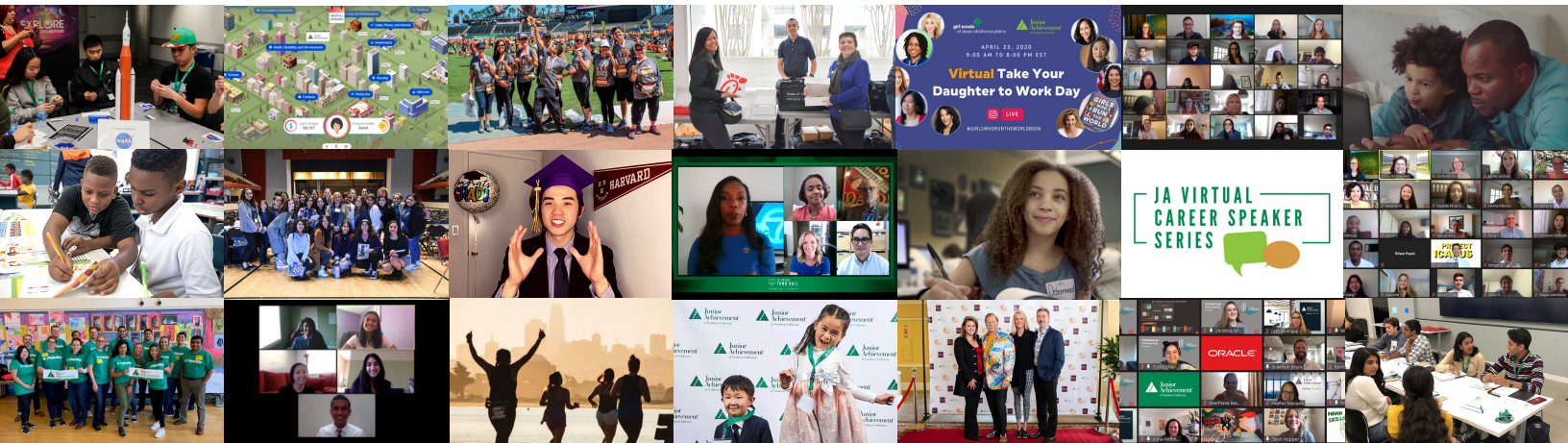
3003 Oak Road, Suite 130
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(925) 465-1068

Silicon Valley Office

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San Jose, CA 95113

Central Valley Office

4949 East Kings Canyon Road, Suite 202
Fresno, CA 93727



#empowerthefuture

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