

From the desk of the President



Transition Year

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The year 2007-2008 was a challenging year for Junior Achievement of Sacramento as well as many other non-profits as we began to see the precursors of the downturn in our nation's economy. Tough economic times abound means that Junior Achievement must continue with its mission and purpose - to improve the skills of youth in the areas of financial literacy, work readiness and entrepreneurship. Without these foundational skills, young people will miss opportunities to be creative, to find their talents in business and entrepreneurship and to be committed stewards of finances and economics both hallmarks of American entrepreneurial strength.

Our goal last year was to increase our high school and junior high school contact hours as we believe that the impact on older kids can be measured sooner as they prepare for college or the workforce. We have succeeded this year in bringing in new schools however; the challenge of funding continues to hamper our plan to improve the numbers of students who receive Junior Achievement.

This past year we served 8,816 students for a total of 392 classes. We are on track in the upcoming year to add two new junior high schools, another JA Company program in a non-traditional setting, as well as approximately 200 more high school students. As we attempt to bring new schools on board, we continue to pay close attention to include school systems that are at risk due in large part to socio-economic status of the families and children. In many of these areas, Junior Achievement appears to be a luxury however, we strive to impress upon parents and school administrators the fact that, "all children can benefit from Junior Achievement", what we teach is for all economic classes of students. What better way to stimulate discussion about wealth creation and financial literacy and the positive consequences of remaining in school, than providing opportunities for dialogue between parents and their children.

We expect this up coming year to feel the full impact of our nation's financial and economic crises. However, we will continue to adapt to meet the needs of the Sacramento community, through the generous donations of local and national funding organizations.

Let Their Success Be Your Inspiration.