

# Investment Connection Request for Proposal - Louisville

Response ID:39 Data

## 3. Enter Your Submission's Details

### 1. Project/Program Name:

Junior Achievement Financial Empowerment Programs for Low Income Middle School Students

### 2. Organization's Legal Name (as shown on IRS Letter of Determination):

Junior Achievement of Kentuckiana, Inc.

### 3. Doing Business As (DBA - if name differs from legal name):

### 4. Organization Contact Info:

	Info
Street Address 1	1401 W. Muhammad Ali Blvd.
Street Address 2	
City	Louisville
State	Kentucky
Zip	40203
Organization Phone Number	5025699210
Organization Website	www.jaky.org
Organization Email Address	dhoffer@jaky.org

### 5. Executive and Primary Contact Info:

	Info
Executive Director or Top Executive:	Debra H. Hoffer
Executive Phone Number:	5025699210
Executive Email Address:	dhoffer@jaky.org
Primary Contact for this proposal:	Jillian Cantu
Primary Contact's Phone Number:	5025699202
Primary Contact's Title:	Director of Development
Primary Contact's Email Address:	jcantu@jaky.org

### 6. Are you a 501(c)3?

Yes

### 7. Organization Mission Statement (Please limit response to 1,000 characters):

Junior Achievement of Kentuckiana's mission is to prepare and inspire young people for success in the global economy. Junior Achievement's age-appropriate classroom and experiential programs begin at the elementary school level, teaching children how they can influence the world around them as individuals, workers and consumers. The learning continues through the middle and high school grades, as students prepare for the economic and workforce issues they will face in the

future. Program content is correlated with state and local learning standards.

**8. Briefly summarize your organization's history (Please limit response to 1,000 characters):**

JA was founded locally in 1949 and affiliated with National JA in 1950. For 70 years, JA has been teaching economics and financial literacy education in the Kentuckiana area. JA has made the commitment to serve all students in the region five times in their school careers. JA uses classroom lessons taught by volunteers and teachers, as well as hands-on experiences at Sam Swope JA BizTown®, Chase JA Finance Park® and JA Inspire to help young people understand the economics of life. In 2018-19, JA locally served 70,904 students with programs in Kentucky and Southern Indiana, increasing from 27,900 students in 2004. Substantial progress has been made toward the goal of serving all students in the region with five JA programs during their K-12 school careers. JA's largest customer, Jefferson County Public Schools, has formally integrated JA programs into the official curriculum, as have other area school systems.

**9. Briefly describe the organization's current programs and activities - Include examples of recent accomplishments, i.e., number of people served annual, housing units built, loans made, etc. (Please limit response to 1,000 characters):**

Junior Achievement of Kentuckiana's unique approach of serving every child in our region five times with the deepest-impact financial literacy, work readiness and entrepreneurship programs works to ensure that all of our young people grow up with the life skills that they need to thrive in our global economy. JA impacts young lives and future community prosperity with curriculum based on the three pillars of success: Work Readiness, Financial Literacy and Entrepreneurship. Substantial progress has been made toward the goal of serving all students in the region with five JA programs during their K-12 school careers: twice with volunteer-driven classroom programs (once in elementary and once in high school) and with each of the capstone programs, JA BizTown®, JA Finance Park® and JA Inspire. JA is currently reaching high percentages of students in its target counties.

**10. Organizational Annual Budget:**

\$1,772,000

**11. Organization Fiscal Year:**

From date (mm/dd/year) : 07/01/2019

To date (mm/dd/year) : 06/30/2020

**12. Proposal Summary (Please limit response to 1,000 characters):**

JA targets all of the region's 7th or 8th grade students from public, private and parochial schools for the JA Finance Park program. Given that JA Finance Park is core curriculum in public school districts throughout the region, we serve nearly 100% of the students from low-income public schools. Junior Achievement proposes to serve 4,300 students who qualify for Free/Reduced Lunch from Jefferson County Public Schools with JA Finance Park with this grant. JA Finance Park helps students in our region each year build a foundation of intelligent personal-finance skills through an experiential real-life simulation. The students' experience begins with in-class, teacher-led personal-finance instruction and culminates in an exciting visit to JA Finance Park, a reality-based simulation that gives students the opportunity to put their new money management skills to the test by completing a balanced family budget.

**13. Type of CRA eligibility for your proposed project (check all that apply):**

Financial access, capability and empowerment

**14. Is your project/program (check one):**

Existing project

**15. Type of request (select all that apply):**

Grant

**16. Amount Requested:**

\$15,000

**17. Total Project Budget:**

\$161,250

**18. Funding Period Requested:**

From date (mm/dd/year) : 01/01/2020

To date (mm/dd/year) : 12/31/2020

**19. Geographical Area(s) Served - Include specific counties MSAs, city(ies), neighborhood(s). (Please limit response to 1,000 characters):**

Louisville, Kentucky Metropolitan Statistical Area

Kentucky Counties: Jefferson, Oldham, Bullitt, Meade, Shelby, Nelson, Hardin, Marion, Carroll

Indiana Counties: Clark, Floyd, Harrison, Scott, Washington, Crawford

**20. Please list other funding secured or potential sources of funding for this project. (Please limit response to 1,000 characters):**

PNC Bank--\$15,000 (proposal submitted)

Anticipated Funding:

Stock Yards Bank--\$15,000

University of Louisville--\$10,000

GE Appliances--\$15,000

We will seek funding from all of the storefront sponsors in JA Finance Park.

**21. Describe how you verify low- to moderate-income (80% of Area Median Income, or "AMI", status of program participants or geographies, i.e., percent/number receiving reduced or free school lunch, census tract data or other method). Please be specific! Listing low-income zip codes does not provide sufficient information. You must describe how you verify the income of individual program participants or in the case of geography, census-tract level data. (Please limit response to 1,000 characters):**

We verify low- to moderate-income by the Free/Reduced Lunch percentage of students from each Jefferson County Public Schools who participate in the full JA Finance Park program.

**22. What community development needs or barriers will this project/program address? (Please limit response to 1,000 characters):**

The need for a concerted, community effort to teach young people the economics of life is urgent; the issue is critical. Some may assume that financial literacy is taught at home, but statistics show otherwise: The 2015 Junior Achievement Teens and Personal Finance Survey found that 84% of teens report look to their parents for information on how to manage money, but 34% of parents says their family's approach to financial matters is to not discuss finances with their children and "let kids be kids." Furthermore, there is no guarantee that parents have sound financial skills that they can pass on to their children. According to the 2015 Consumer Financial Literacy Survey, conducted by the National Foundation for Credit Counseling: 41% of American adults said they deserve a "C, D or F" when it comes to their own personal financial knowledge; 60% of adults continue to spend without a budget.

**23. Is this project part of a larger initiative, i.e., special government designation or a larger collaborative community effort? If yes, please explain. (Please limit response to 1,000 characters):**

Junior Achievement partners with the education and business community to ensure that all students participate in JA's Pipeline for a Better Future which consists of JA's deepest impact Financial Literacy, Work Readiness and Entrepreneurship Programs. The program pathway consists of: two volunteer mentor-driven classroom programs (once in elementary and once in high school) and with each of the capstone programs, JA BizTown®, JA Finance Park® and JA Inspire. JA is currently reaching high percentages of students in its target counties:

\* 95% of elementary students in the 13-county Louisville Metropolitan Statistical Area with a JA classroom program

\* 87% of regional 5th grade students with JA BizTown®

- \* 82% of 7th or 8th grade students with JA Finance Park®
- \* 87% of 8th or 9th grade students with JA Inspire
- \* 67% of high school students with a JA classroom program, JA Job Shadow or JA Finance Park Virtual.

**24. Describe who will be served through this proposed project/program including the percentage of clients currently served or the predicted percentage served who are either LMI or the percentage of small businesses with revenues of \$1 million or less. (Please limit response to 1,000 characters):**

100% of the 4,300 Jefferson County Public Schools 4,300 served with this grant will qualify for Free/Reduced Lunch. While JA serves an additional 6,200 students with JA Finance Park, those are not a part of this grant request.

**25. What are the goals of this project? (Please limit response to 1,000 characters):**

The goals are as follows: Students will recognize the fundamental role of income in managing their personal finances and the factors that affect income and take-home pay. They will understand the decisions they make about education and career will have an impact on their potential income and quality of life. Students will learn about various short and long-term savings and investment options such as savings accounts, stocks, and mutual funds. Students will learn about financial will also weigh the advantages and disadvantages of debit and credit and will examine the role of credit scores and credit reporting on personal finances. Students will discover the importance of spending money wisely and recognize a budget as a valuable tool. They will learn to create personal budgets based on savings and life-style goals and day-to-day situations. They will discuss how setting financial goals and being an informed consumer will help them better manage their money.

**26. What is the timeline for implementing this project? (Please limit response to 1,000 characters):**

Schools typically reserve their JA Finance Park dates a year in advance. For each semester, we will engage in the following activities:

- Work to raise the funds needed to serve students (Groups Involved: JA staff and Board)
- Recruit volunteers (Groups Involved: JA program staff, parent volunteers, volunteers from area businesses)
- Train volunteers (Groups Involved: JA program staff, parent volunteers, volunteers from area businesses)
- Deliver programs (Groups Involved: Volunteers, teachers, JA program staff)
- Verify that all classes were taught (Groups Involved: JA staff and Board of Directors)

**27. Significant Partnerships:**

**Does this project/program involve any external partners that may add capacity, programmatic experience and/or funding? (Please limit response to 1,000 characters):**

JA is fortunate to have decades-old productive partnerships with all local school districts and the business community. Through these partnerships we are able to serve entire grades of students in a school district with consistently high-quality programming.

**28. Who will be responsible for developing, documenting and reporting relationships with connections made through the Investment Connection? (Please limit response to 1,000 characters):**

JA of Kentuckiana adheres to specific Program Implementation Standards that require that we deliver programs in a way that maximizes student impact. Our Program staff documents each class served in our national database and the individual teachers sign a form verifying that the programs have been taught. Vice President of Education, Jennifer Harris, Development Director, Jillian Cantu, and President, Debra Hoffer, will work together to develop, document and report the relationship connections that are made through the Investment Connection. Debra Hoffer holds the final responsibility for ensuring that commitments are honored and productive relationships are established.

**29. What are the anticipated measurable outcomes of this project? (Please limit response to 1,000 characters):**

JA's programs provide measurable program outcomes in several areas.

- JA will deliver programs where 300 supportive adults provide JA Finance Park for 4,300 middle school students who qualify for Free/Reduced Lunch.
- The students' classroom teachers will deliver 12 hours of financial literacy curriculum to that aligns with state financial literacy standards to prepare them for the JA Finance Park budgeting simulation.

- The students will experience 4-hour budgeting simulation at JA Finance Park.
- Students will learn economics concepts related to financial literacy, work readiness and entrepreneurship
- JA and volunteers will emphasize academic achievement by providing encouragement for youth to enhance their commitment to school, opportunities to develop their skills and talents, and to engage in positive social interaction.

**30. How do/will you evaluate this project? Describe the measurement tool(s). (i.e., participation checklists, pre/post surveys, intake sheet, etc.) (Please limit response to 1,000 characters):**

Junior Achievement USA commissioned third-party evaluation firms to perform formative and summative evaluation to measure the impact of JA Finance Park on students and found that the effect size is .75 (considered a large impact). Further, the JA Finance Park budgeting simulation is performed on a tablet that operates with software from the central JA server. JA staff and teachers are able to monitor each student's progress during the simulation. Reports summarizing each student's performance at JA Finance Park are given to teachers, who then are able to provide follow-up lessons to assist those who may need additional financial literacy instruction.