



ANNUAL REPORT

2019 / 2020

Empowering young people to own their economic success:
In-Person and Distance Learning



Empowerment. Aspirations. Leadership. Creating Opportunities.

These are all reoccurring themes for Junior Achievement of Maine - for our mentors and the hundreds of educators who rely on JA programming to bring **entrepreneurial, career exploration, and money management programming to their K-12th grade students across the state.**

2020 has been a testament to those themes as we celebrate 55 years of Junior Achievement in Maine. During our last year, we set out to create a three-year strategic plan to focus on diversity, geographic expansion, and evolving programming options to meet the growing demand.

It's clear that collaboration is key. We strive to proactively **partner with businesses, non-profits, and educators to create and deliver quality driven, impactful, relevant experiences to K-12th grade students statewide,** resulting in economically self-sufficient citizens capable of leading choice-filled lives. It's a tall order, but we are up for the challenge. Whether through in-person mentor-led classroom programming, a visit to a business for a Job Shadow Day experience, or gaining real work experience via a virtual company in the JA Titan Challenge, **Junior Achievement is here to show kids the endless possibilities for their future.**

On March 13th the COVID-19 pandemic hit our state and communities. Schools closed. Educators quickly adapted to teaching remotely. And for JA, that meant **our mentors could no longer meet face to face with students.** That's when we took a page from our own playbook and pulled from our ongoing themes of **Empowerment, Aspirations, Leadership, and Creating Opportunities.**

Junior Achievement of Maine is making the ultimate pivot, rapidly adapting to the new landscape of distance learning. Creating virtual pathways that allow JA to continue to **deliver impactful experiences, raise student aspirations, and help students envision their definition of success.**

Our **JA Career Speaker Series** is an online library that features more than 50 JA mentors, business leaders, and entrepreneurs from around the state to introduce students to the various industries and job opportunities that Maine has to offer. We found new avenues to launch **our innovative curriculums** online through interactive pre-recorded videos and live stream options for educators, students, and mentors. Our goal remains unwavering: **Raise student aspirations so they can stop worrying about today and start planning for a successful future.**

We continue to strive to re-invent ourselves and remain leaders in education. Imagine if all kids in Maine were equipped with the skills and knowledge to be **fiscally responsible, entrepreneurially minded, and workforce ready. We are working to make that dream a reality.** Learning never ends, whether students are physically in a classroom or virtually as part of online curriculum. **All Maine students deserve a chance to dream big and reach their full potential.**

We long for those days again when our mentors will meet face to face with students. We don't know when that will happen. But in the meantime, our vision and commitment to inspire and prepare students never wavers. We thank you for your continued support of Junior Achievement of Maine.

Michelle Anderson
President
Junior Achievement of Maine

Dave Vasconcelos
Board Chair, 2018-2020
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Team Members



Michelle Anderson, President | manderson@jamaine.org

What did you want to be when you were younger? When I was younger, I wanted to be a teacher or a dancer on Broadway.

What is your favorite part of your job? Working with amazing team members who are passionate and hardworking; having the opportunity to meet and partner with so many different companies and individuals across our Maine who care deeply for our state's youth; and (most of all) being in the classroom as a JA mentor and seeing the energy and creativity of kids. The work we do matters!

What makes you smile at the end of the day? Seeing the amazing impact of role models and mentors on a child's life. There's nothing better than seeing kids get excited about learning and realizing they can do and be whoever they want!

Jill Jamison, Director of Operations | jjamison@jamaine.org

What did you want to be when you were younger? When I started my career journey, I wanted to be a travel agent coordinating itineraries for business clients.

What is your favorite part of your job? My favorite part of my job is the variety, every day is different. I am able to plan my day to allow time for work and my family.

What makes you smile at the end of the day? Working with students in the classroom makes me smile. They are smart and enthusiastic, and they give me hope for our future.



Pamela Bennett, Program Coordinator | pbennett@jamaine.org

What did you want to be when you were younger? I had an early interest in becoming an architect or a veterinarian but ended up attending a university that didn't have either field of study. After testing many different majors, I ended up graduating with a Communication degree.

What is your favorite part of your job? When I have the opportunity to teach JA lessons, I am in my happy place. It is so satisfying seeing children engaged and excited about learning. Aside from teaching, I love interacting with the volunteers (especially first-timers) and preparing them for their classroom experience.

What makes you smile at the end of the day? I love working for an organization that is making a positive impact, knowing that I can indirectly make a difference in the lives of Maine students definitely makes me smile!



Jenna Jeffrey, Marketing & Events Coordinator | jjeffrey@jamaine.org

What did you want to be when you were younger? A writer.

What is your favorite part of your job? Hearing and sharing stories from inspired students or volunteers who felt like they truly made an impact.

What makes you smile at the end of the day? Knowing I'm working toward a goal bigger than me, to make a difference for young people in my community and across Maine.



Jen Brackett, Finance Coordinator | jbrackett@jamaine.org

What did you want to be when you were younger?

When I was younger I wanted to be a ballerina.

What is your favorite part of your job? There's a lot to like about my job, but I especially appreciate working for an organization that does good things and works in a professional way.

What makes you smile at the end of the day? At the end of the day I am happy that I work with a great team of people who are professional and personable.



Hall of Fame

Junior Achievement of Maine's Business Hall of Fame North 2019

Kris Doody, CEO of Cary Medical Center and Samuel Collins, President of S.W. Collins Company were honored as the newest laureates into Junior Achievement's Maine Business Hall of Fame. We thank Kris and Sam for their outstanding contributions to free enterprise and the promise of a better, stronger society.

“ *The electric atmosphere at our Business Hall of Fame event always sparks an engaging discussion around building our future workforce and how businesspeople like Kris and Sam are helping to lead us to a stronger future.* ”

Michelle Anderson, President, Junior Achievement of Maine

200 local business and community members joined local JA students at the Hilton Garden Inn in Bangor for the 5th anniversary of our Business Hall of Fame North celebrations. Speakers also included Senator Susan Collins and MEMIC President & CEO Michael Bourque.

Special thanks to MEMIC as our Exclusive Platinum Sponsor!



Volunteer of the Year

Congratulations to our Volunteer of the Year, Dave Levine, Engineering Manager at IDEXX

Dave's contagious smile, dedication and enthusiasm have been constant through the 13 years he's served as a JA volunteer. He first volunteered through IDEXX and its Job Shadow program. Dave's remained a mentor in the Titan Challenge and as a classroom volunteer ever since.



Who inspired Dave growing up?

“ People like Stephen Hawking and Carl Sagan always fascinated me because not only were they brilliant individuals who could think on a level that few people could, but they were able to break down their ideas in a way that allowed a common person, like myself, to understand the concepts. Their ability to straightforwardly explain intricate topics in a non-condescending way is something that I strive to imitate when working with JA students. I don't expect anyone to understand the intricacies of what I do, but if I can relate how it is important and a student walks away with a better understanding of the general process, I view it as a win. ”

What the best advice Dave gives students?

“ Don't be afraid to make mistakes. Don't be afraid to fail. I have learned the most from the times that I had to figure out what went wrong. There are many times that an experiment that I designed and performed did not yield passing results. I do not view this as a failure, but as a success. ”

What inspires Dave to volunteer?

“ I just want to share what excites me with others. I have worked in many different fields over my career that have exposed me to how various items are made. I have built satellites, wire bonders (the machines that make computer chips), car suspension parts, million-dollar yachts, and now, veterinary diagnostic tests and instruments. Spending time talking with the kids about their potential future is one of my favorite things to do. They all have great career aspirations, teachers, veterinarians, policemen. So far, however, I have never heard anyone mention wanting to be a process engineer. Hopefully, I have been able to change a couple of minds along the way. ”

Every Fall, Saco & Biddeford Savings Institution sponsors JAM Fest, a free event for all Maine JA volunteers. Dave was presented the JA Volunteer of the Year Award at the event in October 2019.

Congratulations Dave!

Neighborhood Champion

JA Maine is Bank of America's first Neighborhood Champion in Maine!

Thanks to Bank of America for the \$50,000 grant as part of the Neighborhood Champion program.

The Neighborhood Champions program is invitation-only for nonprofits who are poised to take their work to the next level. Leading members of the community participated in a collaborative selection process to identify this year's award-ee. The \$50,000 grant will help Junior Achievement of Maine expand its capacity and broaden its outreach to increase mission impact.

In addition, the organization will receive virtual leadership training delivered by experts in the nonprofit sector.

Maine's inaugural event was held November 2019 at Luke's Lobster in Portland.



“ We're thrilled to bring the Neighborhood Champions program to Maine. Through flexible funding and leadership resources, partners like Junior Achievement of Maine have the power to plan strategically for growth and long-term sustainability, and we look forward to seeing how this investment helps them inspire and prepare young people to succeed in a global economy. ”

Bill Williamson, Maine Market President, Bank of America

“ Imagine a Maine where our children are empowered with an entrepreneurial spirit and the skills to make informed decisions. That's the significance of this grant and we are so thankful to have a community partner like Bank of America that not only offers financial support, but comprehensive organizational support through volunteerism and board engagement. ”



Michelle Anderson, President, Junior Achievement of Maine

Virtual Learning

How We Pivoted: Online Curriculum & Career Speaker Series

Empowering economic success for young people in Maine doesn't stop when a pandemic forces students into distance learning. Educators statewide turned to JA's virtual learning curriculum with relevant lessons for students of all ages.

After working with JA's online resources, students from Scarborough Middle School were asked to design their own companies, complete with logos and a webpage. **Here are two of their new ideas!**



Holly's Babysitting Bakery.

Mission Statement: I made this business because I want to teach kids that it's great to try new things. I also want to have a food safe environment to be in. I also want to teach the kids to cook.

Vision Statement: My business hopes to accomplish kids feeling safe and feeling happy also. I also hope that the kids learn a new skill so that they can be great.

By: SMS 7th Grader



Yes, We Carry Things Too.

Mission Statement: To finally make women's pants (jeans, leggings, skirts, etc.) with deep pockets, like men's pants.

Vision Statement: I want to make it comfortable for women to bring stuff like their phones into public places without a purse or bag, because carrying almost seven pounds while you do simple errands is annoying, especially when Brad has his whole house in his pockets.

By Charlotte M., 7th Grade



“ With these lessons available online, we were able to mirror the entrepreneurship program JA offers in the classroom with volunteers. Students created a business name, logo and a slogan. They could create an actual webpage if they wanted to through Google sites. They could also create a map location and customer reviews.

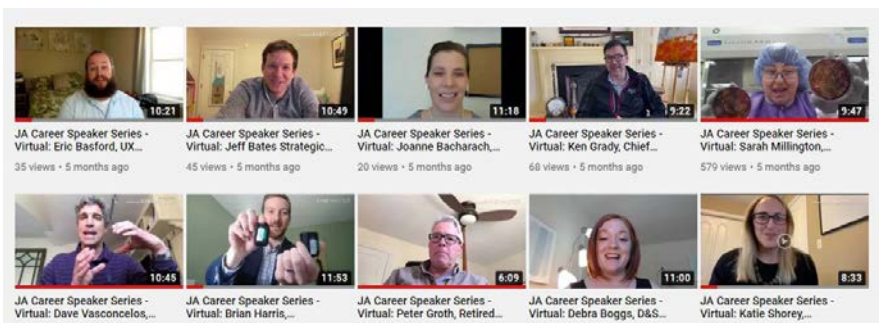
The kids loved this; the idea of creating their own business and designing their logos. They really ran with it! It's definitely something that we are looking to implement again this next school year. Thanks JA for pivoting!

Holly Graffam, MS. Ed., 7th Grade Social Studies & Technology Teacher, Scarborough Middle School

Career Speaker Series

When volunteers can't go into a classroom, they are only a click away. [Check out our Career Speaker Series](#) featuring 50+ JA volunteers who are now accessible for students and educators on our YouTube channel.

Enjoy the smiling faces of some of our Virtual Volunteers!



Virtual Race

Our First Annual JAmovesME! Virtual Race

The pandemic couldn't keep us from celebrating and exercising our way to the virtual finish line. Each registration helps a student go through JA programming next school year.

Any type of exercise - walking, biking, running and even yoga - counted as exercise from June 15-30.

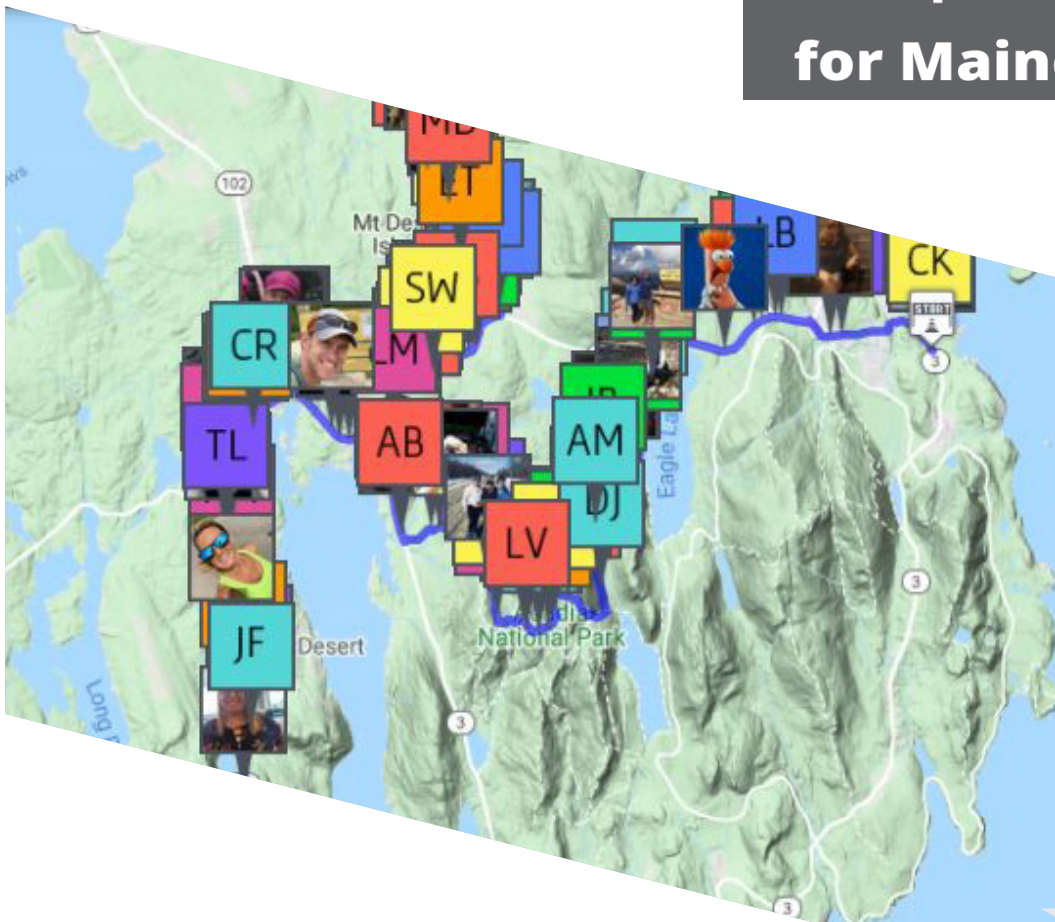
We had 183 participants and we raised \$14,065 for our first JAmovesME event!

Thank you to our community!!

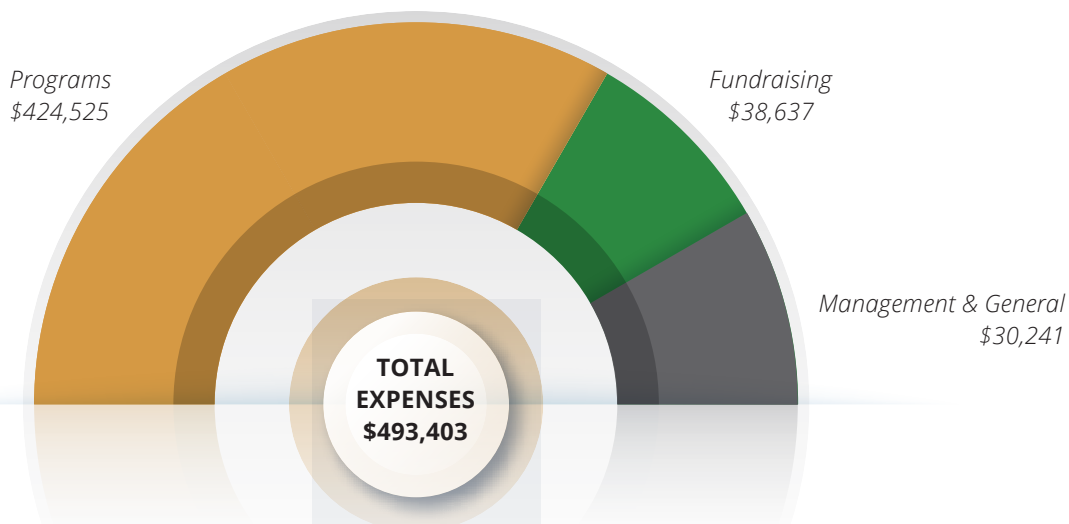
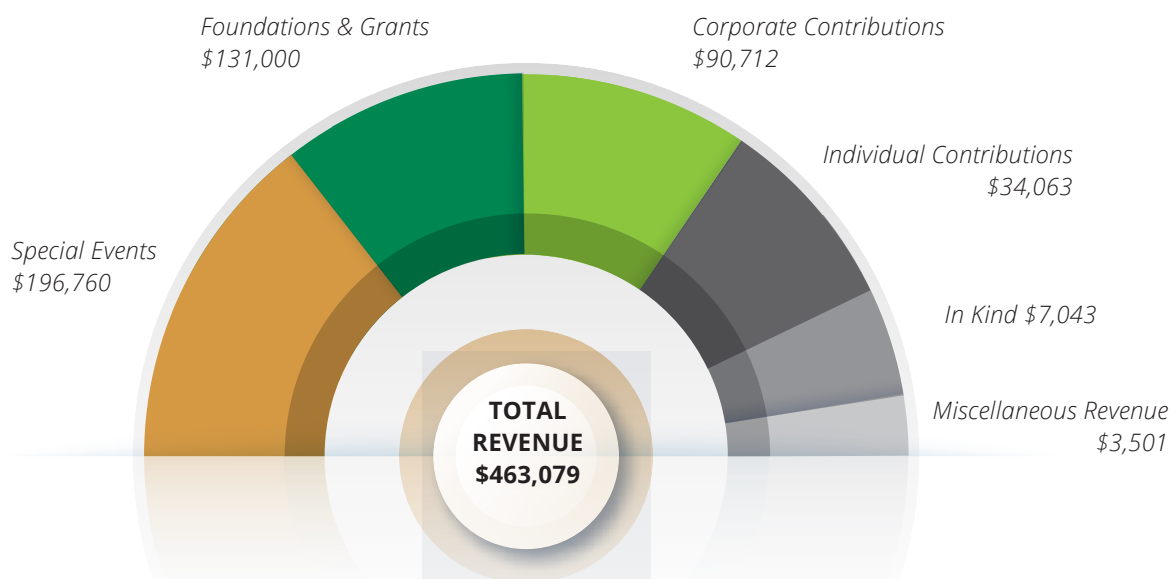


JAmovesME!
2 Weeks. 26.2 Miles.

183 ATHLETES
WENT
6,532.76 MILES
RAISING
\$14,065
for Maine students!

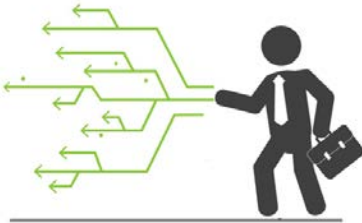


Finances



DID YOU KNOW?

4-in-5 of JA Alumni report Junior Achievement played an important role in choosing their career path



51% of JA Alumni say they have worked in the same job or career as their JA Volunteer



4-in-5 of JA Alumni report Junior Achievement played an important role in their belief they could achieve their goals



DID YOU KNOW?

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



4-in-5 of JA Alumni report Junior Achievement played an important role in choosing their career path



4-in-5 of JA Alumni report Junior Achievement played an important role in their decision to pursue further education



DID YOU KNOW?

18% of JA Alumni businesses have revenues of \$5 million or more (compared to 4.5% of U.S. small businesses)



53% of JA Alumni report having started or owned a business



84% of businesses owned by JA Alumni have employees (compared to 20% of U.S. small businesses)



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Graduate Circle: \$5,000 and beyond



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Our Partners

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Our annual Golf Classics, in Aroostook County and Southern Maine, are a chance for business leaders to enjoy a day on the links and help out Junior Achievement.

Thanks to our many sponsors and golfers at the 2019 events in August and September!



JA Titan

Titan Challenge 2020 was a success!

In this business strategy competition for high school students, teams of three students guide a virtual start-up company through the ups and downs of the market.

As part of the 2020 Titan Challenge, 125 volunteers from 30 of our partner companies worked with 375 students across the state. The day started with the students brainstorming mobile app ideas with their business mentors as part of Tyler Technologies' Maine App Challenge. During simulated business quarters, students decided on price, production, marketing, as well as research and development.

Congratulations to the overall Titan Challenge winners from Caribou Technology Center. Students: Brian Newell, Alex Bouchard, Cullin Caverhill (Mentor: Karson Wilcox of MMG Insurance).

Our thanks to KeyBank, the statewide sponsor of the event and MES Foundation, which provided scholarships to each member of the winning team.

Host sites:

- Bangor Savings Bank
- IDEXX
- Machias Savings Bank
- Systems Engineering
- Thomas College
- Tyler Technologies
- UMaine Presque Isle



MMG welcomes Mrs. Buck's Zippel 5th grade class



JA & MMG Insurance Presque Isle!

In early March, Melissa Buck's 5th grade class at Zippel Elementary in Presque Isle welcomed MMG Insurance into their classroom as part of the JA Our Nation curriculum.



The lessons culminated with the final session presented at MMG Insurance headquarters! The students were taken on a tour of the Presque Isle facility and learned about the company's unique 120 year history.

A big thank you to Mrs. Buck for all of her help and support of this JA program.



“ MMG is very philanthropic; we feel strongly in leveraging all the ways we can invest in our community. It's important to start introducing students at a young age to all the possibilities and exposing local talent to the opportunities where we live. It gets kids to think about career choices and going on to school to pursue their dreams.

I absolutely love it! I've been part of various boards through my career. They've all been good experiences, but this type of volunteering is getting in there and rolling up your sleeves. You can see the impact you are making. It's so real time with the students. I enjoyed every minute working with the students. ”

Dianne Collins, MMG Customer Service Manager



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