

2020-2021

ANNUAL REPORT



Inspiring Tomorrows™

EMPOWERING YOUNG PEOPLE TO OWN THEIR
ECONOMIC SUCCESS



IMPACTFUL
STORIES



2020-2021
STATS



THANK
YOU



*Empowerment. Aspirations. Leadership.
Creating Opportunities.*

TO OUR PARTNERS



The last 18+ months have tested everyone's **resiliency** and **adaptability** to our changing educational landscape due to the COVID-19 pandemic. Educators, students and parents continually shift with school closures to virtual learning then in-school learning with hybrid educational models. Flexible learning modes have become commonplace as schools pivot to deliver quality education during the pandemic.

At Junior Achievement of Maine, we are proud our own resiliency and adaptability during these times. This year, our volunteers are back in the classroom AND we continue to build virtual learning experiences for the students of Maine.

We've redoubled efforts on our work at JA. Our work is needed more now than ever!

JA of Maine provides comprehensive entrepreneurship, financial literacy, and career preparedness experiences to K-12 students, thereby empowering Maine youth to challenge the cycle of poverty in their homes and neighborhoods. The pandemic has only compounded existing issues for Maine students. **The pandemic has brought learning loss, isolation and decreased social interaction as schools shift from one educational mode to another.**

JA has always been a solution provider for educators and students. We are a strong advocate to remove major societal issues including financial illiteracy, social mobility, and skills gap. Our mentors serve to help raise the aspirations of Maine youth by connecting school learning to career paths. We provide motivation for students and, most importantly, hope and promise for their future.

Now more than ever, Maine faces a workforce challenge and our students are our future.

As we begin our new year, our renewed mission includes **JA Pathways - a bold reinvention of education to empower ALL Maine students.** These pathways include multiple JA experiences that stretch along a student's educational path from kindergarten to 12th grade. These multiple experiences help children form good money management habits, find and prepare for a career, become innovative thinkers, and develop the skills needed to compete in a global economy.

As part of JA Pathways, we offer our **newly-developed JA Maine Connect virtual learning platform** to all district partners as an alternative, flexible, or hybrid learning option for educators and students. This is particularly important in rural districts. We will continue to utilize our enhanced digital capabilities to match student classrooms in one area with remote volunteer mentors from other Maine regions to expand students' career exploration opportunities and Maine industry awareness.

We ask you to join our mission - as mentors, financial contributors, supportive parents and educators. Our goal is for students to see the value of their education, define success for themselves and develop a path forward to adulthood.

**MICHELLE
ANDERSON**

**PRESIDENT, JUNIOR
ACHIEVEMENT OF MAINE**

**BRIAN
KING**

**BOARD CHAIR, BANK OF
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Junior Achievement's Titan Pilot Program
& Competition

TITAN CHALLENGE

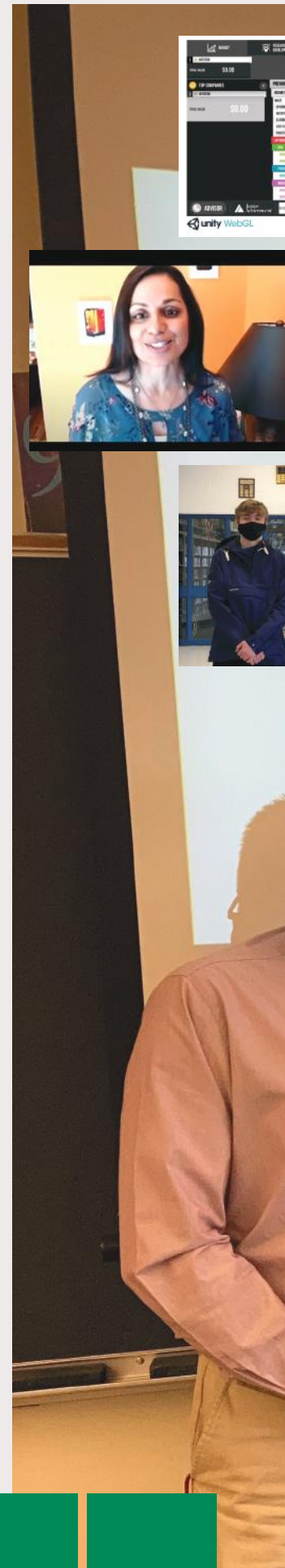


JA Titan is a simulation-based program in which high school students compete as business CEOs in the phone industry, experiencing firsthand how an organization evaluates alternatives, makes decisions, analyzes the outcomes of those decisions, and then strategizes what to do next.

Students have spent time learning different facets of business and leadership, watching videos from local mentors who take deeper dives into business topics, and prepping for the virtual competition.

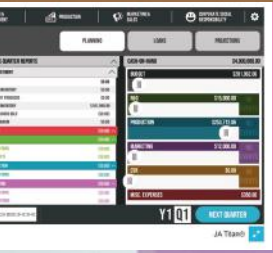
"I've been doing the Titan Challenge for the last six years and JA has really outdone themselves with the new platform this year. The changes they've made have been outstanding and that is an understatement! My students have done the simulation this year numerous times and are really excited to compete with other schools. Anytime students are excited is a good thing! The kids enjoy it immensely and are always asking to play if we have free time. It's a great team building activity and can also be integrated into many curriculums such as math, business, accounting and even history. I cannot recommend this enough."

Junior Achievement of Maine is the first office in the nation to run a virtual competition using the new simulation and Maine high school students will be the first to compete. JA USA leadership including the simulation creators will attend and gain valuable feedback as our students compete.



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HIGH SCHOOLS STATEWIDE
HAVE BEEN IMMERSED IN
THE JA TITAN PROGRAM
THIS SCHOOL YEAR.





“To say we learned a lot during our entire experience with Junior Achievement would be an understatement. We not only learned about economics but more importantly, the invaluable skills needed to successfully run a cooperative team, such as time management, allocation of resources, and reverse engineering. Our skill and passion for the Junior Achievement Titan Challenge hasn’t stopped since the end of the competition. Since, we have created the ‘Finance Club’ at Yarmouth High school, which will teach students about entrepreneurship, economics, and finance in a fun and engaging way. Our goal is to share our experience with the competition and give other students the opportunity to be as passionate about the business world as we are. “

- Elliott, Owen, Frazier

Seniors at Yarmouth High School
and 2021 JA Titan Challenge Winners

JA TITAN IMPACT DATA

96%

AGREED OR STRONGLY AGREED

THEY FEEL IN CONTROL OVER
HOW MY FUTURE WILL TURN
OUT

88%

AGREED OR STRONGLY AGREED

THE THINGS I LEARNED DURING
THE TITAN EXPERIENCE WILL
BE IMPORTANT IN THE FUTURE

81%

AGREED OR STRONGLY AGREED

THE TITAN EXPERIENCE
CONNECTED WHAT I LEARNED
IN THE CLASSROOM TO REAL
LIFE



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MEET OUR TEAM

Junior Achievement's mission is to inspire and prepare young people to succeed. The inspiration piece comes from community volunteers who not only deliver our lessons, but share their experience. In the process, these volunteers serve as role models helping to positively impact young people's perceptions about the importance of education, as well as critical life skills. Preparation involves our proven lessons that promote financial capability, work and career readiness, and business ownership.



MICHELLE ANDERSON

PRESIDENT



JILL JAMISON

DIRECTOR OF OPERATIONS



JEN BRACKETT

FINANCE COORDINATOR



ABBY RIOUX

DEVELOPMENT COORDINATOR



CAROLINE BLANCHARD

PROGRAM COORDINATOR



PAMELA BENNETT

PROGRAM COORDINATOR

Junior Achievement's proven lessons in financial literacy, work and career readiness, and entrepreneurship are shown to positively impact the lives of young people. These lessons align with national and state educational standards and are delivered to millions of students across the country with the help of our education partners and volunteers from the local community.

Research shows that JA Alumni are more likely to have a college degree, feel confident managing money, have career success, and have started a business as an adult.

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THANK YOU TO OUR JA CHAMPIONS

\$10,000 AND UP

Statewide Financial Literacy Sponsor



America's Most Convenient Bank®

\$5,000 AND UP





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Charitable Foundation

"This was an exciting and fulfilling experience. I was able to share some knowledge with young people and they were able to put a smile on my face!"

- JA Volunteer

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Bottomline Technologies
Boucher Family Chiropractic, PC
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Camden National Bank
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Cary Medical Center
Casco Federal Credit Union
Cassidy Orthodontics, LLC
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Chalmers Insurance Group
Champoux Insurance Agency
Chandler Farms, Inc.
Chester M. Kearney, PA

Cianbro Corporation
City Drug Store
Coastal Enterprises Inc
Coastal Equipment Corporation
Colliers International
Cumberland County Federal Credit Union
D&G Machine Products, Inc
Daigle Oil Company
Darling Consulting
Deighan Wealth Advisors
Deluxe
Dr. James C. Neumayer
Duncan-Graves Funeral Homes

"This is an opportunity for you to broaden the reach of what you do every day, and possibly take it to a different level of appreciation from a younger person's perspective."

- JA Volunteer

Eaton Peabody
Enterprise Holdings Foundation
Epstein Commercial Real Estate
Extreme Granite
F.A. Peabody Co.
Falcon Transportation
Farrell, Rosenblatt & Russell
Filler & Associates, P.A.
FirstLight
Five County Credit Union
Flight Deck Brewing
G&E Roofing Co.
Governors Restaurant
Graybar
Gulf of Maine Research Institute
H.A. Mapes
Haley's Metal Shop, Inc.
Hall Implement Co.
Harvard Pilgrim Health Care
Haverlock, Estey & Curran
Helen's Restaurant
HUB International Limited
Hussey Seating Company
Hutchins Trucking Co.



Irish Setter Pub
Jasper Wyman & Son
JPMorgan Chase
Katahdin Trust Company
K-Dogg General Service Contracting, Inc.
Key Investment Services

*“The best part of JA was the light I saw come on
in the eyes of the students as they learned about
entrepreneurship.”*

- JA Volunteer

Kittery Trading Post
Kiwanis Club of Presque Isle, Inc.
KMA Human Resources Consulting, LLC
Kris-Way Truck Leasing
Kyes Insurance
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The Cote Corporation
The County Federal Credit Union
The Hanover Insurance Group
The Northeastland Hotel
The Valerie Parr Company
Total Home Mortgage
United Insurance
University of Maine Foundation
Up North Insurance Agency
USI Insurance Services

*“Junior Achievement is an opportunity to connect
students with real life experiences. It’s a fun,
interactive way to engage and prepare youth for
work and life.”*

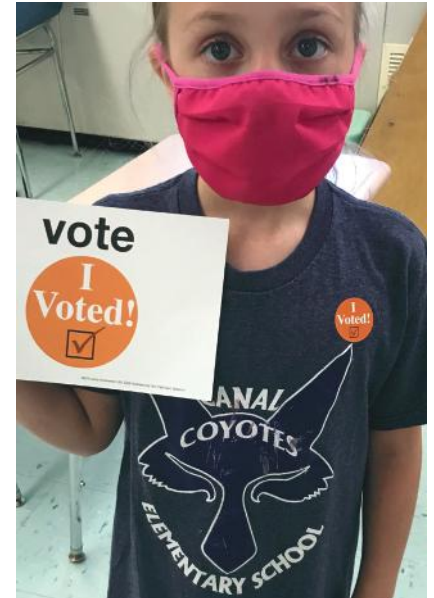
- JA Volunteer

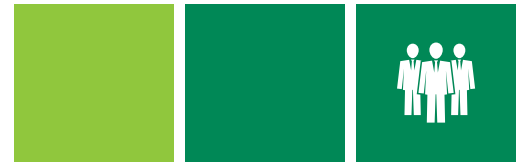
Varney Agency
Verrill
Versant Power
Vistra Corporate Services
Vitalius Real Estate
Volk Packaging Corp.
Whitney Companies
Wilcox Dawson Wilcox Inc
Winter Harbor Agency
Woodard & Curran
Wright-Ryan Construction, Inc.
Yokogawa Fluid Imaging Technologies, Inc.

INDIVIDUAL SUPPORT TO DRIVE JA'S MISSION FORWARD

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James Allen
Kim Anania
Joyce Anderson
Michelle Anderson
Monica Austin
Tracey Austin
Matthew Baber
Timothy Baker
Robert Banaski
Tori Barber
Laura Beatham
Jaime Berg
Alison Berube
Michael Bourque
Mark Bulmer
Robert Callahan
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Todd Desjardins
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Jacob Jordan
Frank Keenan
Brian King
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Anthony Koss
Stephen Krolikowski
Sean Langan
Guy Langevin & Holly Deery
Jeff Laniewski
Bowen Leary
Annette Lease
Christine Logan
Heather & Robert MacKinnon
Anthony Martin





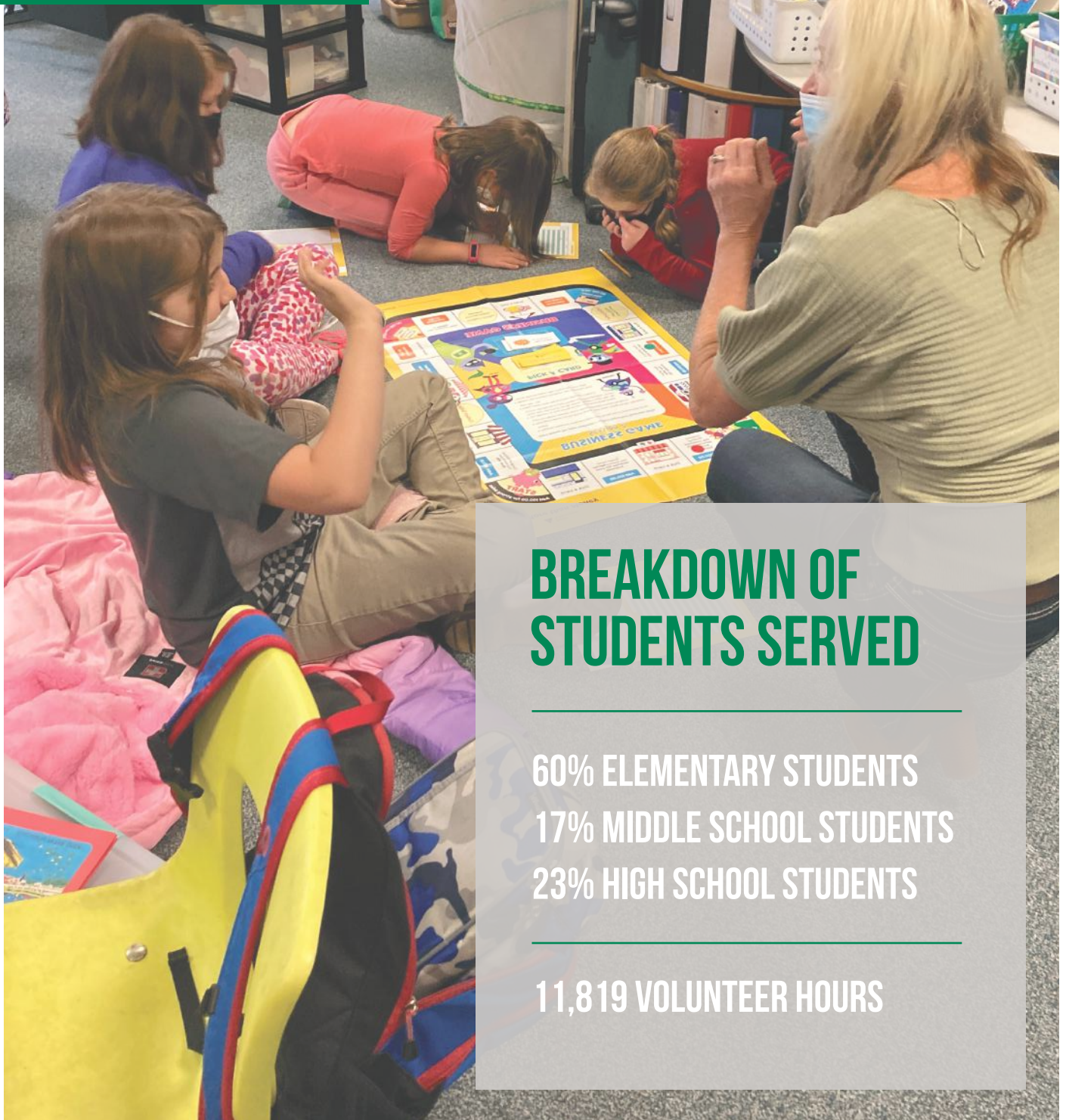
Cailyn Martuni
Colleen McCracken
Christopher McKay
Joseph McLean
Jodi Mezzanotte
Kristen Miale
Whitney Mitchell
Danielle Moody
Chip Morrison
David Mosley
Diane Nadeau
Sarah Nash
Kenneth Nelson
Brian Ocoin
Betty Olson
Sarah Olson
Renee Oyster
Heidi Page
Melissa Page
Todd Parker
David Pease
Leslie Poake
Jon Prescott
Gary Quintiliani
Joe Reardon
Chris & Betsy Rector
Samuel Rector
Cheryl Rogers
Kenneth Rothbart
William Schad
Elizabeth Cotter Schlax
Steve Schmidt
Jo Anne Sizemore
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Erich Staib
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Mike Voisine
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Matt White
Mark Wilcox
Jennifer Wilson
Dale Winchenbach
Rebecca Winslow
Theodore Wirth
John Yao



CHANGING THE LIVES OF YOUNG PEOPLE

Empowering the next generation by inspiring and preparing young people to succeed in a global economy.

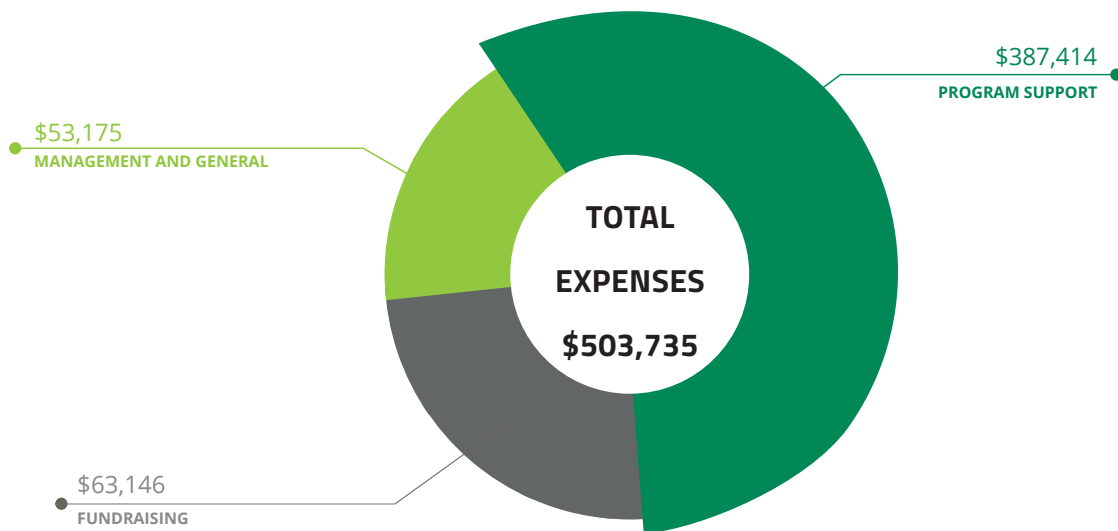
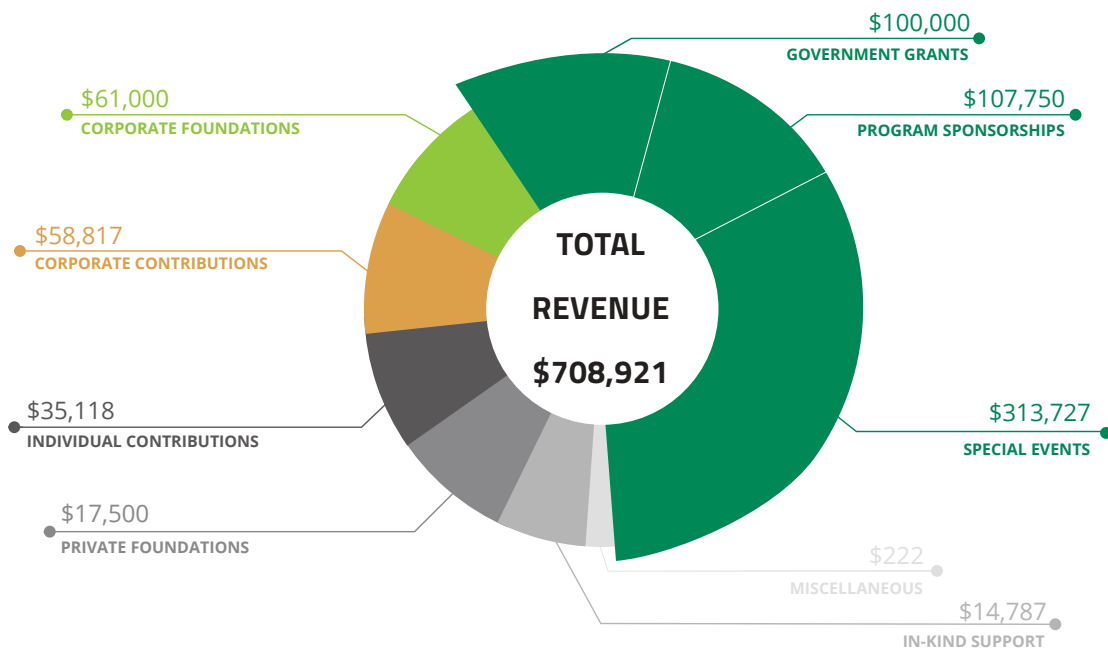


BREAKDOWN OF STUDENTS SERVED

60% ELEMENTARY STUDENTS
17% MIDDLE SCHOOL STUDENTS
23% HIGH SCHOOL STUDENTS

11,819 VOLUNTEER HOURS

2021 FINANCIALS



EVENTFUL MOMENTS

Maine Business Hall of Fame South Virtual - SEPTEMBER 9, 2020



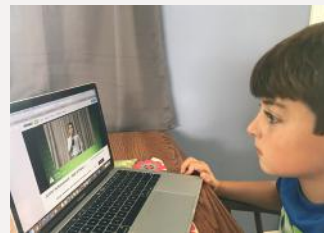
Elizabeth Greenlaw
President & Chief
Sustainability Officer
Sea Bags, LLC.



William B. Williamson
Maine State President,
Global Commercial Banking
Bank of America



Michael P. Bourque
President and CEO
MEMIC



Maine Business Hall of Fame North Virtual - MAY 6, 2021



Jean M. Deighan
Founder-Retired
Deighan Wealth Advisors

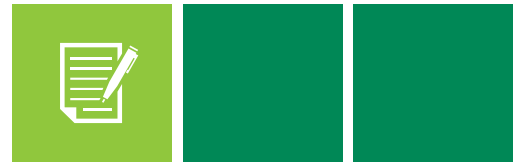


Jon J. Prescott
President & CEO
Katahdin Trust Company

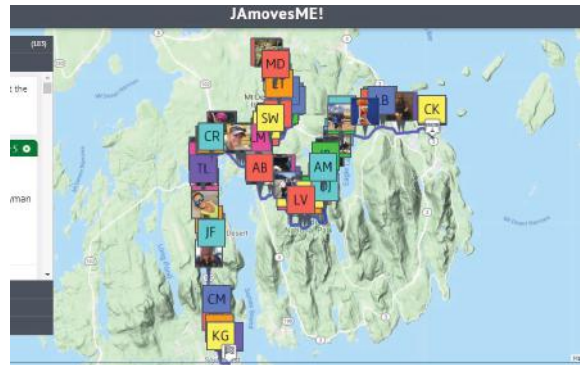


David Whitney
Founder & CEO
Whitney Corporation: WhitneyWreath,
Downeast Packaging Solutions,
Tri-Town Marine, Machias Glassworks





JA Moves ME! - JUNE 1-15, 2021



Event Sponsor

L.L.Bean

JA Golf Classics - SEPTEMBER 21, 2020 & JUNE 7, 2021

JA Aroostook Golf Classic - AUGUST 1, 2020

Tournament Sponsor



Platinum Sponsor



IMAGINE IF... STORIES OF IMPACT

Stories like this are a clear example of the power of mentorship. When Maine's business community invests in the next generation, it strengthens our state's future by boosting students' confidence. When students have confidence, it allows them to envision a future of possibility.

Meet Andy

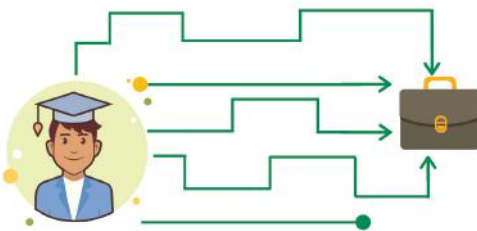
JA Volunteer who didn't realize the impact he would make on the students he was mentoring.



<https://www.youtube.com/watch?v=BQCrSQGUUYA>

DID YOU KNOW?

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



"It gives me goosebumps to think about that, you just never know who you're reaching out to, and it makes a difference."

"I was [volunteering with] Junior Achievement for a number of years...Being in forensic accounting, I would talk to the kids about identity, financial crimes, and protecting your credit ratings. All those things that you need to do to protect yourself in this new world that we live in.

Let's fast forward a little bit. At a seminar, I was asked about myself and happened to mention that I did JA. All of a sudden I was asked, 'Wait a minute. Did you ever do JA at Winthrop High School?' I said, 'Yeah! All the time!' He goes, '**You must be the guy...**there was a guy who came in and talked about identity theft, financial crimes, the whole nine. My daughter came out that day, got in the car and said **I'm going to become a forensic accountant.** I heard about the most amazing job. **This is what I want to do!**'

She's graduating right now from University of New Haven with a forensic accounting degree. It's nice to know that **I was able to give somebody that interest**, that quite frankly is my passion, and to hand that passion onto somebody else. **It gives me goosebumps to think about that, you just never know who you're reaching out to, and it makes a difference.**

To have that come full circle and somebody say 'you really made a difference in my daughter's life.' **That's what JA does. It makes a difference, hands down.**"





Meet Emma

JA Alumni who found her career passion thanks to her inspiring JA learning experiences and volunteer mentors. She even wrote about it in a college admissions essay:

"I have always loved the adventure of exploring... So, at the age of six, I decided I wanted to be a scientist. Then at age nine, I decided I wanted to be a veterinarian because of my love of animals....

It wasn't until seventh grade that the thought of marine biology got into my head. **I can tell you the exact moment I decided what my career was going to be.**

I was in a Junior Achievement class which has business volunteers come into the classroom to help students sculpt their future by getting you to think about what you are passionate about doing...the topic for the seventh grade was '**JA: It's My Future**'. [The volunteer] had put 'career cards' on each table in the classroom and told each of us to pick a card that interested us.

So naturally, I picked the veterinarian card. The card listed other related fields. Then I saw marine biology as a career option. The gut feeling I got when I thought of marine biology was hard to ignore.

All I've ever dreamed about is exploring new uncharted places and to be able to see the ocean from a whole new perspective. **Ever since that day in seventh grade, I have wanted to be a marine biologist."**

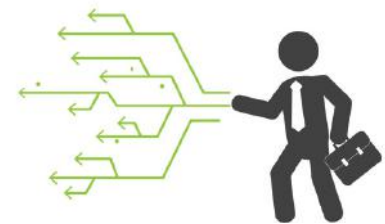
Emma is now in her first semester of college studying marine biology. She has a clear vision for her desired path forward **thanks to Junior Achievement experiences.**

IMAGINE IF... STORIES OF IMPACT

Imagine if all students in Maine graduated with the skills and confidence needed to take ownership of their future. Partners like you can make this happen.

DID YOU KNOW?

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



"Ever since that day in seventh grade, I have wanted to be a marine biologist."

CAREER PANEL DISCUSSION

JA MORE THAN A JOB



Piloted our first web series called "JA More Than A Job" with Maine Bankers Association to highlight the job opportunities within the banking industry. Designed for a middle and high school audience, this interactive webinar series allows students to take a deeper dive into an industry in Maine to learn about the variety of job opportunities and learn from professionals who have all taken different career paths within the field.

Attention Maine High School Students!

"More than a Job"

Friday, May 21st,
10:00-10:45am

Exploring careers in the banking industry

[Register Here!](#)

Featuring a Live Panel of Maine Bankers:

MAINE BANKERS
Association



David Pease
Bangor Savings Bank



Courtney Austin
Franklin Savings Bank



Tammy Plummer
First National Bank



Liz Torrance
Kennebunk Savings Bank

JA CAREER SPEAKER SERIES

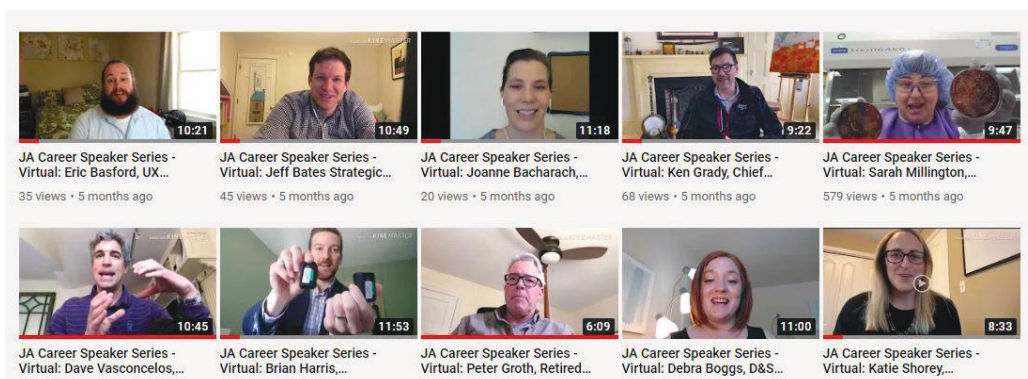
Since more Mainers in the coming decade are expected to retire than enter the labor force, Junior Achievement of Maine is helping students discover the wide array of career opportunities that exist in Maine!

Featuring 77 videos, the JA Career Speaker Series Library highlights professional stories of an individual's career path and introduces students to professions/career paths that they may not have considered. Organized by career clusters videos pair with pre & post materials.

For access to the library contact Jill Jamison at jjamison@jamaine.org.

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CAREER SPEAKER SERIES VIDEOS FROM VOLUNTEERS REPRESENTING DIVERSE INDUSTRIES IN MAINE.



<https://maine.ja.org/educator/opportunity/ja-career-speaker-series-virtual-library>

"This year we are pleased to be partnering with JA for our middle school "World of Work Week". The Career Speaker Library has provided some wonderful videos that will allow our students to see careers in action, be exposed to new career opportunities in Maine and to hear about the skills needed to become successful members of the future workforce.

The Career Speaker Library is easy to navigate, and is a convenient way for educators to access these great local speakers."

- Gretchen McCloy, Director of Community Partnerships

EMPOWERING YOUNG PEOPLE TO OWN THEIR ECONOMIC SUCCESS

Learn more by visiting
www.jamaine.org

Follow us!



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