



Campaign for Connections



What if you could connect kids around the world?



Purpose

To inspire and prepare young people to succeed in a global economy

Values

- Belief in the boundless potential of young people
- Commitment to the principles of market-based economics and entrepreneurship
 - Passion for what we do and honesty, integrity, and excellence in how we do it
- Respect for the talents, creativity, perspectives, and backgrounds of all individuals
 - Belief in the power of partnership and collaboration
- Conviction in the educational and motivational impact of relevant, hands-on learning



The World Is Getting Smaller Every Day

Travel that once took days now takes hours. Correspondence that needed weeks to arrive can now be received in mere seconds. Inventions and innovations once thought to be extraordinary and impossible are now commonplace.

The pressure to succeed is getting stronger every day. What was once 9-to-5 is now 24/7. What could be put off until another day is now too late to do anything about. The simplicity of childhood is being challenged by the need for knowledge at an ever-earlier age.



Connecting the dots. Putting the pieces together. Eliminating barriers by leaping over them in bits and bytes. It's all about **CONNECTIONS**.



Introducing: Campaign for Connections

Junior Achievement (JA) is doing something about the need to connect students - our future leaders and workforce - around the globe. We are working with kindergarten students in Cleveland, junior high students in Moscow, high school students in Sydney, and college students in São



Paulo – all at the same time. In fact, during the 2006-2007 school year alone, more than 8,300,000 students in 119 countries experienced the life-enhancing programs of Junior Achievement. We are the largest, fastest growing nonprofit organization bringing lessons of financial literacy, workforce readiness, and entrepreneurship to the children of planet Earth. We deliver life-skill messages through volunteers numbering more than a quarter million. We are guided by independent Boards of Directors, made up of more than 9,000 business and community leaders, in communities big and small, on six continents.

Eight million students? Sounds good until you understand that there are more than 1.6 billion students around the world anxious to receive our programs and experiences that will give them the best chance to reach their own definitions of success. There is so much more work to do.

We need your involvement. And we have an important way for you to help through Junior Achievement's **CAMPAIGN FOR CONNECTIONS** – a campaign to help all kids reach their dreams.



The Critical Need

Campaign for Connections will provide the financial resources to facilitate the most significant improvement in nearly 90 years to Junior Achievement's productivity, resulting in a dramatic increase in the number of students we will be able to reach annually. This critical project, called the **Business Transformation Initiative**, uses technology to unite JA students, volunteers, board members, staff and the additional communities that benefit from involvement in our educational opportunities.

The \$22 million Business Transformation Initiative presents a new and unique vision for creating an integrated technology system to link all offices of a worldwide not-for-profit organization for instantaneous communication. It is a series of technology and process improvement projects that will enable Junior Achievement to empower more children around the world to lead successful and productive lives. An added benefit is the opportunity to leverage the system by sharing it with other major not-for-profit organizations — several which have provided input to its design.

Outcomes of the **Business Transformation Initiative** will include:

- Utilizing the rapidly emerging communications and relationship building capabilities of e-business constituent management to create stronger ties with educators, volunteers and donors, with the ultimate focus on providing more life-enhancing programs to an ever increasing number of students
- Providing a common operational platform to dramatically streamline JA's administrative capabilities while reducing the overall cost and effort of back-office activities
- Significantly improving productivity by enabling mobile computing and web-based functionality, thereby allowing staff to focus on serving more students every year with the highest quality programs
- Providing accessible staff training on systems and processes that promote operational best practices around the world
- Connecting the Junior Achievement global community through a centrally hosted, robust communications system

Campaign for Connections will allow for all of this and more by providing the funding required for the Business Transformation Initiative.



Connecting Students to the

North America

Canada
United States

Africa

Angola
Botswana
Congo
Gambia
Kenya
Mali
Namibia
Nigeria
South Africa
Tanzania
Zambia
Zimbabwe

South America

Antigua & Barbuda
Argentina
Bahamas
Belize
Bolivia
Brazil
Canada
Cayman Islands
Chile
Columbia
Costa Rica
Dominican Republic
Ecuador
El Salvador
Grenada
Guatemala
Honduras
Mexico
Netherlands Antilles
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Saint Lucia
Saint Vincent
Trinidad & Tobago
Uruguay
Venezuela



North America: JA Headquarters will track activities around the world to disseminate best practices that help operations everywhere

Europe: Growing philanthropy supported by worldwide aggregate donor behavior

South America: Centralized web hosting eliminates the need for each country to independently fund, thereby improving quality and operational security



Future Around the Globe



thropic activity will be
investment reports that
ors and interests

Asia: Divergent cultures will learn from each other's experiences to rapidly accelerate growth in student participation

Middle East: Linkage of diverse champion groups intent upon creating expanded career options for students, will create unified regional focus

Africa: Emerging country operations will have instant access to operating information, support and tools from their first day of working with students

- | | |
|-----------------------|----------------------------|
| Europe (JA-YE) | Asia |
| Albania | Australia |
| Armenia | Azerbaijan |
| Austria | China |
| Belgium (Flemish) | Georgia |
| Belgium (French) | Guam |
| Bosnia-Herzegovina | Hong Kong |
| Bulgaria | India |
| Croatia | Indonesia |
| Czech Republic | Japan |
| Denmark | Kazakhstan |
| Estonia | Kyrgyzstan |
| Finland | Malaysia |
| France | Nepal |
| Germany | Philippines |
| Greece | Singapore |
| Hungary | South Korea |
| Iceland | Sri Lanka |
| Ireland | Tajikistan |
| Isle of Man | Timor Leste |
| Israel | Turkmenistan |
| Italy | Uzbekistan |
| Kosovo | Vietnam |
| Latvia | |
| Lithuania | Middle East (INJAZ) |
| Luxembourg | Bahrain |
| Macedonia | Egypt |
| Malta | Jordan |
| Moldova | Kuwait |
| Montenegro | Lebanon |
| Netherlands | Oman |
| Norway | West Bank/Gaza Strip |
| Poland | Qatar |
| Portugal | United Arab Emirates |
| Romania | |
| Russia | Pending Additions |
| Serbia | Algeria |
| Slovakia | Ghana |
| Slovenia | Haiti |
| Spain | Jamaica |
| Sweden | Morocco |
| Switzerland | New Zealand |
| Turkey | Senegal |
| United Kingdom | Taiwan |
| | Thailand |
| | Tunisia |
| | Uganda |



Leaders Who Embrace the Absolute Power of Connections

We are pleased to announce that through the investments of the committed corporations, foundations, and individuals listed below, more than half of Campaign for Connections' goal of \$22 million, has already been secured.

These donors recognize the critical need for Junior Achievement, like all major not-for-profit organizations, to harness the power of technology to dramatically further our mission of creating better futures not only for children but for all people. They are setting the example. They are setting the pace.



"It's been extremely rewarding to partner with JA to help deliver the *JA Business Transformation Initiative*. Transforming JA Worldwide's operations will allow them to prepare millions more kids around the globe to succeed in the global economy. It's reaffirmed what as a CIO I have long believed; if you combine technology and passion, the possibilities are endless."
Cathy Brune,
Allstate Insurance Company



"The *JA Business Transformation Initiative* will enable every JA office around the world to serve more students, attract more JA volunteers and truly change the educational landscape. Microsoft Corporation values the opportunity to help JA help our children get ready for more productive futures in the decades ahead."
Dana Mancigli,
Microsoft Corporation



"In today's 'flat world' it is imperative that Junior Achievement have the capabilities to deliver its services throughout the world in an effective manner and fulfill its mission of helping children get ready for more productive futures."
Ralph de la Vega,
AT&T Mobility



"Accenture is proud to be one of the lead sponsors for the *JA Business Transformation Initiative*. We believe the BTI is essential to drive continued growth, expedited education delivery systems, and increased delivery efficiency in support of JA's 8.3 million students, 9,000 worldwide board members, and nearly 300,000 volunteers."
Susan Butler,
Accenture Foundation

Donors:

Accenture Foundation • The Allstate Foundation • AT&T Foundation • Cisco Systems • GE Foundation • MasterCard Worldwide
Microsoft Corporation • Northwestern Mutual • Pitney Bowes • Symantec • U.S. Department of Justice • Ms. Susan Butler
Ms. Katherine Davisson • Mr. and Mrs. Edward Galante • Ms. Pamela George • Mr. and Mrs. Albert Suter



We Need You to Join Us Today...

... by becoming our financial partner in the Campaign for Connections. Through an individually tailored investment plan designed to meet your corporate or personal goals, elements you could support include:

- Supporting the implementation of the Business Transformation Initiative for an entire continent
 - allows all JA countries on a continent to be deployed at the same time, thereby dramatically accelerating training, acclimation, and student growth **\$1.5-3.0 million**
- Supplying hardware and equipment that will allow JA to take full advantage of the system's capabilities
 - donations of computers and equipment with world class processors and capabilities will allow JA staff to fully avail themselves of all system features **\$1.0-2.0 million**
- Investing in the development of critically important features and capabilities for the system
 - enhance student recruiting, alumni tracking, accounting, fund raising and additional upgrades that will benefit all JA operations **\$250-750 thousand**
- Adding to the **Campaign for Connections General Fund** that will allow JA to focus your investment to support the next critical step of development **\$10-250 thousand**

We will work with you to customize a plan that ensures your tax deductible investment meets your goals while helping Junior Achievement reach more students around the world!



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Your investment today
will change lives forever

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Junior Achievement®
