



“Nine out of 10 women in the United States will be responsible for their family’s finances at some time due to an increasing divorce rate and women’s longer lifespan.” Fortune Magazine

A Call to Action

During 2002 and for every year since, nearly 1,600 teenage girls became mothers in Jacksonville. About 14% are married. Consider these statistics:

- For 21% it is not their first child.
- Thirty percent (62,120) of Jacksonville’s children live in a single-parent home
- Among one-parent homes, 83% (51,618) are headed by a single mother.
- Forty percent of female, single-family homes with children live below the poverty level.

Junior Achievement recognized the need for intervention. JA has been in existence since 1919 bringing economic education programs to young people ages five through eighteen. With the help of generous funding from BlueCross BlueShield of Florida, the Jessie Ball duPont Fund, the Women’s Giving Alliance, the Jim Moran Foundation and the National Endowment for Economic Education, Junior Achievement of North Florida created **JAGirl\$**. In 2008, **JAGirl\$** was chosen for outstanding innovation by being awarded the prestigious MetLife Foundation Entrepreneurial Award.

Vision

To inspire girls and young women to open their minds to new opportunities, understand the power of their choices, and reach high to achieve their full economic potential.

Mission

To prepare girls and young women for economic success by providing hands-on experiences and educational opportunities that honor, value and celebrate the female perspective, experiences and unique development.

Goal

To increase knowledge and build skills in economic literacy, career preparation and entrepreneurship.

2006 – 2008

Beaches Habitat for Humanity
Tony Boselli Foundation
The Bridge of Northeast Florida
Community Connections: Remmer Girls
daniel, Inc.: Project Prepare and SIPP Girls
Girl Scouts of Gateway Council
Girls, Inc.: Girls’ Day
Jacksonville Youth Sanctuary
Jewish Community & Family Services: Building Bridges
Mali Vai Washington Kids Foundation
Metro Kids Konnection
Reed Educational Campus for Girls
Project SOS
True Holiness Church: Young Ladies with a Purpose

2009 – 2010

Beaches Habitat for Humanity
The Bridge of Northeast Florida
Children’s Home Society
Community Connections: Remmer Girls
daniel, Inc.: Project Prepare and SIPP Girls
Divine Mercy House for Pregnant Girls
Empowerment Resources: Journey into Womanhood
Full Service Schools: Fletcher High School
Girl Scouts of Gateway Council
Habijax
Jacksonville Youth Sanctuary
Jewish Community & Family Services: Building Bridges
Reed Educational Campus for Girls
Youth Crisis Center



2009-2010 Project Objectives

1. To continue to fortify the model that includes
 - a) gender-specific training,
 - b) JA financial literacy, career preparation, and entrepreneur curriculum tracts,
 - c) flexible options for agency involvement,
 - d) program outcome evaluation, and
 - e) national replication.
2. To identify three new agencies in Jacksonville that will partner with Junior Achievement to integrate JAGirl\$ into the day to day operations and services for girls.
3. To reconvene a JAGirl\$ Task Force of up to four members to provide marketing and viable job shadow opportunities for girls.
4. To recruit ten new JAGirl\$ *Shareholder volunteer teams (2 women per team)*, to serve as adult female role models for JAGirl\$. JAGirl\$ Shareholders deliver JAGirl\$ programs to agencies provide viable job shadow opportunities for girls.
5. To raise funds and donors that support the initiative by hosting a JAGirl\$ *Signature Event*, honoring the girls, adult female role models and agencies that are behind JAGirl\$.



- ✓ **JAGirl\$** in the Quest for Financial Literacy
- ✓ **A**ffirm and Praise Girls to Build Self Confidence
- ✓ **G**uide Girls to Explore and Understand the Power of Their Choices
- ✓ **I**nspire Girls to Open Their Minds to New Possibilities
- ✓ **R**ole Model to Girls the Qualities and Attributes you Value
- ✓ **L**isten and Honor What Girls Have to Say
- ✓ **\$**upport Girls by Creating Safe Spaces to Take Risks