



Junior Achievement®

of San Diego and Imperial Counties, Inc.

November 29, 2016

Mr. Chuck Matthews
Deputy Director North Inland and North Coastal Regions
Health and Human Service Agency
County of San Diego

Re: Resolution for Junior Achievement of San Diego to become a *Live Well San Diego* Partner

Dear Mr. Matthews,

This resolution, passed by the JA Executive Leadership Team of Junior Achievement of San Diego is intended to serve as our pledge to become a County of San Diego *Live Well San Diego* (LWSD) partner; and thereby exhibit and actively support the LWSD principles in the three areas of; building better health, living safely and thriving.

Junior Achievement is a world-wide nonprofit organization, reaching over 10 million students a year. Since 1950, Junior Achievement of San Diego County has provided life-changing programs to more than 765,000 youth in the classroom and after school to foster an understanding of how the “real world” works. To ensure youth are prepared for their future, JA teaches them how to get a job, start a business and how to manage money. Home to the popular McGrath Family JA BizTown and Mission Fed JA Finance Park, JA of San Diego will reach 70,000+ youth from 38 school districts during the 2016-2017 calendar school year. JA San Diego receives support from more than 5,400 volunteers annually, including 48 board members, and has a staff of 30 and a budget of \$3.5 million.

Junior Achievement of San Diego's mission is to empower young people to own their economic success. Our K-12 curriculum focuses on three pillars; work readiness, financial literacy and entrepreneurship. JA programs reach every ethnic and economic demographic. Of all students served in the County of San Diego, 53% are from schools with a high FRL rate; of all students served in the City of San Diego, 74% are from schools with a high FRL rate. FRL is the free and reduced lunch program that provides free lunches to youth from families with low incomes.

The new state-of-the-art Mission Fed JA Finance Park helps students and adults plan for career and financial success. When students come to Finance Park, they receive a “life situation” and income based upon a real San Diego job they choose in the classroom. Students then have to buy a home, purchase a car, shop for groceries, make investments and save for the future. At the end of the day, students have to meet a monthly budget. They will also have the opportunity to visit our on-site career center to explore real-life job opportunities in San Diego. We are pleased to introduce JA for Everyone, where families and individuals of all ages and backgrounds, can participate in the simulation of JA Finance Park and learn how to budget and plan and enhance their career. JA for Everyone represents the first time any Junior Achievement globally will serve adults on a consistent basis. The result is a stronger community fully empowered and educated about life's choices.

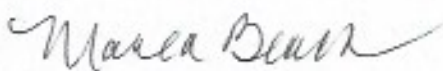
The JA Company Program, a signature program that dates back to 1919, lets students start and manage their own business from the ground-up. By organizing and operating a real business enterprise, students not only experience how business functions, but also learn financial responsibility, workforce readiness skills and entrepreneurship. Under the guidance of a business volunteer, students decide on a

product or service, market it to their classmates, family and neighbors, and carry the responsibility of managing company finances. For the first time in JA of San Diego's history, one of our high-school teen companies won the "Company of the Year" title at JA's national competition held in Washington DC every June. The teen entrepreneurs of CCA Today created an app to inform students of activities and events on their Carmel Valley campus. The start-up company from Canyon Crest Academy in Carmel Valley beat out 15 other competing student companies representing JA operations all across the country. Their successful journey started back in the spring when they took home the trophy at JA's Next Big Thing: Entrepreneurs Showcase by beating out 34 competing companies from all over San Diego County.

As we continue to collaborate with schools, businesses, non-profit organizations we strive to build a stronger community to empower all to be educated about their financial futures. Specifically Junior Achievement of San Diego, would contribute to the *Live Well San Diego* Thriving Vision of, "cultivating opportunities for all people and communities to grow, connect, and enjoy the highest quality of life", by providing our JA resources and programs to help support the LWSD focus area of prosperity, economy and education. JA can contribute to the goal area of workforce and economic development by helping expand and strengthen our relationships with other education, community based organizations and government agencies to increase workforce development strategies.

By strengthening our cross-sector collaboration to support economic development and support efforts to create pathways to careers. For example our JA Job Shadow program facilitates a work-based learning opportunity for high school students to partner with local industries, to provide them with a real-life experience to learn the skills and professionalism required in that particular industry. Junior Achievement relies on over 5,000 volunteers a year to impact our youth with financial literacy, work readiness and entrepreneurship skills which aligns well with the Live Well focus area of enrichment and improving civic life by providing engaging volunteer opportunities. We look forward to continuing to integrate the LWSD principles into our JA efforts to support our San Diego community as we move forward and thrive together, to empower our youth to own their economic success!

Sincerely,



Marla Black

CEO/President Junior Achievement of San Diego

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