



JA Worldwide®

OBRA

*The power and effectiveness of public-private
partnerships*

Kingston, Jamaica
April 12-14, 2010

Linda Rimer
JA Worldwide®



About JA Worldwide®

- JA Worldwide (Junior Achievement) was founded in 1919 and provides economic development support through work readiness, entrepreneurship, and financial literacy education to young people throughout the world;



About JA Worldwide®

- JA programs are taught by volunteers in **123 countries**, reaching more than **9.7 million students annually**; **Since 1919 100 million students have been reached.**
- JA programs focus on three key areas: **entrepreneurship, financial literacy, and work readiness.**



JA Worldwide®

Latin America & the Caribbean

Members/Field Operations – 32

Student Reach – 1,092,049

Classes Taught – 37,522

Classroom Volunteers – 35,697

Board Members – 1,560

Gross Revenues - \$27,622,271



JA Best Practices

Public Private Partnerships

- JA Americas Region + Citi over \$5 million + 6,000 volunteers + 67 board members worldwide
- First Caribbean Bank sponsored 12 Caribbean countries with \$220,000 + board members + volunteers in the schools + staff development.
- USAID + JA Jamaica + Minister of Education + GE + First Caribbean Bank



Driving Factors

- impact employee attitudes and job satisfaction, a company's bottom line and community attitudes toward companies that sponsor these programs
- One of the most measurable impacts EVPs have is on the attitudes, productivity and job satisfaction of company employees. According to the study *Good Companies, Better Employees* (Tuffrey, 2003),
- EVP programs, in 1992 only 31 percent of companies reported using their employee volunteer programs to support core business functions. By 1999, that had increased to 81 percent
- There has been a significant increase in companies that incorporate the volunteer program into the company's overall business plan
- In terms of attracting new employees, approximately 62 percent of workers

Key Success Factors

- Each partner should have clearly defined roles and responsibilities;
- Assign internal champion from each organization responsible for communication and follow up;
- Sustainability should be discussed initially that will ensure sustainability is built into project/program design and allows for scalability and replication of program



Value of Partnerships

- Partnership served as a catalyst for development of new programs:
- far reaching impact –students, countries; world
- Partnership provide strength



Recommendations

- **Think BIG-**
 - ❑ Plan for sustainability and replication
- **Leverage partners' strengths**
 - ❑ Use partners for different levels of intervention. E.g. youth unemployment is a factor of inadequate education- utilize one partner for intervention at education level, another partner for college graduate intervention, another for out of school youth etc.;
- **Identify all possible stakeholders**
 - ❑ If all stakeholders are not part of partnership, still engage them and share updates, reports and impact assessments. Some may join late after success