

Let's maximize
Minnesota's potential.

Let's build.



Our future home,
opening Fall 2018.

Learn more at
letsbuild.jaum.org.



Junior
Achievement®
of The Upper Midwest, Inc.

Let's Build

In collaboration with the education and business communities, Junior Achievement (JA) programs help students make a connection between what they learn in school and how it is applied in the real world. Every child who is better prepared for life becomes a stronger contributor to our communities, businesses, and economy.

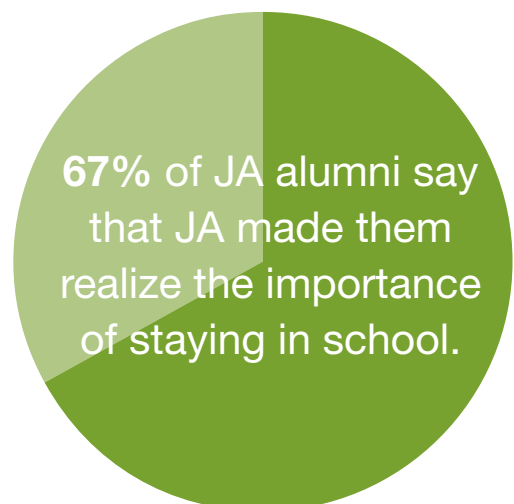
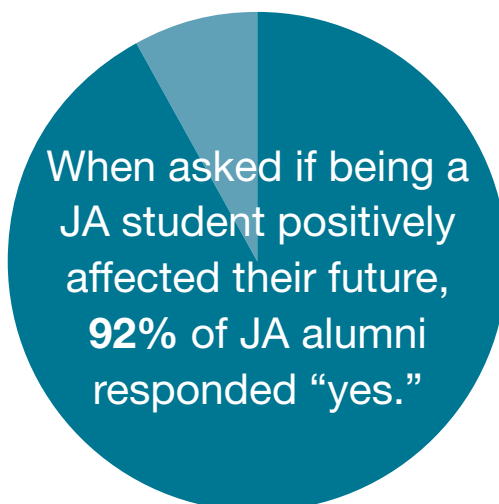
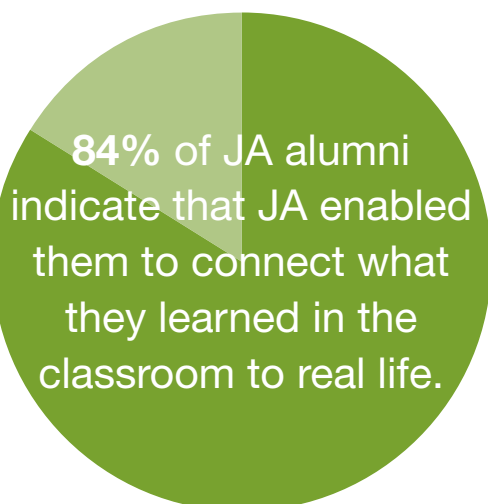
Junior Achievement of the Upper Midwest's 65-year history of success is unparalleled in our region, and our student impact is significant and long-lasting. But we know we could do more. **Our ability to reach even more students, and more diverse students, is constrained by an existing facility with limited capacity located outside the urban center of the Twin Cities.**

That's why **we've launched a \$20M comprehensive campaign** to double the number of students and teachers utilizing our experiential model and learning lab. The campaign will allow us to create a centrally located, state-of-the-art, experiential learning facility in the Midway area of St. Paul, located closer to student populations of greatest need who could benefit most from enhanced learning opportunities.

“I love JA, and I've loved it since I was a young adult. It is the real world brought to you by adults who can help you see how things fit together.”

Richard Davis
Retired Chairman & CEO
U.S. Bancorp

JA's Proven Results



Our Impact (2016-2017)

HOURS OF JA CURRICULUM



PROGRAM VOLUNTEERS



EDUCATORS



SCHOOLS



Our Students

STUDENTS



UNDERSERVED STUDENTS*



CHILDREN OF COLOR



13-COUNTY METRO AREA

98,488

GREATER MN

46,403

NORTH DAKOTA

18,217

Student outreach includes three counties in western WI.

* Students attending schools with more than 40% free and reduced lunch.



JA takes learning out of the textbook and into the real world

Junior Achievement prepares young people for the real world through our unique, experiential programs. Students learn the skills needed to succeed in a career, to earn money and to effectively manage it, and to start businesses that strengthen our economy.



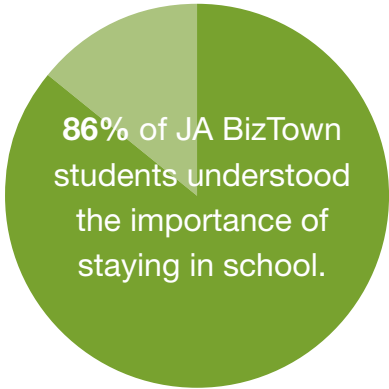
Our new **Experiential Learning Facility** will house three premier, experiential learning opportunities: JA BizTown, JA Finance Park, and the first-of-its-kind JA Innovation Incubator. Currently, 17,000 students participate in our experiential programs at our Maplewood facility. With capacity for three learning labs, more than 34,000 students will be able to access JA BizTown and JA Finance Park, and hundreds more will utilize the JA Innovation Incubator each year.

“I arrived as a parent volunteer and left impressed from my point of view as a business school professor. What I found most impressive is that JA BizTown gave the children exposure to the interconnections that are vital for a vibrant economy.”

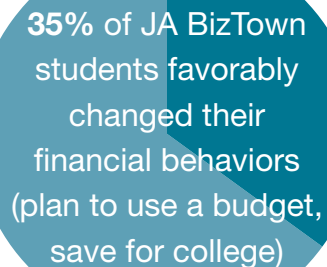
Myles Shaver
Professor, Carlson School of Management
University of Minnesota

JA BizTown

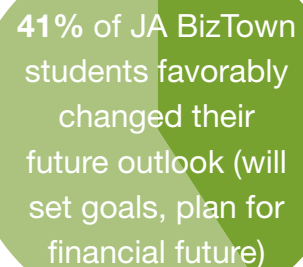
JA BizTown is a fully interactive simulated free-market facility where students in grades 4-6 become business leaders, consumers, workers, and citizens for a day. Prepared through 13 lessons of in-school JA curriculum, students work in one of 16 JA BizTown enterprises, learning what it takes to run a successful business, manage personal and business finances, and work as a team. Through active participation in the JA BizTown simulation, students develop a strong understanding of the relationship between what they learn in school and their successful participation in a global economy.



86% of JA BizTown students understood the importance of staying in school.



35% of JA BizTown students favorably changed their financial behaviors (plan to use a budget, save for college)



41% of JA BizTown students favorably changed their future outlook (will set goals, plan for financial future)

JA Finance Park

JA Finance Park teaches middle and high school students about personal finance and career exploration through 13 lessons of in-classroom instruction culminating in a day-long simulation. Students apply learned concepts in a real-life setting, experiencing family and income scenarios and visiting businesses to gather information for their personal financial decision-making. They use bank services, purchase housing, transportation, furnishings, food, health care, and other expenses. They make post-secondary education, investment and charitable-giving decisions and work to balance their budgets. They also identify personal interests, skills, work preferences and values to help them identify career interests.



After participating in JA Finance Park, students demonstrated a **32%** increase in knowing how to make and follow a budget, and a **29%** increase in understanding the use of credit and debit.*

*JA USA-KPMG Foundation Sponsored Curriculum Evaluation; JA Finance Park report, January 2016.

JA Innovation Incubator

The JA Innovation Incubator will encourage high school students to cultivate their entrepreneurial interests and develop relationships, talents and skills to build self-confidence. This space will be the third learning lab in JA's experiential learning facility and the first JA high school business incubator of its kind that utilizes technology to innovate and incubate companies. The incubator will be designed for students of all backgrounds, including young people seeking after-school programs and immigrants who are twice as likely to start new businesses as the general population.



2017 JA Company Program of the Year students from Maple Grove High School

“We envision an innovation incubator that’s the go-to destination for young entrepreneurs, an immersion lab where the ideas and energy of the business world are palpable for everyone. We want to welcome and inspire a generation who will build the next 3M, Cargill, Target or BluDot.”

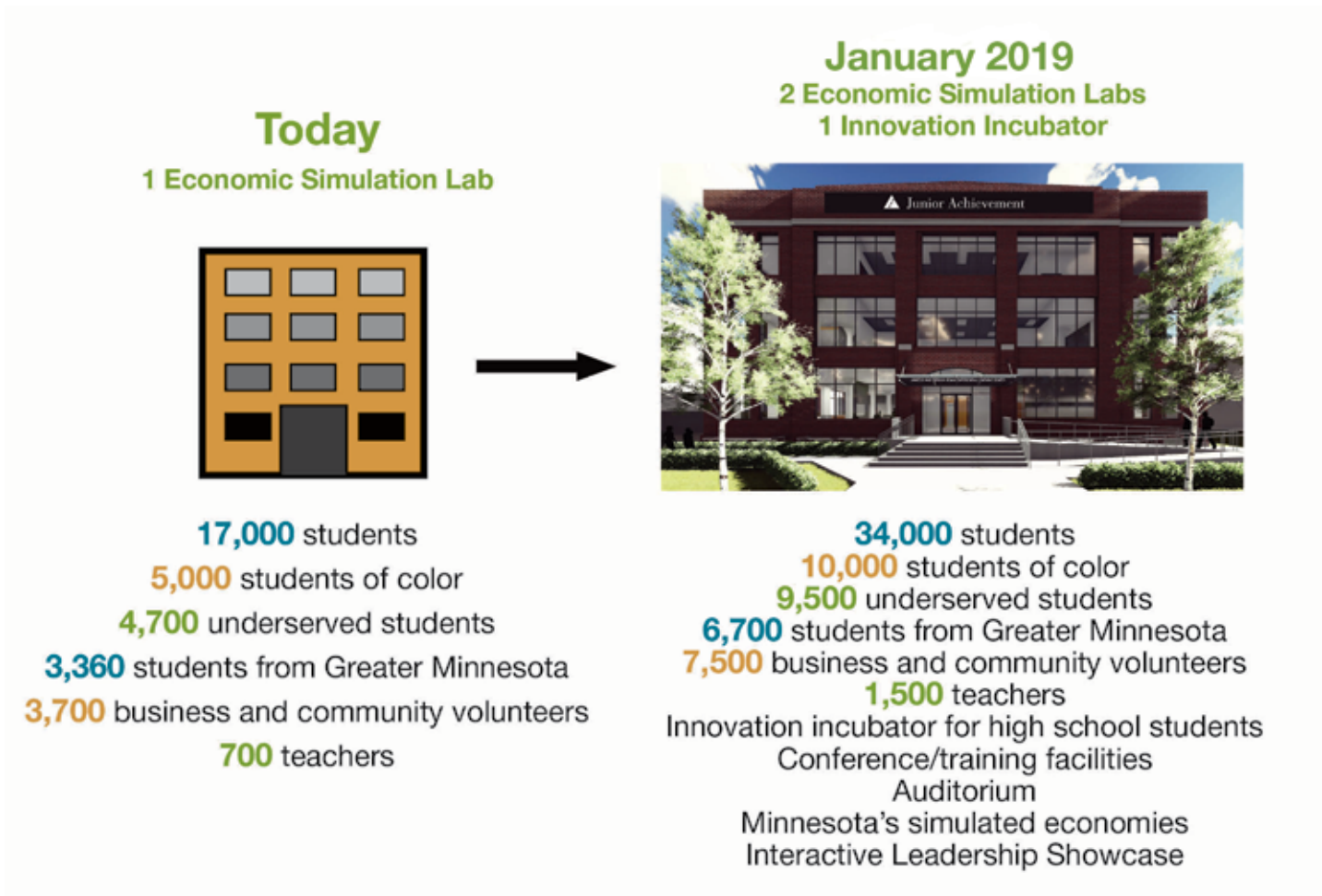
Gina Blayney
JAUM President & CEO

Let's Build Campaign

We've reached a critical juncture. Our current Maplewood facility serves 42% more students than the building was designed to accommodate. Despite this over-capacity, we are still turning away educators and students who need and want to integrate JA's experiential programs and simulations into their curriculum.

The Let's Build campaign **will enable us to double** the number of students served by JA BizTown and JA Finance Park from 17,000 to 34,000. The campaign will also grow the Junior Achievement Foundation of the Upper Midwest, providing funding to meet new demands for program expansion, operating needs, technology upgrades and the ability to continue providing our programs to local schools at little or no cost.

We have purchased an existing building at 1745 University Ave W., centrally located in the Midway neighborhood of St. Paul, which will be redesigned and refurbished to meet our specific needs.



Let's Build Our Region's Economy

An opportunity to showcase your business in JA BizTown and JA Finance Park









Our new experiential learning facility will include three simulation labs. Two labs will house JA BizTown and JA Finance Park, allowing us to more than double the number of students participating in these programs.

JA BizTown is an interactive, free market lab where elementary and middle school students learn about their role in an economy while understanding how to be responsible business leaders, consumers, workers and citizens. They also deepen their understanding of various career pathways and the powerful role education plays in their future. Minnesota's six Career Fields will be represented by the following enterprises:

					
Business & Administration	Ag/Food/Natural Resources	Arts, IT Communication	Engineering, Mfg, Technology	Health Science Technology	Human Services
Bank Cafeteria Property Mgmt. International	Grocery Water Renewable Energy	Radio TV Website/Coding/ Apps Newspaper	Supply & Delivery Manufacturing Science Construction	Wellness Med Tech	City Hall Philanthropy

JA Finance Park teaches middle and high school students personal finance and career exploration through classroom instruction complimented by a day-long simulation in the learning lab. Students utilize technology to assist in researching businesses and determining a personal budget. JA Finance Park enterprises include:

					
Business & Administration	Ag/Food/Natural Resources	Arts, IT Communication	Engineering, Mfg, Technology	Health Science Technology	Human Services
Bank Housing Investments Insurance Clothing	Water & Electricity Grocery Dining Out	Media Telephone Radio Entertainment	Gas/Maintenance Transportation Home Improvement	Health Insurance	Higher Education Child Care Philanthropy

Sponsorship Levels

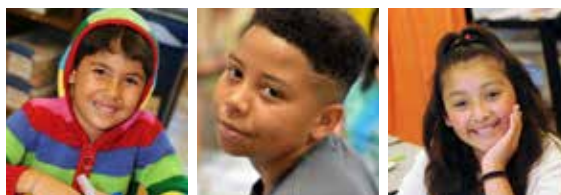
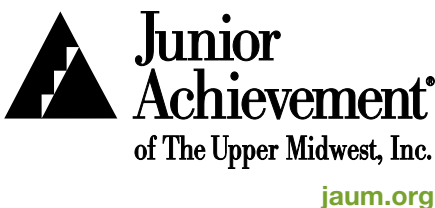
Premier Shop Sponsor

\$50,000/year* for a 3-year minimum commitment

Shop Sponsor

\$25,000/year* for a 3-year minimum commitment

*branding/build-out not included in sponsorship



Let's build innovation.
Let's build talent.
Let's build our economy.
Let's build opportunities.



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Let's Build Impact

The Let's Build campaign will enable JAUM to:

- Double the number of students participating in JA BizTown and JA Finance Park
- Move and expand our facility to a more central location in the Midway neighborhood of St. Paul
- Create an innovation incubator for high school students to explore and develop their entrepreneurial aspirations
- Cultivate a talent pipeline aligned with the Minnesota economy to meet the workforce needs of the future
- Develop and grow programs for students when they're not in school

Let's Build Investment

\$17.5M	Property Purchase, design, build, furnish, and equip the new facility; shop sponsorships
\$ 2.5M	Junior Achievement Foundation of the Upper Midwest: endowment, planned gifts and long-term funding
\$20.0M	Let's Build Campaign Total

Let's Build Together

We invite you to make a commitment to the future success of our region's businesses, our economy, and our children by joining us in this campaign. Together, we will build a state-of-the-art learning facility where students can explore their talents and interests, develop leadership and entrepreneurial skills, and learn to appreciate the depth of American opportunity.

Your investment will help us expand our quality programs and services to more young people throughout the Twin Cities, our state, and our region.

Join us in helping to cultivate the next generation of leaders, doers, makers, and innovators who shape our communities, our region, and our 21st-century economy.



Let's Build.
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Naming Opportunities

Junior Achievement's Experiential Learning Center

You can leave a lasting legacy and further our mission by supporting our Let's Build campaign. Below is a comprehensive list of naming opportunities that will allow you to attach your name to a designated space in the new Junior Achievement Experiential Learning Center. Our board of directors has chosen to provide these naming opportunities in recognition of capital philanthropic support to Junior Achievement's Let's Build campaign.

JA Experiential Learning Center - Supported by Jim and Pat Hemak	\$4,000,000
JA BizTown - Supported by Whitney and Elizabeth MacMillan	\$1,500,000
JA Finance Park - Supported by Peter J. King Family Foundation	\$1,500,000
Innovation Incubator Center	\$1,000,000
<ul style="list-style-type: none"> Named benefactor/company prominently and permanently recognized on entrance to center 	
Auditorium	\$1,000,000
<ul style="list-style-type: none"> Named benefactor/company prominently and permanently recognized on entrance to auditorium 	
Interactive Leadership Showcase	\$750,000
<ul style="list-style-type: none"> Named benefactor/company prominently recognized on interactive display for 15 years 	
Board Room	\$500,000
<ul style="list-style-type: none"> Named benefactor/company prominently recognized on entrance to board room for 15 years 	
Co-Working Space	\$500,000
<ul style="list-style-type: none"> Named benefactor/company prominently recognized on entrance to co-working space for 15 years 	
Training Center - Supported by Hugh Schilling	\$500,000
Conference Room (2 available)	\$200,000 each
<ul style="list-style-type: none"> Named benefactor/company prominently recognized on entrance to conference room for 10 years 	
Industry Pillar (6 available in JABT; 6 available in JAFP)	\$100,000 each
<ul style="list-style-type: none"> Named benefactor/company prominently recognized on industry pillar for 10 years 	

Premier Shop Sponsor (4 per lab)	\$50,000/year
<ul style="list-style-type: none"> Expanded shop size and prominence in either JA BizTown or JA Finance Park (3-year minimum commitment) Design and brand the shop to represent your company (branding/build-out not included in sponsorship cost) Opportunity to help design day-of simulation activities to achieve learning objectives 	

Shop Sponsor	\$25,000/year
<ul style="list-style-type: none"> JA BizTown or JA Finance Park (3-year minimum commitment) Design and brand the shop to represent your company (branding/build-out not included in sponsorship cost) Opportunity to help design day-of simulation activities to achieve learning objectives 	



Let's Build.
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Let's build talent.
Let's build our economy.
Let's build opportunities.

\$20M Campaign Gift Table

Number of Gifts Needed	Gifts Averaging	Total Gifts Needed
Leadership		
1	\$4,000,000	\$4,000,000
2	\$1,500,000	\$3,000,000
2	\$1,000,000	\$2,000,000
6	\$ 500,000	\$3,000,000
8	\$ 300,000	\$2,400,000
17	\$ 100,000	\$1,700,000
Major		
30	\$50,000	\$1,500,000
40	\$25,000	\$1,000,000
45	\$10,000	\$ 450,000
60	\$ 5,000	\$ 300,000
General		
90	\$2,500	\$225,000
100	\$1,000	\$100,000
many	<\$1,000	\$325,000
TOTAL		\$20,000,000



Let's Build.
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Let's Build Campaign Cabinet

The Let's Build Campaign Cabinet for the new Junior Achievement Free Market Learning Lab is a group of private sector leaders who are committed to raising \$20 million in philanthropic resources to fully fund the renovation, build out and technology-enriched new learning facility. These individuals are leaders in their field and represent organizations that comprise Minnesota's six industries. Together, they are working to build a learning facility where 4th-12th grade students prepare for their future as citizens, consumers, workers and entrepreneurs.

Honorary Chairs

- Jim Hemak, Founder & Director, WEBINCS, Inc.
- Hugh Schilling, Founder and Chairman, Horton Holding, Inc.

Campaign Cabinet

- Doug Baker, Jr., Chairman and CEO, Ecolab
- Gina Blayney, President & CEO, JAUM
- Ray Barton, Chairman, Great Clips
- Richard Davis, Retired Chairman & CEO, U.S. Bancorp
- Jim Giertz, former CFO, HB Fuller
- Cindy Goplen, SVP, Wells Fargo
- Paul Koch, SVP, Koch Partners, UBS
- Michelle Koch, Partner, Chamire Holdings
- Tom Montminy, Managing Partner, PWC
- David Mortenson, Chairman, M.A. Mortenson Company
- Mike Roos, former Partner, KPMG; Chairman, JAUM Foundation
- Scott Wine, Chairman and CEO, Polaris Industries

For campaign related questions, please contact Gina Blayney, President & CEO, at (651) 255-0034, or Morgan Kinross-Wright, Senior Vice President of Development, at (651) 255-0056.

Education Ambassadors

Education Ambassadors are comprised of thought leaders, higher education leaders, and K-12 leaders across the state committed to experiential learning and utilize JA's K-12 curriculum to bring relevance to students' traditional education.

- Dan Hoverman, Superintendent, Mounds View School District (retired)
- Stefanie Lenway, Ph.D., Dean, Opus College of Business, University of St. Thomas
- Philip Miller, MBA, Assistant Dean, Carlson School of Management, University of Minnesota
- Matt Mohs, Headmaster, St. Thomas Academy
- Kent Pekel, Ed.D., President and CEO, Search Institute

Community Ambassadors

Community Ambassadors are private and public sector leaders committed to helping JAUM make connections within our community to make the Free Market Lab a success.

- Barbara 'Mrs. David A.' Koch
- Dick McFarland, former CEO, RBC Wealth Management
- Greg Page, Former CEO, Cargill
- RT Rybak, CEO/President, The Minneapolis Foundation
- Prince and Sandra Wallace, Owners, Independent Packing Services, Inc.
- Charlie Weaver, Executive Director, Minnesota Business Partnership
- Douglas B. Loon, President, Minnesota Chamber of Commerce

Young Entrepreneurs

Young Entrepreneurs are members of the Millennial Generation who have started their own businesses and have volunteered to support JAUM fundraising efforts and advise the campaign cabinet on issues related to entrepreneurship.

- Justin Cox, Co-Founder, Beta.MN and Twin Cities Startup Week
- Tyler Ebert, University of Minnesota class of 2016, CEO & Chairman, Adrena Card, Inc.
- Ryan Broshar, Managing Director, Matchstick Ventures and Techstars Retail
- Tyler Olson, CEO, SMC Pros