



## COVER SHEET

Agency Legal Name: Junior Achievement of South Florida, Inc.

Address: 1130 Coconut Creek Blvd.

City: Coconut Creek State: FL Zip: 33066

Telephone: (954) 979-7100 Fax No.: (954)-971-3525

Federal Tax ID (EIN): 59-0871446

Program Title: JA BizTown for Students Residing in The City of Hollywood

Primary Focus Area (select **one** category from approved list): Training and Career Planning and Development

Name of CEO or Board President: Laurie Sallarulo

CEO or Board President Date of Birth: 9/29/1958

CEO or Board President Email: laurie@jasouthflorida.org

Name & Title of Grant Contact: Danielle Koppelman, Grants & Gov. Relations Manager

Grant Contact Cell Phone: (631)- 827-6573

Grant Contact Email: danielle@jasouthflorida.org

Application must be signed (in blue ink) by the applicant's CEO, Board President or authorized representative. By signing this application, the authorized representative certifies that the organization for which funding is sought has full knowledge of the grant request and all City requirements, and will solely utilize the funds sought for their stated purpose.

Print Name: Laurie Sallarulo

Title: President/CEO

Signature of CEO or Board President: 

Date: 2/2/23

## I. STATEMENT OF THE AGENCY'S PURPOSE

With the help of over 7,000 trained corporate and community volunteers and mentors, Junior Achievement of South Florida delivers over 20 programs to 70,000 K-12 students throughout Broward County and south Palm Beach annually. Programs address the following:

- **Drop Out Prevention:** Although there is no single reason that students drop out of school, disengagement is a top one. JA programs reengage students and make learning more relevant. These interactive programs help students realize that school success is tied to real-life success. While the estimated U.S. national graduation rate is 73%, the rate for JA students involved in a longitudinal study with two JA experiences is 93%, and for those with more than three is 100%.
- **Financial Literacy Gap:** Families with the greatest need are most often those who do not understand budgeting or how to manage money. JA programs help to close the gap in financial illiteracy by building sound financial behaviors early in life.
- **Career Soft Skills Gap:** JA programs help students practice and utilize leadership and career skills, like making critical decisions, working in teams, problem-solving, and communication. Applying these skills in real-life situations allows students to learn the difference between good and bad behaviors/decisions.
- **Entrepreneurial Education:** Sparking the flame of business ownership can change a family's destiny and an entire community. JA lights the match for hundreds of students and flames the inspiration and courage needed to start a business.
- **Career Awareness:** Many of JA's programs allow students to "live in the adult world" for a day and to gain exposure to the vast variety of industries and careers available to them. They are able to explore careers and gain valuable insight and motivation to begin their own path to meaningful work.

## II. STATEMENT OF THE AGENCY'S MISSION

Junior Achievement of South Florida's (JA) mission is to inspire and prepare youth to succeed in a global economy by training the next generation of business leaders, employees, and consumers. The goal is to educate students through financial literacy, entrepreneurship, and work readiness programs.

## III. PROGRAM/PROJECT DESCRIPTION:

- a. Please provide a one paragraph description of your program that will be used as the summary description of your program for the review board.  
Include specific program activities including timeline and program

strategies. (250 word maximum)

There has never been a more critical time to bridge the financial literacy divide and address economic inequity. The economic fallout from the COVID-19 crisis has impacted everyone. JA believes we are all essential to our economic recovery and to finding a solution to create a stable future for everyone. The focus of this project is teaching critical life skills, like economic concepts, workplace skills and personal and business finances. These financial educational concepts are all things that most American adults have had little or no exposure to while in school. Since 2009 every public school fifth grader in the City of Hollywood completes the JA BizTown in-class curriculum and one-day simulation. At JA BizTown, students run various businesses, earn paychecks, open/manage bank accounts, take out and repay business loans, vote, price and advertise goods/services for sale, and more. Students become full-fledged consumers by making purchases at other student-run businesses within the "town", and they must work together to satisfy customers' expectations, as well as their 'co-workers'. If necessary, students will complete JA BizTown Adventures upon completion of their in-class curriculum. JA BizTown Adventures provides an online, interactive alternative to students who are unable to visit the on-site simulation. We seek funding to assist in covering program costs incurred to provide over 1,400 City of Hollywood school students with the JA BizTown experience next school year.

- b. Beginning program date July 1, 2023
- c. Ending program date June 30, 2024
- d. Days and Hours of Operation Monday- Friday, 9 am-3 pm
- e. If your service agency function is to provide financial subsidies enabling your clientele to enroll in other programs, please check this box. ☐

#### IV. PROGRAM/PROJECT NEEDS AND OBJECTIVES:

Include why the program / project is essential for the residents of the City of Hollywood. What needs will the program / project address? (250 word maximum)

Junior Achievement of South Florida has significantly transformed how every City of Hollywood student is taught to view their future career path, workforce development, free enterprise, and best practices for life success.

JA BizTown provides fundamental life lessons in a safe, fun setting, as students become business owners and consumers. Pretending to be an adult for a day is fun, but it is also a window into the responsibilities and choices ahead of our youth. Students develop knowledge of basic economic concepts, learn the relationship between business and consumers, apply best business practices and consumer planning, develop a basic understanding of checking and savings accounts, utilize strategic decision-making processes, practice their civic rights by voting, and work together to satisfy customers' expectations. Each school day up to 300 5th graders enter the doors of JA BizTown(s) for a special simulation day that has become a milestone event for our youth. Many arrive in business attire, ready to walk in the shoes of an adult for the day, prepared in part to the guidance and curriculum provided beforehand by their JA-trained teachers. Volunteers, teachers, and parents (up to forty each day) are recruited and trained to work alongside the students to guide them through the obstacles and questions that arise as they navigate the adult world.

JA BizTown is an unforgettable experience for students who will become fluent in the language of business and free enterprise. Students are inspired with a sense of optimism and self-reliance.

#### V. ANTICIPATED OUTCOMES:

- a. Describe the anticipated outcomes as the result of this program / project (150 word maximum).

JA Biztown meets the needs of all students by providing engaging, academically enriching, and experimental lessons. Students will:

- Understand a variety of occupations.
- Manage money through practical knowledge of economic concepts & banking practices.
- Demonstrate soft skills necessary for success in the work world.
- Discuss their role in the community as workers and consumers and relate these roles to the free enterprise system.
- Understand the importance of nonprofit organizations in communities.
- Discuss the importance of citizen rights and responsibilities.

Anticipated Outcomes:

- 90% of students are hired for a job & use newly learned life/work skills.
- 90% of students realize the importance of money management skills and saving money.
- 80% of students indicate the program connected what they learned in the classroom with real life.
- 90% of teachers agree the program helped students understand the importance of managing money and the role business and citizens play in their community.

b. Total **non-duplicated** number of **all** clients, recipients or participants expected to be directly served by the proposed program / project in FY 2024. 20,000

c. Number of **non-duplicated** number of **Hollywood** residents expected to be directly served by the proposed program / project in FY 2024.

1,400

***Please Note:***

- *Grant funding, if awarded, may be offered at a lesser amount than requested in this application; however, the number of Hollywood residents to be served that appears on the final agreement will remain the same number as entered above.*
- *For item V.c., please provide an estimate of the number of unique residents of Hollywood you expect to serve throughout FY 2024 (October 1, 2023, through September 30, 2024).*

## VI. STAFF QUALIFICATIONS:

List the names and qualifications of staff involved in this program / project.

Name	Qualification(s)/Degree(s)	Year(s) of Experience
Dr. Shernette Grant Chief Program Officer	Ph.D. in Educational Leadership and Research Methodology	7 months with JA 22 years with the School Board of Broward County
Lora Schemel BizTown Program Manager		11 years with JA

## VII. PREVIOUS BENEFITS AND OUTCOMES:

If the program/project was operating in FY 2022 (October 1, 2021 through September 30, 2022), please provide a year-end statement of that year's accomplishments, the total number of participants directly served by the program/project in FY 2022 and the number of Hollywood residents directly served by the program/project in FY 2022. If the program/project is currently operating in FY2023, please provide a year-to- date status update. (250 word maximum)

Nineteen (19) elementary schools, located in the City of Hollywood, completed the JA BizTown in-class curriculum and one-day simulation at JA World during the 2021/2022 school year. Students had the opportunity to explore and experience various careers available at JA BizTown. Students portrayed employees and employers. They ran various businesses in JA BizTown, earned paychecks, opened/managed bank accounts, took out and repaid loans, voted, priced, and advertised goods and services for sale, and much more. The students became self-sufficient consumers by making purchases at other student-run businesses within the 'town'.

Date	Hollywood Schools	# of students	% of Free/Reduced Lunch
11/1/2021	Sheridan Park Elementary	101	72.50%
11/5/2021	Orange Brook Elementary	110	91.40%
11/12/2021	Boulevard Heights Elementary	93	80.20%
11/16/2021	Sheridan Hills Elementary	70	80.90%
12/2/2021	Hollywood Hills Elementary	107	50.70%
12/8/2021	Bethune Elementary	71	96.10%
12/17/2021	Stirling Elementary	74	79.30%
12/17/2021	Colbert Elementary	115	89.30%
1/21/2022	Driftwood Elementary	90	79.40%
2/16/2022	Watkins Elementary	78	92.20%
3/9/2022	Oakridge Elementary	83	91.30%
3/30/2022	West Hollywood Elementary	65	88.80%
4/11/2022	Hollywood Park	61	74.80%

4/13/2022	Hollywood Central	50	69.7%
5/3/2022	Jewish Cooperative	13	N/A
5/10/2022	St. Bernadette	13	N/A
5/11/2022	Nativity School	68	N/A
5/25/2022	Hollywood Homeschoolers	11	N/A
5/27/2022	Beachside Elementary	150	78.4%
Total:		1,423	

### VIII. COMMUNITY COLLABORATIONS AND PARTNERS:

Describe the roles of collaborating agencies, programs and individuals if applicable. Attach letters of support from collaborators. (150 word maximum)

Parents, teachers, corporate and foundation funders, JA staff members, volunteer mentors and many more individuals ensure the success of JA BizTown.

Broward County Public Schools is an essential partner in making sure every student receives this fundamental and vital education. Broward County is also supporting this endeavor, and the Cities of Boca Raton, Coconut Creek, Fort Lauderdale, Hollywood, Margate, North Lauderdale, Oakland Park, and Pompano Beach generously supports our requests for funding.

Storefront partnership levels were created to help sustain these programs. Levels range from \$17,000 to \$50,000 per year. Current JA BizTown storefront partners include but are not limited to: After School Programs; BB&T; Broward County Sheriff's Office; Channel 10 -WPLG; City of Coconut Creek; Humane Society of Broward County; Hoffman's Chocolates; Humane Society of Broward; Lifestyle Media Group; and Nova Southeastern University.



## IX. BUDGET

Using the chart and categories provided, what is the annual program / project cost for FY2024? Provide the amount of funds requested and secured from other sources or the Agency's budget for the program/project. This grant is designed to provide supplemental funding for program related activities, so please select the best suited categories for your program / project from among the categories below.

Budget Categories	\$ Amount Requested	\$ From Other Funding Sources	Total Cost of Program
Subsidies or Matching Funds		\$765,000	\$765,000
Salaries & Benefits or Volunteer Stipends	\$14,000	\$515,875	\$525,875
Consultants & Professional Fees		\$500	\$500
Program Supplies		\$140,692	\$140,692
Incentives & Consumables		\$11,100	\$11,100
Transportation, Travel & Admission Costs		\$500	\$500
Electricity, Water, Refuse (Feeding & Residential Facilities Only)		\$0	\$0
<b>TOTAL =</b>	<b>\$14,000</b>	<b>\$1,433,667</b>	<b>\$1,443,667</b>

What is the estimated cost per Hollywood participant? \$82 including in-kind to run the program. The cost per student for City of Hollywood is \$10.

What is the **minimum** amount of award needed from the City of Hollywood to effectuate the proposed program/project?

\$14,000

Estimate of total agency projected revenues and expenditures.

Fiscal Year	Revenue	Expenditures
FY 2024 10/1/2023-9/30/2024	\$7,429,951	\$7,422,468

#### X. OTHER FUNDING SOURCES DETAIL

List grants received from ALL City of Hollywood sources including the General Fund Agency Grant during the preceding five (5) fiscal years 10/1 through 9/30. Examples of City funding sources would include the Agency Grant Program, the Community Redevelopment Agency, CDBG funding, Police Department grants, etc.

Funding Source	Amount Received FY 19	Amount Received FY 20	Amount Received FY 21	Amount Received FY 22	Amount Received FY 23
City of Hollywood	\$5,420	\$6,000	\$6,222.22	\$4,589	\$7,500

## XI. PROGRAM/PROJECT EVALUATION:

How will you measure the success of the proposed program/project? (250 words maximum)

The JA BizTown curriculum is aligned with national and statewide academic core standards in social studies, economics, mathematics, language arts and career development. Content and methods are regularly assessed and updated to maintain relevancy. Students develop knowledge of basic economic concepts, learn the relationship between business and consumers, learn how to use high-quality concepts in business, develop an understanding of checking and savings accounts and money management, utilize decision-making and critical thinking processes, learn about voting, and work together to solve business challenges and satisfy customer's expectations.

The JA BizTown program will be measured as a success when:

- 90% of students are hired for a job & use newly learned life/work skills.
- 90% of students realize the importance of money management skills.
- 90% of students realize the importance of saving money.
- 80% of students indicate the program connected what they learned in the classroom with real life.
- 90% of teachers agree the program helped students understand the importance of managing money and the role business and citizens play in their community.

## XII. ATTACHMENTS:

<b>ATTACHMENT A</b>	The most recent letter from the Internal Revenue Service (or other evidence) determining the tax-exempt status under section 501(C)(3), 501(C)(4), or 501(C) (6) of the Internal Revenue Code.								
<b>ATTACHMENT B</b>	Letters of community support for the proposed program / project.								
<b>ATTACHMENT C</b>	<p>A current Certificate of Insurance for Commercial General Liability Insurance naming the City as an Additional Insured with not less than the following limits:</p> <table> <tr> <td>Products-Comp/Op Aggregate</td><td>\$1,000,000</td></tr> <tr> <td>Personal and Advertising Injury</td><td>\$1,000,000</td></tr> <tr> <td>Each Occurrence</td><td>\$1,000,000</td></tr> <tr> <td>General Aggregate</td><td>\$1,000,000</td></tr> </table>	Products-Comp/Op Aggregate	\$1,000,000	Personal and Advertising Injury	\$1,000,000	Each Occurrence	\$1,000,000	General Aggregate	\$1,000,000
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Each Occurrence	\$1,000,000								
General Aggregate	\$1,000,000								
<b>ATTACHMENT D</b>	All pages of the most recently completed and filed IRS Form 990.								

<b>ATTACHMENT E</b>	The most recent audited financial statement. If the agency does not have a certified audit, submit a compilation of financial statements, with income statement and balance sheet for the most recent year.
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