



2020/21

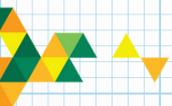
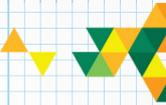
ANNUAL REPORT

JUNIOR
ACHIEVEMENT
IRELAND

Inspiring Young Minds

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CHAIRPERSON'S STATEMENT

As I reflect on the past year as Chairman, I want to acknowledge the tremendous efforts of the whole team and our partners in education and industry for their determination and expertise in continuing to work together to inspire young people. The fact that we were able to work with nearly 30,000 students last year despite the upheaval caused by the pandemic is hugely gratifying.

This report outlines some highlights from 2019/20 and underlines again the strength of the relationships in place between our industry and education partners and the determination of individual volunteers and teachers to ensure students could continue to interact with role models from a wide variety of careers and industry sectors. Despite the many challenges, teachers in 340 schools around the country hosted JAI programmes facilitated by a business volunteer and the speed with which volunteers, partner organisations, teachers and school leaders responded is testament to the commitment of all involved to our shared goals.

Thinking back on the last year, I am enormously proud of all that has been achieved. The team is comprised of fantastic professionals whose commitment to our purpose is unwavering and now, because of the digital transformation project executed in 2020, we are now well-positioned to serve even more schools and organisations as blended learning and virtual volunteering can be offered alongside our traditional programmes and delivery methods.

In keeping with our adherence to best practice we said goodbye to some outgoing directors and inducted some new members to the group this year. In that regard, I would like to thank Sinead Henshaw (Citi) and Paddy Spicer (Matheson) for their years of tremendous service and welcome Sarah Cunningham (MasterCard) and Dermot Powell (Matheson). I am grateful to all my colleague board members for their ongoing contribution to the leadership of the organisation.

Our partnerships with supporting organisations and schools are the bedrock of the organisation and I am immensely proud of all that has been achieved in 2019/20 because of the willingness of our volunteers and our teachers to embrace the challenges and overcome the constraints thrown up by the public health situation.

On behalf of everyone at Junior Achievement Ireland thank you for giving us your time and sharing your expertise so that we can compliment the work of our school communities in helping to inspire the next generation.

Alan Markey
Junior Achievement Chairperson & Council Member



MESSAGE FROM THE CEO

While 2019/20 can readily be described as a tumultuous year, some things remain unchanged: our determination to ensure that students can enjoy working with positive role models from business and industry, and our gratitude to all those supporting organisations and partner schools that continue to collaborate with us. The fact that 27,450 students participated in JA educational activities facilitated by business volunteers and hosted by teachers in such challenging circumstances stands as testament to the shared belief in the value of the programmes.

Indeed, considering the impact of the public health situation it is probably more important than ever that we support the work of our educators and help raise young people's awareness of the many opportunities that await them if they stay in school and realise their potential. For our part, we are determined to continue working with our supporting organisations and schools to give students access to additional role models, meet professionals from different career pathways, have a platform to ask questions and become empowered to set, and work towards, ambitious career goals.

Among the many changes that have been introduced in the past year, our teachers and volunteers now have online access to a bespoke platform which ensures easy access to programme materials, relevant contact details and enables the sharing of feedback. In addition, the JA team has worked incredibly hard to reshape all our materials and training to enable blended learning.

We are grateful to all our teachers for their willingness to accommodate online visits and we also appreciate the efforts of volunteers to engage with students, even though in-person visits to classrooms were curtailed. The fact that we are now equipped to offer both in-person and online volunteering opens up significant possibilities to respond to requests from schools that are not adjacent to the sites of our supporting organisations. Being able to have the best of both worlds will be one positive legacy of the year that was 2019/20.

On behalf of everyone at Junior Achievement Ireland, our thanks to all our partners in education and industry for their ongoing support for our work together.



Helen Raftery
Junior Achievement CEO





INTRODUCING JUNIOR ACHIEVEMENT IRELAND



WHAT WE DO

Junior Achievement Ireland (JAI) works in partnership with our supporting organisations to complement the work of schools by recruiting, training, and empowering business volunteers to work with students to inspire and motivate young people to make the most of their education.

Our 13 curriculum-aligned programmes incorporate hands-on activities and interactive learning. Our twin aims are to encourage students to stay in school and to inspire students to maximise the opportunities that their education provides.

WHO WE ARE

JAI is a member of Junior Achievement Worldwide (JAWW) one of the world's largest educational non-profits, preparing young people for employment and entrepreneurship, delivering hands on, experiential learning in work readiness, financial literacy, entrepreneurship, and the value of STEM. Reaching more than 12 million young people each year, Junior Achievement (JA) is the leading NGO with the scale, levels of support from industry and education, and passion to help build a brighter future for the next generation.

INSPIRING YOUNG MINDS - THE STRENGTH OF A NETWORK

Established in Ireland in 1996, JAI endeavours to respond to demand from schools for JA programmes by building successful partnerships with leading organisations throughout the country. These partnerships are essential to ensure a broad representation of role models can engage with students. All partner organisations can be viewed via: www.jai.ie/about/#whosupportsus



Entrepreneurship



Employability



STEM



Financial Literacy

JA programmes are designed to be fun, hands-on, high-impact experiences that give young people the opportunity to connect what they are learning in school with what their future might look like in the world of work. These learning experiences inspire and motivate students to acquire and practice the skills they may need for future career success while they enjoy educational activities that revolve around the four core themes of financial literacy, employability, entrepreneurship, and the value of studying STEAM. Full details can be found by visiting our website: www.jai.ie/programmes/

Programmes are facilitated by business volunteers over five or six 35-minute sessions, while there are also options for more intensive once-off engagements such as workshops and events.

JA volunteers deliver hands-on learning experiences that empower students to make connections between what they learn in school and how it can be applied in real life.

"It was lovely especially considering the year we have had with lockdown. It's nice and refreshing for children to have a new face teaching them. The content was interesting too."

Maresa McDevitt from Scoil Ghormáin Naofa

FUTURE PLANS

We have an ambition that Junior Achievement Ireland (JAI) will be recognised by our partners in business and industry, and the education sector, as the leading not-for-profit organisation providing innovative, impactful, enterprise and employability programmes for young people that are delivered by trained business volunteers.



Raise our brand profile and achieve our targets for significantly enhanced social media penetration



Support colleagues in their development and career journeys



Secure funding for important community initiatives such as TESA (The Entrepreneurial School Awards) and JA Finance Park



Grow annual volunteer community to 6,000 + by 2025



Provide both traditional and blended learning options for our schools and volunteers, while ensuring an enjoyable, safe online learning environment for all involved.



Strengthen our relationships with schools throughout Ireland



Ensure 30% of our volunteers return and become experienced volunteers



Implement our inclusion and wellbeing strategies.



OUR ORGANISATIONAL PROGRESS 2020/2021

Since 1996 JAI has worked with business leaders and school leaders all over Ireland. In that time, more than 30,000 business volunteers have enabled more than 900,000 students to enjoy JA programmes and workshops.

Despite the disruption caused by the public health situation, last year we continued our efforts to reach as many students as possible and are grateful to all those who helped us achieve the following results:



**27,450 students
in programmes
& workshops**



**1,228 volunteers from
the working world**

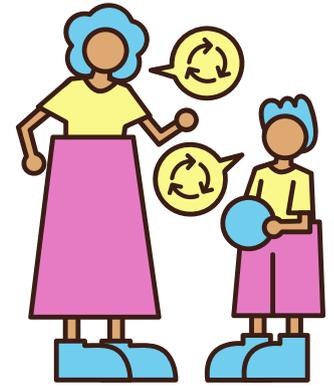


**Partnered with
340 schools**



**Received the support of
165 organisations**

EACH YEAR WE STRIVE TO GROW THE NUMBER OF STUDENTS POSITIVELY IMPACTED IN IRELAND. WE SET AMBITIOUS TARGETS AND WHILST RECENT TERMS WERE SHAPED BY COVID-19, OUR DEDICATION TO INSPIRE AND MOTIVATE YOUNG PEOPLE HAS SEEN SOME SIGNIFICANT SUCCESSES:



- 90% of our supporting organisations renewed their memberships while a number of members cited COVID-19 as the reason they had put their JA activities on hold. We ended the year with 165 partnering organisations with the ambition to increase this to 200 by 2025.
- We promote a culture of collaboration and despite the switch to online working this has continued with weekly calls and exercise classes, monthly staff meetings and regular team meetings at local level. By prioritising internal promotion opportunities, supporting career development for all, and due to our growth ambitions, we welcomed six new members to the team last year.



- Membership inquiries increased in 2019/20, which we believe is driven by a more active social media presence as well as a growing awareness among business leaders of the need to support school communities. We welcomed four new supporting organisations, which will be working with us in 2021/22.
- Our digital transformation project allowed us to continue working online and this contributed to wider geographical diversity, with students attending schools in 20 counties participating in JA programmes last year.
- The development and deployment costs of most of our core programmes are covered by sponsoring organisations, which combined with our membership subscriptions, means there is no charge to schools for JA programmes.



TURNING IDEAS INTO ACTION WITH THE HELP OF OUR SUPPORTING ORGANISATIONS

ENTREPRENEURSHIP

JA Inspires: our newest option for volunteers enables role models to share their career journeys with students, online. This option garnered huge interest and we plan to answer more requests for JA Inspires from more schools this year.



JA INSPIRES



In line with our ambitions to ensure high quality content and educational impact, Innovate & Grow supported by Accenture was launched in 2019/20. This programme includes both student learning and teacher development. Students participate in three sessions delivered by a business volunteer covering how to cultivate a growth mindset and creative problem solving. Teachers attend a CPD workshop facilitated by JAI and Accenture exploring how best to integrate these important topics into their future work plans. Innovate & Grow modules help students develop a growth mindset by understanding that their talents can be developed through hard work, good strategies and input from others.

ENTREPRENEURSHIP

Early-stage entrepreneurship education provides opportunities for young people to develop the ability to think positively, to identify opportunities to make things happen, to have the self-confidence to achieve their goals, and to use their talents to build a better society. Our most popular entrepreneurship programmes are: Enterprise in Action, Our City, It's My Business, and Clár na gComhlachtaí (as gaeilge).

'Thank you for a wonderful delivery of the 'Enterprise in Action' programme. Each lesson was delivered with energy, enthusiasm, and great support materials. Our students thoroughly enjoyed participating and really benefited from our volunteers real life experiences.'

*Ms. Louise O Shaughnessy,
Our Lady's College Galway*

Enterprise in Action is supported by the Citi Foundation. Over four sessions this programme encourages students to engage in ideation, problem solving, pitching and business ethics. Enterprise in Action was launched in 2016 and to date, 6,906 students have completed the programme.



Our City is supported by Core. The programme challenges students to construct paper buildings, map out a city, plan their own restaurant business, create an advertising campaign and examine fundamental economics and the role of banks.





ENTREPRENEURSHIP

Clár na gComhlachtaí is supported by Údarás na Gaeltachta. With local business volunteers acting as mentors and expert guides, Údarás na Gaeltachta Clár na gComhlachtaí provides opportunities for students aged 15-18 to enhance their understanding of the fundamental principles of enterprise and the market economy. More than 700 Transition Year students attending second level schools in the seven Gaeltacht regions across Cork, Galway, Donegal, Kerry, Mayo, Meath & Waterford created, operated and managed their own businesses last year - despite all of the public health challenges. Each moved from idea generation, to finance and production, progressing to marketing and sales. In virtual events, regional and national finalists pitched to judges and received feedback on their businesses. Cártaí Feasa, from Pobalscoil Chorca Dhuibhne, were crowned winners and represented Ireland at the JA Europe Company of the Year Competition.



EMPLOYABILITY

65% of students in primary school now will hold jobs in the future that don't currently exist. How do we prepare young people for their future when we don't know how what that future will look like?

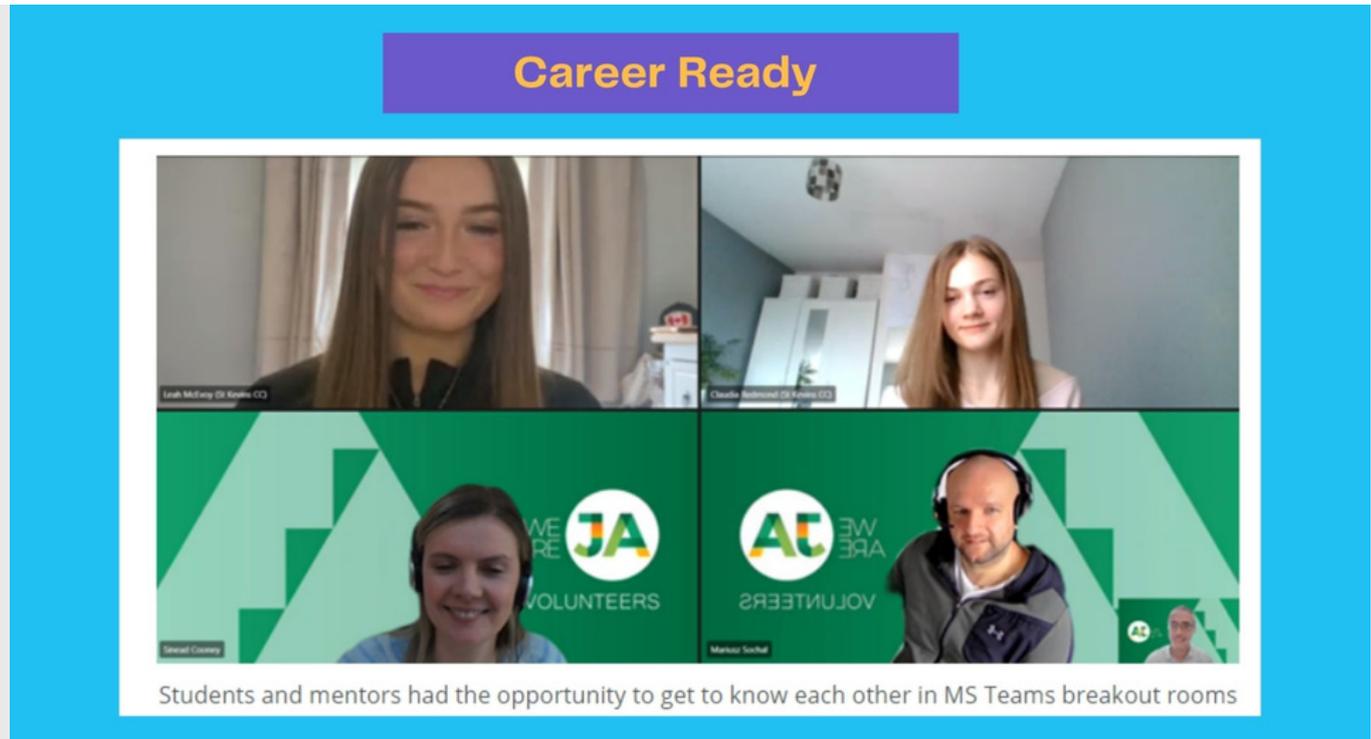


Virtual Mock Interviews took place across the nation. Transition year students had the opportunity to improve their communication skills in a formal setting with role models from the working world.





EMPLOYABILITY



"We have participated in Career Ready since its inception and appreciate the incredible set of opportunities this initiative provides for our students. Engaging with professionals from a wide range of industries and enjoying masterclasses/ workshops in the workplace really has a significant impact. It is critical that we open students' eyes to the range of possibilities that are available while helping them to see the relevance of their studies to their post-school choices. Thank you to all those involved."

Mary Kelleher, Loreto College Crumlin



FINANCIAL LITERACY

Finance Your Future, developed with the support of MetLife Foundation, explores earning potential, balancing personal budgets, future planning, risk and insurance. By acquiring and practicing these skills, senior cycle second level students come to realise the importance and impact of their education on their future.



98% of students who completed Fiance Your Future now have an understanding of important it is to manage money.

It is a strategic aim to launch JA Finance Park within the next two years. JA Finance Park® Virtual will optimise the use of technology-enabled learning to address the dearth of financial education for students and over time, improve financial literacy rates among young people all over the country

STEAM

Energize, delivered in partnership with Gas Networks Ireland, encourages 6th class students to continue with science in second level education and beyond, and introduces them to the career opportunities available to them in the future. Energize enabled 3,400 students to explore the world of science; health and wellbeing, forensics, energy, safety and light in a fun and exciting way.



The Futurewize programme, facilitated by volunteers from STEAM industries, is aimed at inspiring second level students to explore a new world of career possibilities that are opened up through the study of STEAM-related subjects.

Run in partnership with Science Foundation Ireland (SFI), 24,000 students have completed Futurewize in the last three years.

90% of the 232 students surveyed on completing Energize, now believe education is more important.

STEAM

The Our World programme explores the importance of STEAM (Science, Technology, Engineering, Arts and Maths). Each week, students discover STEAM skills and the important role they play in the future of our world. Students learn about sustainability, engineering, technology and the importance of innovation, all while developing their teamwork and problem-solving skills. Our World is delivered in partnership with SFI and Fidelity Investments.



SUSTAINABILITY

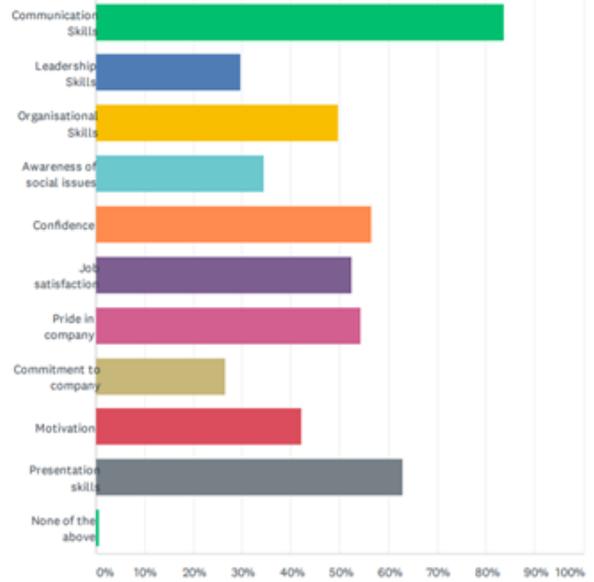
As part of our ongoing efforts to champion the circular economy and increase student awareness of the UN's economic sustainable development goals, a number of SDG topics have been incorporated into our programmes, including Our World and Futurewize. Working in partnership with the Environmental Protection Agency (EPA) Climate Change and You workshops were piloted over Science Week. In response to school requests these will be expanded to reach more students in the year ahead.

Power of Design (POD) promotes an understanding of sustainable engineering and inclusive design in an interactive design workshop for both primary and second level students. POD was initiated in 2015 as part of Dublin City Council's Pivot Dublin submission. This year more than 1,000 students learned about the role of design in day-to-day life and an introduction to the use of design as a tool for positive change. Working with volunteers enjoying design-related careers also opens up discussions on opportunities in this field. POD is supported by Dublin City Architect's Division and the Centre for Excellence in Universal Design (CEUD)



BENCHMARKING AND PROVIDING INSIGHT

Volunteers are vetted, trained, equipped and supported for the duration of the programme. The pedagogy is designed specifically for volunteers with limited or no experience of working with students. Volunteering with JA is an excellent form of personal development for staff. Feedback from volunteers reinforces that.



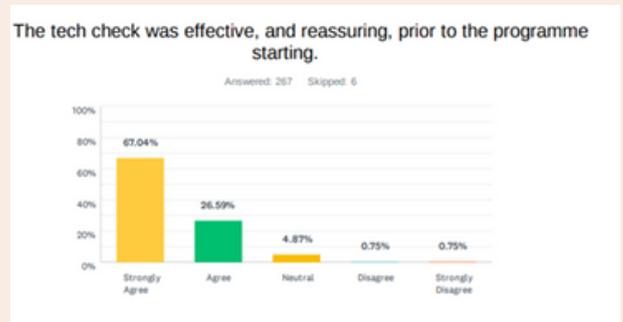
2020 EVALUATION

Students are our priority with teachers the engine behind any successes we can celebrate. Teachers submit requests for specific programmes their students would enjoy, co-facilitate the programmes with a business volunteer, ensure effective classroom management and continued learning. Teacher feedback is critical to us and practitioners are continuously involved in programme development. Our thanks to each of the 273 teachers who completed our annual survey:

In response to the public health situation, JA programmes were delivered virtually so, it was essential that we developed a support structure to ensure our schools and teachers could continue to accommodate visits from volunteers. As always we prioritised DEIS schools and it is clear that the digital divide is a very real challenge. However, 98% of teachers agreed that the 'tech check' conducted as part of our adaption to online delivery was reassuring, while all said receiving the hard copy materials into the classroom is critical to providing a work focus for the students while they engage with the volunteer on a programme.

Junior Achievement Ireland
INSPIRING YOUNG MINDS

98%
of teachers surveyed believe the students responded well to the opportunity to work with a business volunteer



97.5% of teachers agreed that participating in a JAI programme increased their students' understanding of the value of staying in school

BENCHMARKING AND PROVIDING INSIGHT

In 2020/2021 our volunteers came forward from a mixed range of ethnic backgrounds, gender and industry sectors and the average age was 38.

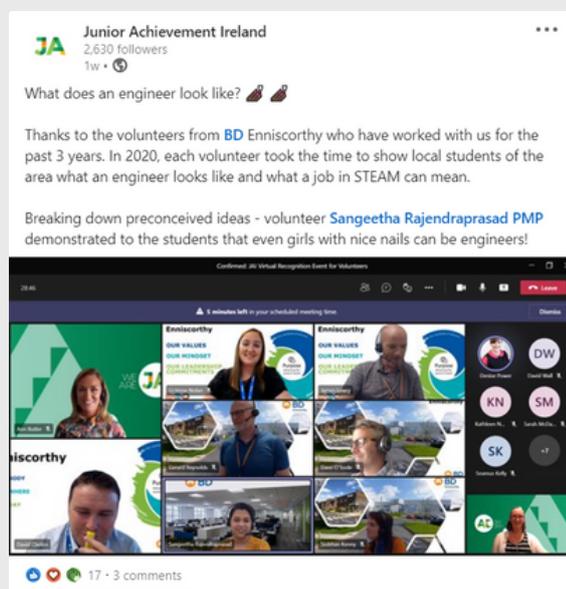


Teachers request programmes they feel are best aligned with their students' development. 29% of programmes requested in 20/21 were STEAM-focussed reflecting the appetite for promoting the value of STEAM by introducing students to those already enjoying careers in STEAM-related roles. 100% of our programmes incorporate employability skills which reflects the importance of future proofing.

“*My initial motivations behind signing up for JA, were to volunteer my time & also to use it as an opportunity to improve my confidence. I didn't expect to enjoy it as much as I did. The students were really engaged & provided really intelligent answers to the questions/tasks. I hope the experience benefitted them as much as it did me, I would encourage everyone to take part if they have the opportunity, as it is such a rewarding experience.*” Jean Stewart, AIB

DRIVING DIVERSITY

Here at JAI, we want all students to know they can be anything they want to be, regardless of their gender, ethnicity or social background. Role models from diverse backgrounds set high expectations for students from marginalized groups. It is widely accepted that in order to change behaviours and attitudes it is vital to reach students at primary level. Our network of schools are host to different nationalities, ethnicities, religions, abilities, and heritage. Given that 15% of the population do not identify as 'white Irish' and 13.5% live with a disability the importance of promoting diversity and inclusion is profound.



HIGHLIGHTS FROM 2020/21

Celebrating International Women's Day 2020

Together with BNY Mellon, 1,000 students nationwide benefited from JA Inspires careers talks.



The LEAP Project, a unique entrepreneurial initiative supported by Waterford Local Enterprise Office. Over 168 primary students from 5 schools across Waterford City and county took part in the LEAP Project this year!

HIGHLIGHTS FROM 2020



'It is very intimidating to address a class of teenagers so I was very grateful for their input, courtesy, good humour, patience and valuable time.'

Brian Howard, Mount Carmel Secondary School, Dublin 1



DESIGN THINKING INNOVATION CAMP



WITH ROSSES COMMUNITY SCHOOL, DONEGAL

HIGHLIGHTS FROM 2020



Students from Thomond Community College and Ardscoil Mhuire Limerick who are taking part in the three year J&J Bridge to Employment project were given a unique opportunity to interact with operating room surgeons, nurses and anaesthetist during a living-donor kidney transplant surgery.



An Chruinne

It was one of our ambitions to ensure rural areas weren't more harshly impacted by the pandemic. Irish language programmes were delivered virtually in rural areas.



Údarás na Gaeltachta



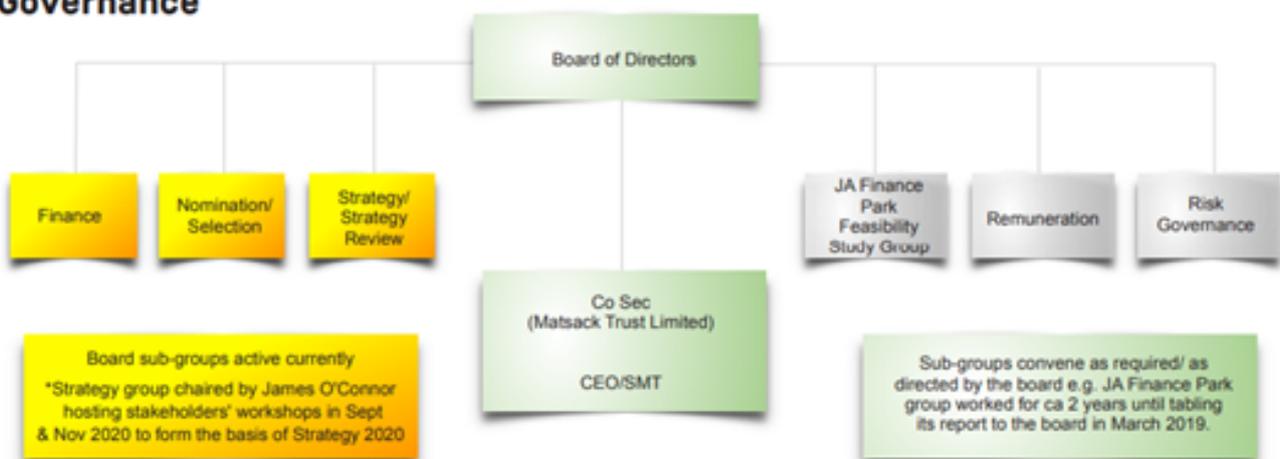
GOVERNANCE, STRUCTURE & MANAGEMENT

The main object for which the company is established is to develop and implement and assist in the deployment of economic education programmes for young people.

In pursuit of this aim:

- Our organisation is a company limited by guarantee registered as Junior Achievement/ Young Enterprise Limited since 05/03/1996 with CRO.
- The Company Registration Number is 245655.
- We are governed by our Constitution as amended by special resolution on 2 March 2016.
- CHY number issued by Revenue Commissioners: CHY 11921.
- At the board meeting held on 15th February 2017 it was agreed that Matsack Trust Limited would be appointed as Company Secretary, replacing the CEO who formally resigned as Company Secretary at the same meeting.
- Board membership is currently nine with each member listed as director with CRO

Governance



GOVERNANCE STRUCTURE & MANAGEMENT

Board sub-groups are established to serve specific functions (e.g. Finance) and others are convened on an ad-hoc basis (e.g. Strategy Development Group). The work of each group is covered by a terms of reference approved by the board.

- We endeavour to adhere to best board practices. A calendar of meetings is scheduled a year in advance with the board normally meeting on a quarterly basis. Our AGM is usually held in term II.
- Annual targets are agreed with the board and updates provided quarterly at each board meeting. Each meeting allows for a review of progress versus success metrics and to receive and consider any reports from board sub-groups.
- Succession planning is in place – the vice chair assumes the role of chair. In line with good practice in succession planning and to maintain a strong board, candidate-directors are nominated in line with our recruitment and nominations process under the leadership of the vice chairman.
- The CEO is accountable to the board and entitled to attend all board meetings. (The CEO is not a director).
- The Finance Committee meets quarterly (and as required) to consider the financial health of the organisation and submit reports to the board.
 - The board is relatively diverse, i.e. comprises directors from an array of industries and with a mix of public and private sector experience and expertise.
- JAI is a signatory of the Governance Code Principles Statement (www.governancecode.ie) and included on the Register of Compliance for The Code of Governance.
- Junior Achievement Ireland (JAI) is affiliated to Junior Achievement-Young Enterprise Europe (JA-YE Europe - www.ja-ye.org) and JA Worldwide (JAWW - www.jaworldwide.org)

GOVERNANCE STRUCTURE & MANAGEMENT



Our directors in the past year, each serving in a voluntary capacity are listed below, including appointment dates:

Alan Markey, Noden (Chair)	22/10/2014
Sarah Cunningham, Mastercard	23/04/2021
Rosemarie Dizon, MetLife	23/10/2019
Sinead Henshaw, Citi	27/04/2016 (retired May 2021)
Sandra Mollen, BNY Mellon	19/10/2016
Andrew Moore, AIG	05/02/2020
Paula Neary, Accenture	10/06/2019
James O'Connor, Microsoft (Vice Chair)	29/08/2018
Cathnia Ó Muircheartaigh, NAPD	06/03/2019
Dermot Powell, Matheson	16/02/2021
Patrick Spicer, Matheson	28/07/2015 (retired March 2021)

The following expert volunteers serve on the finance committee: Director Andrew Moore, (Chairman); Barry Adams, BNY Mellon; Alan Cuddihy, Grant Thornton; Alan O'Brien, EY; Claudia Strauss, AIB & David Woodward, Accenture.

Two additional volunteers serve as Trustees on our pension fund. The JA Finance Park steering group was overseen by four other expert volunteers. A team of experts from Deloitte carried out an extensive review and audit of our IT.

We are grateful to all of these volunteers for their time and expertise



