

To: Present and Prospective Contributors to Junior Achievement of Central Illinois, Inc.

From: Tom Dewar, Senior Vice President of Development, Junior Achievement Worldwide

Re: What separates Junior Achievement.

The world of fund raising is becoming a very noisy environment. Thousand of new non-profits are popping up every year. New funding opportunities are surfacing at an alarming rate. Just the catastrophes caused by weather in recent months and years are calling out to all good-hearted people around the world -- and they are responding with a generous commitment to helping those in critical need. As you consider the number of worthwhile organizations for individuals, foundations and corporations to support, one can almost be surprised that JA operations around the globe continue to do so well.

*I said "almost."*

There is no other organization that has the long-term impact, the massive reach, and the focus on our world's greatest asset {children} -- no one that even comes close -- to this worldwide dynamo we call Junior Achievement. Let me give you a quick reminder lesson about why you should be more committed than ever to singing the praises of JA and providing a compelling and irrefutable value proposition to your potential donors:

#1: Funders are looking for a **noble mission** in which to invest. How can you not value the education and preparation of our children? Education today is strengthening its grip as the number one category of non-religion-based charitable funding. It is the single "cause" that more corporations are selecting as they continue to narrow down their array of fundable opportunities. It is the clanging bell that is uniting the largest and smallest of philanthropic entities.

#2: Funders are looking for **reach and impact** for their investments. As a worldwide organization, JA will touch more than seven million students this year. On a local basis how many other education organizations-- if any -- can come close to the number of students you are reaching and the number of hours of impact your volunteers are providing? These are elements that will separate Junior Achievement from the clatter made by other organization's claims.

#3: Funders are looking for **verifiable results** from their invested dollars. JA Worldwide invests more funding in independent evaluation than nearly any other global not-for-profit organization. Except for the costs of human resources at the Headquarters, it is the single strongest budget expenditure. And the research says it all: JA programs make a true, measurable difference in the lives of the students we reach. And the impact multiplies for students who experience JA multiple times during their educational careers. These are the sounds that will echo through the minds -- and hearts -- of your prospects.

Belief in JA is a contagious thing. The more you share the good news about our great work, the more your pending donors will begin to turn down the static provided by other potential partners. Once they hear your story, backed up by your personal commitment, there will be only one sound for them to follow -- the sweet music of a world made better through a well-prepared population of future leaders who are better prepared by the programs and people of Junior Achievement.

