WHO WE ARE

Junior Achievement (JA) is the largest global, nonprofit organization dedicated to empowering young people to own their economic success by enhancing the relevance of education.

Junior Achievement was founded in the United States. Its first program, *JA Company Program®*, was offered to high school students on an after-school basis.

In 1955, Junior Achievement expanded beyond the United States and today its programs are delivered to young people in over 122 countries around the world. Since its inception, JA has impacted more than 125 million young people around the world and has expanded its activities and broadened its scope to include in-school, after-school and out-of-school programs and activities. JA’s reach now spans the globe with a wide variety of programs and learning experiences for young people between the ages of 5 and 35.

JA Tanzania was registered in 1998 and is a member of Junior Achievement Worldwide with our Africa Headquarters Regional Operational Center located in Ghana. JA Tanzania Head offices are on the First Floor, White Star Tower, Kiko Avenue, Off Mwai Kibaki road, Mikocheni.

WHAT WE DO

JA Tanzania’s unique, experiential programs, focusing on the core content areas of work readiness, entrepreneurship and financial literacy ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st Century.

JA Tanzania’s flagship are *JA Company Program®* and *ITS TYME (Immersion Training Strategy: Targeting Young Marginalized Entrepreneurs)*. *JA Company Program®* is for High School students and *ITS TYME* is for Out-of-School youth. Company Program is designed to provide basic business education to high school students through a variety of hands-on activities, and supporting a diverse range of learners. ITS TYME is an initiative that provides basic business education with mission to equip them with the practical, strategic and tactical business tools they need to become self-sufficient and active contributors to the social and economic life of their communities.

Currently impacting more than 30,000 young people, the JA program teaches students and youth how to start and run their own businesses by developing and marketing products or services with the help and guidance of local business leaders. The approach is highly experiential and “hands-on,” with volunteers from the business sector serving as teachers, mentors and role models for the students.
JA Programs help prepare young people for the real world by showing them how to generate and effectively manage, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Youth put these lessons into action and learn the value of contributing to their communities.

WHERE WE WORK

In Africa, JA operates in 13 countries; Botswana, Burkina Faso, Gabon, Kenya, Mauritius, Nigeria, Senegal, South Africa, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe.

For 18 years of operations, JA Tanzania has expanded to 14 regions; Arusha, Dar es Salaam, Dodoma, Morogoro, Pwani, Iringa, Kigoma, Mara, Mwanza, Kilimanjaro, Lindi, Mtwara, Manyara and Zanzibar.

OUR MODEL

JA Tanzania’s model is curriculum-based, volunteer driven; context-adaptive and highly experiential. Volunteers from the community deliver our curriculum while sharing their own experiences with students. Embodying the heart of JA, our classroom volunteers transform the key concepts of our lessons into a message that inspires and empowers students to believe in themselves, showing them they can make a difference in the world.

JA Tanzania’s work is funded primarily by private corporations. Our Key Donor is Barclays Africa and Citi Foundation.

In JA Worldwide network, each member country has the freedom to create or adapt curriculum based on their context. Across the global network of JA members, a wide range of turn-key curriculums exists, targeting students from as young as kindergarten through the end of high school and beyond. The most commonly delivered programs in JA Tanzania, include: JA Careers with a purpose, JA Company Program, JA Job Shadow, JA Be Entrepreneurial, JA Teach Children to Save, JA Innovation Camp and JA ITS TYME.

THE NEED

60% of the population of sub-Saharan Africa and about 37% of its workforce are youth under age 25. We are on the cusp of change, the world is becoming more youthful. Why does this matter to Tanzania? Tanzania is already the 10th largest youth populated country, 34.7% of the population ranges between age 15-35 and the 'youth boom' is expected in the next ten years. With 50% under the age of 35 already, it is the fact that the country's workforce falls under this category.

These young people are burdened by many challenges, the major one being achieving a sustainable income and owning their economies. Every year approximately 10,000 young people in Tanzania enter into a weak labor market, where high unemployment, low productivity and poverty-level income are a commonplace.
THE SOLUTION

JA Tanzania believes that entrepreneurship is the key to enabling the burgeoning numbers of marginalized youth on the continent to become economically self-reliant. We are therefore adapting our curriculum and delivery mechanisms to meet the needs of the millions of out-of-school and un/underemployed youth (typically between the ages of 15-35). By increasing resources to address the unique needs of this population, we believe significant progress can be made on these four regional priorities:

- Promoting enterprise and employability of young people,
- Expanding alternative program delivery methods, including the use of technology, in and out of school,
- Effectively engaging JA Africa alumni as program facilitators and mentors,
- Developing impactful public and private partnerships.

COMPANY PROGRAM

When students think they have learned enough to start their business, they should! This real-world program has students put theory into practice by starting their own venture, from concept to business plan through financing, execution, sales and ultimately, growth or demise. Through teamwork, students learn to understand and appreciate the responsibilities each person has in running their business.

This program is designed to provide basic business education to high school students through a variety of hands-on activities, and supporting a diverse range of learners. JA Company Program teaches students how to start and run their own businesses by developing and marketing products or services with the help and guidance of local business leaders. The approach is highly experiential and "hands-on", with volunteers serving as teachers, mentors and role models for the students.

The program have been implemented since 2000 reaching over 500 - 1000 high school students a year. The program gave these young people different skills such Company Operations, entrepreneurship, business ethics, life skills and the most key aspect is that, the program inspired and prepared them for the life after school. To date, we have reached about 16,000 students in this program and having more than 10 active operating companies that were established today from students who went through company program.

Through other In-School Programs like; JA Job Shadow, JA Career with Purpose, JA Teach Children to Save and JA Be Entrepreneurial, JA Tanzania have reached and impact more than 10000 young people to date.
ITS TYME

Funded by Barclays Africa and Citi Foundation (2013 - 2016)

To address the challenge of mobilizing and channeling the energies and talents of Unemployed youth, JA Africa developed ITS TYME (Immersion Training Strategy: Targeting Young Marginalized Entrepreneurs) Program.

ITS TYME builds on JA’s highly acclaimed entrepreneurship training curriculum designed to provide basic business education to out of school youth through a variety of hands-on activities and supplements supporting a diverse range of learners. This unique and highly practical program takes business education out of the classroom and into the African marketplace, motor parks, slums, sports areas and other centers of youth activity with a mission to equip young people with the practical, strategic and tactical tools they need to become financially self sufficient and active contributors to the social and economic life of their communities.

Working in partnership with Barclays and with Citi Foundation, the program has been implemented in 5 countries over the past three years. Tanzania being one of the 5 countries, JA Tanzania has reached more than 4200 youth across a wide range of disciplines and industries, from environmental entrepreneurs, mechanical innovators, food preservation and processing, creative recycling to food service and artistic performance.

In April, 2016 JA Tanzania and Good Neighbors Tanzania partnered to provide training of ITS TYME program to 600 refugees in Nyarugusu and Nduta Camps at Kigoma Region. Through this training, a remarkably impact was obtain, 37 active saving groups were created, 60 individual businesses were established, 14 active group businesses were formed and 115 businesses were improved. 90% of the participants are well knowledgeable about the saving habit and how to spend their earned income properly.

JA Tanzania has partnered with Education for youth empowerment and the government through Iringa rural council to implement ITS TYME program. From February, 2017 to June, 2017 JA Tanzania have reached 500 youth in Iringa and achieved the following: 30 saving groups created, 38 new business were established, 25 groups are registered and over 20 existing businesses are improved. In August, 2017 JA Tanzania has launched a second phase of ITS TYME to reach 500 youth that will end in May, 2018.
RECOGNITION FOR JA’S IMPACT AND THOUGHT LEADERSHIP

- JA Worldwide reaches **over 10 million young people** across more than 120 countries every year.
- INJAZ Al-Arab, the regional operating center for JA Worldwide in the Middle East & Africa region was **voted one of the top 100 NGOs in the world** for two consecutive years in 2012 and 2013.
- JA Europe CEO, Caroline Jenner, was awarded the prestigious **Leonardo Award** in October 2013 in recognition of her revolutionary approach to Corporate Learning in the category “Crossing Borders.” The Leonardo prize honors personalities, companies, organizations and societies that strive for innovative solutions in the field of learning.
- JA Worldwide launched **“Generation Jobless: The Challenge of Global Youth Unemployment”** ([www.jaworldwide.org](http://www.jaworldwide.org)), a new report funded by the Citi Foundation, that highlights the need for substantive interventions over an extended period of time to effectively address climbing levels of youth unemployment. The report offers an in-depth look at the causes and effects of global youth unemployment, highlights regional variations and perspectives, and offers promising solutions and tailored approaches to addressing the challenge.
- Business leaders from around the world convened in 2013 in London, UK for **JA Worldwide’s 2nd Global Leaders Forum to address “The Crisis of Global Youth Unemployment.”** Private sector participants, together with members of the JA Worldwide Board of Governors, European Commission, as well as educators, policymakers, and delegates from more than 35 countries assembled for targeted discussions around the record unemployment levels being faced around the world today. With a slow recovery under way, JA Worldwide spoke to the positive and transformative impact of our work with private sector partners and highlighted the need for enhanced delivery of both entrepreneurship and work readiness education. Business leaders from some of the world’s most successful multinationals shared their perspectives on how to tackle the issue and echoed the importance of entrepreneurship and employability education.
- JA Worldwide President & CEO Asheesh Advani, reinforces the importance of entrepreneurship education and its role in tackling youth unemployment at the **World Economic Forum (WEF).** His role on the **WEF Global Agenda Council on Youth Employment** provides an opportunity to collaborate with Council members in identifying routes to economic stability for young people around the world. In addition, the Council works to shift global activity connected to youth employment challenges from primarily discussion to implementation.