



JA's elementary school programs are the foundation of its K-12 curricula. Through interactive activities focused on **financial literacy**, **entrepreneurship**, and **career readiness**, students develop new skills that prepare them for secondary school and lifelong learning. Each program includes five 30 to 45 minute lessons. All programs are offered at no cost to schools.

K JA Ourselves

JA Ourselves uses storybook characters in read-aloud and hands-on activities to introduce the role people play in an economy. Through engaging activities, students learn about individual choices, money, the importance of saving, and the value of work.

Key Concepts: Earn, Save, Money, Needs, Wants, Decision

1st JA Our Families

JA Our Families discusses the role of families in the local economy. The program introduces the concept of needs and wants and explores the ways families plan for and acquire goods and services. Students analyze their own skills to determine ways they can support their families.

Key Concepts: Needs, Wants, Jobs, Businesses, Maps, Earn

2nd JA Our Community

JA Our Community immerses students in daily life of their community – the people who work there, the money decisions they make, the flow of the community's economy, and the importance of being an involved and responsible community member. The program includes an onscreen presentation, hands-on activities for the classroom, and at-home learning experiences.

Key Concepts: Business, Goods and Services, Government, Jobs, Taxes, Voting

3rd JA Our City

JA Our City featuring Cha-Ching introduces students to financial literacy, including how people manage their money and the importance of economic exchange within a city. Students learn the role of an entrepreneur by designing and constructing a pop-up business. Engaging music videos enhance each lesson.

Key Concepts: Banking, Payment Methods, Consumers, Entrepreneurship, Deposit, Checks, City Planning,

4th JA Our Region

JA Our Region introduces the relationship between the natural, human and capital resources found in different regions, and explores regional businesses that produce goods and services. Students operate a hypothetical business to understand the fundamental tasks performed by a business owner.

Key Concepts: Regions, Entrepreneurship, Resources (Natural, Human, Capital), Expense, Revenue, Profit and Loss, Global Trade

5th JA Our Nation

JA Our Nation provides practical information about the need for employees who can meet the demands of the 21st century job market, particularly high-growth, high-demand jobs. By the program's end, students will understand the skills, especially in science, technology, engineering, and math, that will make their futures brighter.

Key Concepts: Free Enterprise, Entrepreneurship, STEM Skills, Supply and Demand, High-Growth Jobs, Soft Skills, Global Trade

3rd, 4th & 5th

JA More Than Money

JA More Than Money introduces students to financial literacy and entrepreneurship, and to social studies learning objectives that include money-management skills, goods and services, and global markets. Students learn how to manage money and start a business.

Key Concepts: Banking, Deposit, Withdrawal, Interest, Entrepreneurship, Business Plan, Expense, Profit and Loss, Trade, Imports and Exports, Global Trade

