



Chamber OnLine – April ‘14

News from the Genesee County Chamber of Commerce

Support Financial Literacy Education & Junior Achievement

In the United States, **National Financial Literacy Month** is recognized in April in an effort to highlight the importance of financial literacy and to teach young Americans how to establish and maintain healthy financial habits. Year-round, Junior Achievement of Western New York is committed to preparing students from kindergarten through high school to own their economic success. With sequential, age appropriate educational curriculum, Junior Achievement of WNY delivers financial literacy programs to more than 13,000 students throughout the eight counties of Western New York.

Freed Maxick, CPA's feels strongly that the next generation of business leaders has the opportunity today to learn important financial and economic principles. In support of **National Financial Literacy Month**, Freed Maxick, CPA's is partnering with the Genesee County Business Education Alliance and Junior Achievement of WNY throughout the month of April by hosting a challenge to other area businesses to support Junior Achievement (JA) programs! Businesses can sponsor an Elementary Program with a donation of \$350, or a Junior or Senior High School Program with a donation of \$500. You can also support these JA programs by volunteering as an individual or involving your organization's employees in delivering one of the many JA programs offered to local students. All proceeds from this Campaign will stay in Genesee County to support the financial literacy, entrepreneurship and work ready JA programs delivered to students at local schools and community centers.

We understand that preparing our youth to be financially literate is more complex than teaching them to put their pennies in a piggy bank. The financial environment is changing at a rapid pace in a global environment. JA's relevant financial and economic programs are designed to meet the needs of an ever-changing environment. Freed Maxick, CPA's is proud to partner with the Genesee County Business Education Alliance and Junior Achievement of WNY in their mission to prepare and inspire young people to succeed in a global economy.

Sponsor support can be sent to the BEA, 210 East Main Street, Batavia, NY 14020 and should be made payable to Junior Achievement of WNY. Please note that your tax deductible donation is in support of Freed Maxick's Financial Literacy Education Campaign. All funds that are received during this campaign will be sent to JA of WNY in support of Genesee County JA programming. For information on how to volunteer, contact Eve Hens at 343-7440.

About Junior Achievement USA® (JA)

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by business and community volunteers, and provide relevant, hands-on experiences that equip students from kindergarten through high school with the knowledge and skills to become financially literate, work ready and entrepreneurial thinkers. Today, JA USA reaches 4.2 million students each year in 119 markets across the United States, with an additional 5.8 million students served by operations in 120 other countries worldwide. Visit www.ja.org to learn more about JA.

About Junior Achievement of Western New York

JA of WNY enriches the lives of more than 13,600 students in approximately 152 schools and community organizations throughout the eight counties of Western New York. In Genesee County 868 students participated in a Junior Achievement Program last year! JA's success is due to its many generous supporters and more than 580 volunteers. Join the team and donate a program or your time to support this incredible program.

Visit www.jawny.org to learn more about JA of WNY. Visit www.beagenesee.com to learn more about the Genesee County BEA.