

*Rural Vitality –From Surviving to Thriving - An Eastern Ontario Perspective  
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JUNIOR ACHIEVEMENT OF EASTERN ONTARIO IS PART OF AN INTERNATIONAL ORGANIZATION – JA WORLDWIDE – THAT CAN BE FOUND IN OVER 100 COUNTRIES AROUND THE WORLD.

JA IS A PARTNERSHIP BETWEEN THE BUSINESS COMMUNITY, EDUCATORS AND VOLUNTEERS — ALL WORKING TOGETHER TO INSPIRE YOUNG PEOPLE TO DREAM BIG AND REACH THEIR POTENTIAL.

FOR OVER 50 YEARS IN CANADA, JUNIOR ACHIEVEMENT'S HANDS-ON LEARNING EXPERIENCES HAVE BEEN SHOWING YOUTH THE WAY TO DISCOVER THEIR BUSINESS, LEADERSHIP, ENTREPRENEURIAL AND WORKFORCE READINESS SKILLS SO THEY TOO CAN ACHIEVE THEIR HIGHEST POTENTIAL AND FUTURE SUCCESS AS CITIZENS IN OUR GLOBAL COMMUNITY.

ACROSS CANADA, JUNIOR ACHIEVEMENT REACHES OVER 220,000 STUDENTS ANNUALLY WITH 10,000 DEDICATED BUSINESS VOLUNTEERS IN OVER 400 COMMUNITIES DELIVERING A SUITE OF NINE CURRICULUM-LINKED BUSINESS PROGRAMS.

SOME OF THE PROGRAMS WE OFFER IN EASTERN ONTARIO INCLUDE:

**THE ECONOMICS OF STAYING IN SCHOOL** WHICH IS A ONE-DAY, HIGHLY INTERACTIVE PROGRAM SPECIFICALLY DESIGNED TO HELP GRADE EIGHT STUDENTS DEVELOP A POSITIVE ATTITUDE TOWARDS EDUCATION, WHILE RECOGNIZING THE FINANCIAL COSTS OF LIVING ON THEIR OWN. IT HELPS STUDENTS EXPLORE AND MANAGE THEIR JOB AND CAREER CHOICES BY FOCUSING ON THE DIRECT LINKS BETWEEN FURTHER EDUCATION AND PERSONAL GOALS.

**DREAM BIG – A LIFE LESSON WITH TIGER WOODS** WHICH STRESSES THE IMPORTANCE OF CHARACTER, INTEGRITY AND HARD WORK EXEMPLIFIED BY TIGER WOODS AND USES HIM AS A ROLE MODEL TO HELP SENIOR HIGH SCHOOL STUDENTS SET GOALS AND DEFINE A VISION FOR THEIR FUTURE. IT ENCOURAGES PARTICIPANTS TO EXPLORE THEIR PERSONAL POTENTIAL THROUGH DISCUSSIONS AND INTERACTIVE EXERCISES. THEY SET THE STAGE FOR SUCCESS BY BECOMING DIRECTORS OF THEIR OWN PERSONAL PERFORMANCE. STUDENTS ENGAGE THEIR TALENTS AND DESIRES TO OVERCOME RESISTENCE, BREAK THROUGH BARRIERS AND ACCESS THE RESOURCES NEEDED TO MAKE DREAMS COME TRUE.

**COMPANY PROGRAM – A STUDENT VENTURE** – OUR FLAGSHIP PROGRAM AND ONE THAT I FEEL HAS THE MOST IMPACT -- INSPIRES HIGH SCHOOL STUDENTS TO UNDERSTAND

THE ROLE OF BUSINESS IN OUR SOCIETY BY CREATING AN ENTERPRISE OF THEIR OWN. BY COLLABORATING WITH BUSINESS VOLUNTEERS TO DESIGN, ORGANIZE AND OPERATE A REAL BUSINESS, STUDENTS EXPERIENCE HOW A SMALL ENTERPRISE FUNCTIONS. THESE NEW ENTREPRENEURS WORK WITHIN THE STRUCTURE OF OUR CANADIAN ECONOMIC SYSTEM AND REALIZE THE BENEFITS IT PROVIDES. OVER THE COURSE OF 15 WEEKS, THEY:

- DISCOVER THE RISKS AND REWARDS OF STARTING A BUSINESS
- SOLVE ACTUAL BUSINESS CHALLENGES
- DEMONSTRATE THE IMPORTANCE OF ETHICAL STANDARDS IN BUSINESS
- ULTIMATELY, THEY GAIN ENHANCED CRITICAL THINKING, PRESENTATION AND LEADERSHIP SKILLS AND GAIN AN APPRECIATION OF ENTREPRENEURIAL QUALITIES AND A GREATER UNDERSTANDING OF PERSONAL RESPONSIBILITY.

**JA TITAN** IS AN ONLINE, SEVEN WEEK PROGRAM THAT IS SET IN THE YEAR 2030. IT CREATES A WORLD IN WHICH STUDENTS ARE CEOS OF THEIR OWN COMPANIES. STUDENTS ENGAGE IN CRITICAL ECONOMICS AND MANAGEMENT DECISIONS. A JA VOLUNTEER AND CLASS TEACHER ADVISE STUDENTS ON HOW TO RUN A MANUFACTURING COMPANY AND MASTER THE FIVE KEY BUSINESS DECISIONS: PRICE OF PRODUCT, PRODUCTION LEVELS, MARKETING EXPENSES, RESEARCH AND DEVELOPMENT COSTS, AND CAPITAL INVESTMENT. IT ALSO DEMONSTRATES CORPORATE SOCIAL RESPONSIBILITY WITH CHARITABLE GIVING.

IN ADDITION TO BUSINESS CONCEPTS, JA PROGRAMS EMPHASIZE LIFE SKILL DEVELOPMENT, THE IMPORTANCE OF TEAMWORK, ETHICS, GOAL-SETTING AND INDIVIDUAL INITIATIVE.

BY CONNECTING BUSINESS PROFESSIONALS WITH STUDENTS, JUNIOR ACHIEVEMENT BRINGS REAL-WORLD BUSINESS EXPERTISE AND KNOWLEDGE DIRECTLY INTO THE CLASSROOM, ENHANCING AND ENRICHING THE OVERALL EDUCATION OF TODAY'S YOUTH AND TOMORROW'S WORKFORCE AND YOUNG LEADERS.

MICHELLE MASSON, FORMER PRESIDENT & CEO OF REID-EDDISON IN OTTAWA IS A STRONG JA SUPPORTER. SHE RECENTLY SAID "AT REID EDDISON, WE WORK EVERYDAY WITH ENTREPRENEURS AND BUSINESS LEADERS. SO WE SEE THAT OUR BUSINESS WORLD IS ONLY AS GOOD AS THE TALENT IT ATTRACTS. AS ONE OF TODAY'S PROFESSIONALS, I FEEL RESPONSIBLE TO FEED THE FUNNEL OF TOMORROW. WE CAN EACH PLAY A ROLE IN CHANNELING THE ENERGY AND ENTHUSIASM OF YOUTH SO THAT ENTREPRENEURSHIP CONTINUES TO THRIVE IN CANADA. JUNIOR ACHIEVEMENT PROVIDES ME WITH THE OPPORTUNITY TO DO JUST THAT."

SINCE 1955, 2.5 MILLION CANADIAN YOUTH HAVE PARTICIPATED IN OUR BUSINESS AND ENTREPRENEURIAL EDUCATION PROGRAMS FREE-OF-CHARGE.

JUNIOR ACHIEVEMENT OF EASTERN ONTARIO REACHED 20,000 STUDENTS LAST YEAR, THANKS TO THE FINANCIAL SUPPORT OF OUR BUSINESS PARTNERS AND OVER 1,000 VOLUNTEERS WHO BELIEVE IN OUR MISSION AND SHARE OUR PASSION FOR INVESTING IN OUR YOUTH. HERE IN THE KINGSTON – HASTINGS – PRINCE EDWARD DISTRICT, WE REACHED OVER 2,000 STUDENTS.

TOGETHER WITH OUR INVESTORS AND VOLUNTEERS, WE MAKE JUNIOR ACHIEVEMENT THE SUCCESSFUL LINK BETWEEN EDUCATION AND THE WORLD OF WORK BY GIVING YOUTH

THE CONFIDENCE AND KNOWLEDGE THEY NEED TO DEFINE PERSONAL SUCCESS, ENHANCE THEIR WORKFORCE READINESS AND PURSUE THEIR DREAMS.

JUNIOR ACHIEVEMENT PROGRAMS HELP PREPARE YOUNG PEOPLE FOR THE REAL WORLD BY SHOWING THEM HOW TO GENERATE WEALTH AND EFFECTIVELY MANAGE IT, HOW TO CREATE JOBS WHICH MAKE THEIR COMMUNITIES MORE ROBUST, AND HOW TO APPLY ENTREPRENEURIAL THINKING TO THE WORKPLACE. STUDENTS PUT THESE LESSONS INTO ACTION, AND HELP STRENGTHEN THEIR COMMUNITIES.

OUR GENEROUS DONORS AND BUSINESS VOLUNTEERS ARE VITAL IN ALLOWING US TO REACH CHILDREN WITH OUR IMPORTANT MESSAGE. WITHOUT THIS PARTNERSHIP, JA PROGRAMS CANNOT BE PROVIDED AT NO-COST REGARDLESS OF WHERE THEY ARE PRESENTED.

MICHAEL HICKS, VICE-PRESIDENT, STRATEGIC AND CREATIVE DEVELOPMENT, HYPERACTIVE PRODUCTIONS WAS INVOLVED WITH OUR COMPANY PROGRAM STUDENTS AND SAID "WE WERE ABSOLUTELY INSPIRED BY THE LEVEL OF ENGAGEMENT, THE SOPHISTICATION OF THE QUESTIONS AND THE PURE ENERGY OF THE YOUNG MEN AND WOMEN OF THE JA COMPANY PROGRAM. THE OPPORTUNITY TO SHARE OUR VALUES, CULTURE, BUSINESS PROCESSES AND SYSTEMS WITH THE STUDENTS ALLOWED US TO REVISIT OUR FUNDAMENTAL BELIEFS, LISTENING HARD AS WE DID OUR BEST TO TRANSMIT THEM TO A GROUP THAT REPRESENTS THE HOPES AND DREAMS OF CANADA FOR RESPONSIBLE, SUSTAINABLE EXCELLENCE IN BUSINESS."

THE IMPACT OF JA PROGRAMS IS MEASURABLE, TOO. STUDENTS WHO PARTICIPATE IN JUNIOR ACHIEVEMENT PROGRAMS DEMONSTRATE A SIGNIFICANT UNDERSTANDING OF ECONOMICS AND BUSINESS CONCEPTS, PARTICULARLY THOSE WHO PARTICIPATE IN PROGRAMS AT CONSECUTIVE GRADE LEVELS, ACCORDING TO INDEPENDENT EVALUATORS.

GREG TONER IS A STUDENT WHO WENT THROUGH OUR JA COMPANY PROGRAM. IN 2006, HE WAS AWARDED THE ENTREPRENEUR OF THE YEAR AWARD BASED ON ALL STUDENTS WHO WENT THROUGH THE PROGRAM IN OTTAWA. HE IS CURRENTLY ENROLLED IN COMMERCE AT UNIVERSITY OF OTTAWA. HE SAID "JA DEFINED MY HIGH SCHOOL EXPERIENCE. ALL MY CLASSES COMBINED DID NOT COME CLOSE TO TEACHING ME AS MUCH AS COMPANY PROGRAM - A STUDENT VENTURE. JA REALLY OPENED MY EYES TO THE WORLD OF BUSINESS. FOUR YEARS AGO I WANTED TO BE AN ENGINEER, NOW I AM AT UNIVERSITY STUDYING FOR MY BACHELOR OF COMMERCE WITH CONCENTRATION IN MANAGEMENT, AND LOVING IT! "

DIANNE BETTENCOURT IS A PARENT AND SAYS "MY SON PARTICIPATED IN JA'S ECONOMICS OF STAYING IN SCHOOL (ESIS) PROGRAM. IT'S AN EXCELLENT PROGRAM AS IT IS VERY IMPORTANT TO REACH STUDENTS BEFORE HIGH SCHOOL SO THEY LEARN THE RAMIFICATIONS OF NOT TRYING THEIR BEST AT THE OUTSET OF HIGH SCHOOL. IT OPENS THEIR EYES TO THE REALITIES OF LIFE AND THE MESSAGE IS REINFORCED BY PROFESSIONALS AS WELL AS THEIR PARENTS. I'M PLEASED TO SEE THE STRONG SUPPORT YOU RECEIVE FROM THE BUSINESS COMMUNITY AS OUR CHILDREN'S EDUCATION IS A SOCIETAL ISSUE THAT WE SHOULD ALL BE CONCERNED ABOUT. I HOPE THIS PROGRAM CONTINUES AS I HAVE A DAUGHTER ENTERING GRADE 7 IN SEPTEMBER WHO WOULD GREATLY BENEFIT FROM THIS REALITY CHECK!"

YOU MIGHT ASK -- WHO VOLUNTEERS WITH JUNIOR ACHIEVEMENT?

JA VOLUNTEERS COME FROM ALL WALKS OF LIFE. BUT THEY ALL HAVE A COMMON VISION: SHARING A MESSAGE OF HOPE AND OPPORTUNITY WITH EACH AND EVERY YOUNG PERSON THEY REACH.

THROUGH VOLUNTEER PARTNERSHIPS FROM ORGANIZATIONS LARGE AND SMALL, OR INDIVIDUALS INTERESTED IN SHARING THEIR EXPERIENCES WITH THE CHILDREN OF THEIR COMMUNITY, JA'S CLASSROOM BUSINESS VOLUNTEERS INSPIRE, PREPARE, AND EMPOWER.

THEY BAND TOGETHER TO TEACH THE IMPORTANCE OF WORKFORCE READINESS, ENTREPRENEURSHIP, AND FINANCIAL LITERACY. JA VOLUNTEERS BELIEVE THEY CAN MAKE A DIFFERENCE - AND TEACH 8 MILLION STUDENTS A YEAR WORLD-WIDE THAT THEY CAN MAKE A DIFFERENCE, TOO

JA NEEDS OUR VOLUNTEER'S ENTHUSIASM, LIFE EXPERIENCE, AND WILLINGNESS TO TEACH CHILDREN ABOUT HOW THEY TOOK CHANCES AND SHOT FOR THE STARS. JUNIOR ACHIEVEMENT PROVIDES THE TRAINING, CURRICULUM, AND A CLASSROOM READY FOR EACH VOLUNTEER.

THE VOLUNTEER COMMITMENT CAN VARY FROM A SINGLE SCHOOL DAY TO A WEEKLY VISIT OF THREE HOURS EACH FOR FIFTEEN WEEKS. IT ALL DEPENDS ON THE GRADE LEVEL OF THE PROGRAM THEY CHOOSE TO TEACH.

AS ROXANNE MCDONALD, A RETIRED BELL CANADA EMPLOYEE AND ACTIVE JA VOLUNTEER SAYS "VOLUNTEERING IN JA CLASSROOM IS LIKE TOUCHING THE FUTURE. THE KIDS REALLY DO 'GET IT' AND YOU CAN FEEL THEM REACTING POSITIVELY TO THE PROGRAM AND THE AWARENESS AND HOPE THAT IT AWAKENS IN THEM."

JUNIOR ACHIEVEMENT IS PART OF THE SOLUTION TO BRIDGING CANADA'S TALENT AND LEADERSHIP GAP. WITH THE SUPPORT OF BUSINESSES, FOUNDATIONS, INDIVIDUAL DONORS AND BUSINESS VOLUNTEERS, SUPPORT WE INSPIRE YOUTH ABOUT CAREER POSSIBILITIES, HELP THEM MANAGE FINANCES, START A COMPANY AND REALIZE THEIR POTENTIAL.

JUNIOR ACHIEVEMENT REPRESENTS BUSINESS IN THE COMMUNITY. BUSINESS DONORS AND VOLUNTEERS IS WHAT MAKES LIFE ACHIEVEMENTS POSSIBLE FOR OUR FUTURE EMPLOYEES, CONSUMERS AND LEADERS.

OUR GREATEST CHALLENGE AT JUNIOR ACHIEVEMENT OF EASTERN ONTARIO IS HOW TO TAKE OUR PROGRAMS FROM THE MORE URBAN COMMUNITIES LIKE OTTAWA, KINGSTON, OSHAWA, PETERBOROUGH, PORT HOPE, AND BELLEVILLE, OUT TO ALL SCHOOLS IN ALL COMMUNITIES IN EASTERN ONTARIO.

IN TODAY'S ECONOMY – THERE IS HUGE COMPETITION FOR DONOR DOLLARS. EVERY CAUSE IS IMPORTANT AND EACH IMPACTS ITS CONSTITUENTS.

WE WILL BE WORKING CLOSELY WITH THE BOARDS OF EDUCATION IN EASTERN ONTARIO AND WITH OUR CURRENT BUSINESS INVESTORS TO HELP DETERMINE WHICH JA PROGRAMS SHOULD BE OFFERED IN WHICH COMMUNITIES.

WE ARE WORKING ON A RESOURCE DEVELOPMENT PLAN THAT WILL INCREASE OUR INVESTOR SUPPORT TO ENABLE US TO TAKE OUR PROGRAMS TO MORE RURAL COMMUNITIES OF EASTERN ONTARIO.

IT WILL BE CRITICAL TO INVOLVE LOCAL BUSINESS INVESTORS AND BUSINESS VOLUNTEERS IN OUR RURAL PROGRAM DELIVERY. ENGAGING BUSINESS AND BUSINESS VOLUNTEERS FROM RURAL COMMUNITIES TO DELIVER JA PROGRAMS WILL SEND A POSITIVE MESSAGE TO YOUNG PEOPLE IN RURAL EASTERN ONTARIO THAT YOU CAN LIVE IN RURAL ONTARIO AND EARN A LIVING -- YOU CAN START AND OWN YOUR OWN BUSINESS.

THERE ARE OPPORTUNITIES FOR YOUTH IN EASTERN ONTARIO – AND JUNIOR ACHIEVEMENT CAN PROVIDE THAT SENSE OF SELF-WORTH, SPARK THE CREATIVE AND BUDDING ENTREPRENEUR WHO WILL SEE OPPORTUNITY WHERE HE OR SHE LIVES.

VOLUNTEERS WHO LIVE AND WORK IN EASTERN ONTARIO, PARTICULARLY IN RURAL AREAS, CAN BRING THEIR THOUGHTS, LIFE AND BUSINESS EXPERIENCES AND PASSION TO THE CLASSROOM AND THEY HAVE AN OPPORTUNITY TO INFLUENCE AND INSPIRE YOUNG PEOPLE.

THE FINANCIAL CONTRIBUTIONS AND HANDS-ON INVOLVEMENT OF LOCAL COMMUNITY AND BUSINESS VOLUNTEERS, TEACHERS AND PARENTS MAKE JUNIOR ACHIEVEMENT THE SUCCESSFUL LINK BETWEEN EDUCATION AND THE WORLD OF WORK. TOGETHER WE MAKE THE JUNIOR EXPERIENCE POSSIBLE BY HELPING YOUNG PEOPLE BUILD A VISION OF FUTURE SUCCESS FOR THEMSELVES.

AS I MENTIONED, WE ARE CHALLENGED TO TAKE OUR PROGRAMS OUT TO RURAL EASTERN ONTARIO. E-LEARNING IS OFTEN TOUTED AS A SOLUTION TO REACH RURAL AREAS TO PROVIDE THE SAME LEARNING OPPORTUNITIES AS IN URBAN CENTRES.

INDEED, JUNIOR ACHIEVEMENT IS LOOKING AT E-LEARNING AS A WAY TO REACH MORE REMOTE AREAS OF CANADA. HOWEVER, OFTEN RURAL AREAS DO NOT HAVE ACCESS TO HIGH SPEED INTERNET WHICH IS CRITICAL TO SUPPORT E-LEARNING. WE NEED TO FIND WAYS TO ENGAGE LOCAL BUSINESS EXPERTISE AND LOCAL BUSINESS FINANCIAL SUPPORT TO BRING OUR PROGRAMS TO RURAL YOUTH.

JUNIOR ACHIEVEMENT OF EASTERN ONTARIO NEEDS TO WORK WITH THE LARGER CORPORATIONS IN EASTERN ONTARIO TO ENGAGE THEM IN SUPPORTING CORE JA PROGRAMS THAT EMPHASIZE STAYING IN SCHOOL AND SPARK ENTREPRENEURIAL THINKING. WE NEED TO LEVERAGE THIS FUNDING TO BRING ON BOARD LOCAL COMMUNITY FUNDING TO INCREASE OUR REACH TO ALL YOUNG PEOPLE IN EASTERN ONTARIO.

AT JUNIOR ACHIEVEMENT OF EASTERN ONTARIO, WE LIVE OUR VALUES:

- DEMONSTRATE TRUST AND INTEGRITY IN ALL THAT WE DO
- RESPECT YOUTH AND BELIEVE IN THEIR POTENTIAL
- BELIEVE IN THE FREE ENTERPRISE SYSTEM AND PROMOTE ENTREPRENEURIAL IDEALS
- ENCOURAGE AND PROMOTE VOLUNTEERISM AND VOLUNTEER LEADERSHIP UTILIZING CANADIAN BUSINESS EXPERIENCE OF ALL SIZES
- COMMIT TO THE PERFORMANCE EXCELLENCE AND CONTINUALLY IMPROVE ALL THAT WE DO

- EMBRACE COLLABORATIVE AND STRATEGIC ALLIANCES
- DEMONSTRATE LEADERSHIP AND TEAMWORK

BY ALIGNING OURSELVES WITH BUSINESSES ACROSS EASTERN ONTARIO THAT SHARE OUR VALUES AND OUR MISSION OF INVESTING IN YOUNG PEOPLE, TOGETHER WE CAN EMPOWER YOUNG PEOPLE TO DISCUSS LEADERSHIP, ENTREPRENEURIAL AND WORKFORCE READINESS SKILLS.

TOGETHER, BUSINESS INVESTORS, COMMUNITY AND BUSINESS VOLUNTEERS AND JUNIOR ACHIEVEMENT – WE CAN FOSTER THE ENTREPRENEURIAL SPIRIT OF YOUTH BY INSPIRING THEM TO START A BUSINESS, DEFINE A CAREER PLAN AND MAKE BETTER FINANCIAL DECISIONS. WE CAN GIVE THEM THE CONFIDENCE AND KNOWLEDGE THEY NEED TO PURSUE THEIR OWN DREAMS.

BOB SCOTT, GENERAL MANAGER, GREATER KINGSTON CHAMBER OF COMMERCE RECENTLY SAID “A BRIGHT FUTURE LIES AHEAD FOR THE BUSINESS COMMUNITY AND YOUNG PEOPLE ARE THE KEY TO THAT FUTURE. JUNIOR ACHIEVEMENT’S EDUCATIONAL PROGRAMS PLAY A SIGNIFICANT ROLE TO INSPIRE AND EDUCATE YOUNG PEOPLE ABOUT ENTREPRENEURSHIP AND BUSINESS. I ENCOURAGE BUSINESSES TO SUPPORT JUNIOR ACHIEVEMENT PROGRAMS IN THEIR COMMUNITY.”

IN CLOSING, I WOULD LIKE TO LEAVE YOU WITH TWO MORE QUOTES:

THE FIRST IS FROM GEOFF WHO IS A GRADE 10 STUDENT IN BOWMANVILLE HIGH SCHOOL. HE SAID “I AM E-MAILING YOU TO LET YOU KNOW HOW I ENJOYED THE (JA TITAN) PROGRA., JA TITAN SHOULD BE USED IN THE FUTURE IN OTHER SCHOOLS BECAUSE IT IS A GOOD PRACTICAL APPLICATION FOR STUDENTS TO USE AND LEARN FROM, INSTEAD OF ENTERING THE BUSINESS WORLD WITHOUT THIS KNOWLEDGE AND EXPERIENCE. JA TITAN GIVES THE STUDENTS A TASTE OF WHAT IT IS LIKE OWNING AND OPERATING THEIR OWN BUSINESS.”

THE SECOND IS FROM ANDY LALONDE, QNX SOFTWARE SYSTEMS AND LONG-STANDING JA VOLUNTEER. “THERE IS NO EXPERIENCE QUITE LIKE SEEING A ‘LIGHT BULB’ GO OFF INSIDE A YOUNG MIND! JA PROGRAMS ENABLE THESE MINOR MIRACLES TO OCCUR EVERY TIME A VOLUNTEER STEPS IN THE CLASSROOM. THEY PLAY AN INSTRUMENTAL ROLE IN THE DEVELOPMENT OF YOUNG MINDS.”

BY WORKING TOGETHER WITH BUSINESSES THAT SPONSOR JA PROGRAMS AND VOLUNTEERS WHO GO INTO THE CLASSROOM -- WE CAN BUILD SOCIAL COHESION, BRING THE REAL WORK OF WORK TO THE CLASSROOM, CREATE RELATIONSHIPS BETWEEN THE BUSINESS AND EDUCATION WITH THE LONG TERM RESULT OF INSPIRING OUR YOUTH AND EMPOWERING THEM WITH A VITAL SENSE OF SELF WORTH, HELPING EACH YOUNG PERSON TO SUCCESSFULLY MAKE THE TRANSITION FROM ADOLESCENCE TO ADULTHOOD. THIS WILL HAVE A POSITIVE IMPACT ON RURAL YOUTH – ENCOURAGING THEM TO CREATE THEIR OWN DESTINY, IDEALLY, WHERE THEY LIVE.