Junior Achievement USA® has released the 2014 edition of its Be Money $mart newspaper insert. The colorful, interactive supplement is a timely way to increase local awareness about JA during April, National Financial Literacy Month.

JA USA gratefully acknowledges the Allstate Foundation for its dedication to the development of Be Money $mart. Together, we help spark conversation between parents and their children about financial matters.

The following information and steps will help you get started:

1. Read the introductory letter, Get Your Money’s Worth—Your Child’s Future Starts with Knowledge and a Plan. Include photos and contact information for the local JA Area and Allstate representatives.

2. JA Areas may add additional topics, replace entire activities, and insert new ones. However, JA Areas are not permitted to change any of the existing activities or content.

3. Do not move any of the Junior Achievement and Allstate Foundation logos located on the front cover and throughout the insert. Additional sponsor logos may be added.

4. The Allstate Foundation advertisement located on the back cover must remain in place.

5. Direct questions to the National Office. Contact Stacie Fieth, Manager–Program Implementation Support, with content questions. Design questions should be directed to Diane Birkeness, Senior Director of Creative Services. Email development fundraising questions to Donna Abdallah, Manager–Development.
Connect with your local Allstate Foundation representative to learn more about receiving financial support and assistance. Funding is not guaranteed, and foundation application procedures should be followed. To request funding from your local Allstate Foundation representative, you will be asked to submit a grant proposal.

Please keep in mind:

1. Funding is not guaranteed and may be denied for this project.
2. A grant proposal may be submitted once only per year.
3. Funding is limited. Work closely with your Allstate Foundation representative to determine which projects are important in your JA Area.

If the local Allstate Foundation is unable to fund the Be Money $mart insert, JA Areas are permitted to seek other funding sources. However, all logos and mention of the Allstate Foundation must remain.