

AT&T Aspire: Juma Ventures



Graduating Students, One Community at a Time

Program Description:

Based in San Francisco, Juma Venture's mission is to break the cycle of poverty by ensuring that young people complete a four-year college degree. In 1993, Juma became the first nonprofit organization to own and operate a commercial franchise—a single Ben & Jerry's Ice Cream franchise in San Francisco that provided a handful of job opportunities to homeless youth. Since then, Juma has grown into a comprehensive youth development program helping more than 1,300 low-income students annually to realize their goals for success in high school and higher education.

JUMA will use AT&T Aspire funding to support their Pathways program, which is designed to accelerate the high school graduation rates for at-risk, low-income 9th grade students in the San Francisco Unified School District (SFUSD). A recent study by SFUSD revealed that only 49 percent of (SFUSD) 9th grade students graduate high school. Of those graduates, 70 percent enroll in postsecondary education. The statistics are even more staggering for African American and Latino graduates, with only 28 percent and 34 percent respectively eligible for college enrollment in the University of California and California State University systems.

Joanna Sedillo, student



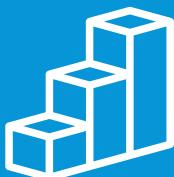
Students:
45

AT&T Aspire funding will enable Juma's Pathways Program to expand to Mission High School, where the need is great – Mission High School historically ranks highest in drop-out rate in SFUSD. Juma's Pathway program is an innovative youth development program that strives to ensure young people accomplish their goals of high school success, college success, and transitioning to the workplace. The program encompasses the following key components for post-secondary success – workforce development, financial aid and academic support.

- Since inception, Juma has employed more than 3,000 youth who have **earned \$3 million in wages and saved more than \$2 million for college**.
- During the past four years, **98 percent of Juma's seniors have graduated from high school and 85 percent have successfully transitioned to post-secondary education**.

"I went from not having any support, to supporting myself, to being supported by everyone at Juma. The resources and opportunities that Juma provides have changed my life."

Joanna Sedillo, a student in the foster care system



Funding:
\$300,000