



Junior AchievementTM of the Michigan Great Lakes 2024 -2025 **IMPACT** AT A GLANCE

342,467 CONTACT HOURS

A 27% increase in contact hours from the previous year
This increase demonstrates the deeper and lasting impact JA continues to grow in the area, helping students discover what is possible for their future.

51,972 STUDENTS REACHED

A 10% increase in student impact from last year, promoting financial literacy, work readiness, and entrepreneurship knowledge across 52 counties.

1,963 UNIQUE VOLUNTEERS DELIVERED JA PROGRAMMING

Our mission would not be possible without the support of the volunteers in our community. We are grateful to each volunteer who took the time to make a lasting impact on our local youth.

1,319 EDUCATORS

Local educators are a key partner in delivering our impactful programming.

13 SUPERINTENDENTS

attended a JA luncheon to learn about resources available to their students.

JA PROGRAMS HELP HIGH SCHOOL STUDENTS MEET THEIR GRADUATION REQUIREMENT



This past year JA received funding from the Michigan Department of Education (MDE) to support schools in the region with programming that fulfills Michigan's personal finance graduation requirement for high school students.

JA offers three programs that meet the requirements outlined by the MDE. Thanks to this funding, Junior Achievement of the Michigan Great Lakes saw a 50% increase in students taught by these programs. Specific engagement increases for each program are as follows:

- JA Finance Park Advanced - 70%
- JA Financial Literacy - 60%
- JA Personal Finance - 4%



92%

of JA alumni said JA influenced their beliefs that they could achieve their goals

53%

of JA alumni have started or owned their own business

51%

of JA alumni have worked in the same job or career as their JA volunteer



Ribbon Cutting!



Junior Achievement of the Michigan Great Lakes celebrated the opening of the Grand Rapids Community College and 91.3 WCSG storefronts in the Tom Fox Family JA BizTown!

The Tom Fox Family JA BizTown is a fully interactive town that simulates the day-to-day functions of a thriving community. 5th and 6th grade students become both employees and consumers, responsible for running businesses, managing money, fundraising, advertising, voting, and more!

AWARDS & ENDORSEMENTS



SUPPORT FROM THE BUSINESS COMMUNITY

The SpartanNash Foundation continued its Back-to-School pin pad campaign supporting Junior Achievement locations across the Midwest region. As a result, Junior Achievement of the Michigan Great Lakes received \$140,000 in support. Funding from this campaign supported the increase in student impact this year.

The UPS Store also supported JA through their in-store campaign, Start Small Grow Big, which supports the next generation of small businesses and entrepreneurs. JA received over \$50,000, which supported the expansion of programming and volunteer resources.

The Taco Bell Foundation contributed over \$67,000 to JA of the Michigan Great Lakes as part of their way of giving back to the community.

Thank you!



Ribbon Cutting!



Junior Achievement of the Michigan Great Lakes celebrated the opening of the Gentex storefront in the Karl & Susan Hascall JA Finance Park this past fall!

The Karl & Susan Hascall JA Finance Park is a fully interactive simulation for personal finance planning and career exploration. High school students learn to make decisions related to income, expenses, savings, and credit and then get to see the effects those decisions can have in real life.