

“JA boosted my self confidence. How many students can say they started and ran a successful company?
- JA student Sabrina Nguyen

JA'S RESPONSE TO COVID

Since March of 2020, JA has been aggressively adjusting both our delivery methods and the programs themselves to address the global pandemic.

JA provided flexibility to help teachers struggling to teach in a pandemic. JA made content available to parents juggling work and managing their kids learning from home.

The end product is a suite of high quality programs able to be delivered through a broad variety of methods including hybrid, virtual and even printed materials for students with no internet access at home. In fact, JA has been recognized for our response to the crisis.



RECOGNIZED FOR RESPONSE TO COVID

The Brandon Hall Group has honored Junior Achievement with a *Bronze Award of Excellence for Best Advance for Leading Under a Crisis* and recognizes JA's pivot into its "Digital First" approach.

Junior Achievement is also proud to be recognized twice by LearnX Live! for innovation in educational design. JA received a Diamond Award for Best Pandemic Response and Gold for Best Learning Technology for 2021!



PROGRAMMING HIGHLIGHTS

JA created a Virtual Passport to STEM event, featuring four women in STEM careers. Speakers included Joi Harris who heads up major enterprise projects for DTE including renewable energy facilities, and Helen Schramer, Principal Scientist at Pfizer, who worked on the COVID-19 vaccine. JA had over 800 students attend from across JA of the Michigan Great Lakes footprint.

The JA Company Program, where high school students start and run their own companies guided by entrepreneurs and business volunteers, successfully ran during the pandemic from Traverse City to Holland, to Jenison and Caledonia.

We had a very successful Reverse Job Shadow event at Everett High School in Lansing, MI. 19 volunteers Zoomed in to classrooms giving over 500 students the opportunity to hear and ask questions about their careers and career paths.

JA continued to develop and provide the JA Career Speaker Series. Designed to bring information about Michigan-based careers to students in a virtual environment, Junior Achievement now has 60+ videos available for teachers to access and connect their students to JA Volunteers.



“I was inspired by students' resilience and persistence in overcoming the challenges of a pandemic to start and run their own profitable JA Companies! - JA alum and volunteer, Steve Carlson

PROGRAMMING HIGHLIGHTS CONT.

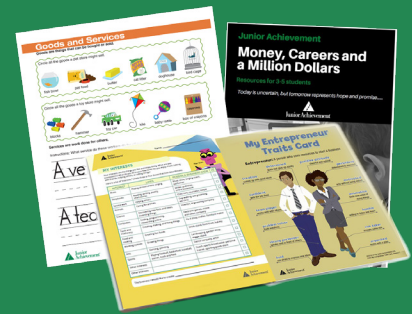
JA converted two in person student competitions to virtual and they were a great success! JA Pitch Day and the JA Titan Business Challenge. Two students from Beaver Island Community Schools were awarded \$2,500 scholarships to the Haworth College of Business, WMU and one student from Battle Creek Central High School was awarded a \$1,000 scholarship to Davenport University as winners of the JA Titan Business Challenge. Eleven JA Student Companies competed in JA Pitch Day. Herb & Ivy A JA Company, from Greenville Senior High School, created potted succulent plants with inspirational words, and won the Pitch Day competition with a cash prize.



Photos of students who participated in the JA Titan Virtual event

Ryan Zuiderveen, a teacher from Kelloggsville High School who had some of his students participate in both events, says, 'Titan and the JA Company Program provide experiences that I cannot give my students. I teach them key concepts like the Business Cycle, Marketing, and Budgeting, but there is no way that I can demonstrate how all of these ideas are interrelated in a way that affects the regular decisions that a business leader must make. Thanks JA!'

JA is committed to serving all kids, even those who were home with no Internet access. JA created take-home printed materials and worked with educators to deliver them to students at home.



Sample printed materials made available by JA

DIVERSITY, EQUITY, AND INCLUSION

The *Junior Achievement: Lines* video is a response to calls for social justice and greater racial equity. It received the 2021 Award of Excellence in the category of Diversity & Inclusion from the Communicator Awards. With over 6,000 entries received from across the US and around the world, the Communicator Awards are the largest and most competitive awards program honoring creative excellence for communications professionals.

JA continues to provide access to economic opportunity to all. JA's program design and model of delivery naturally aligns with providing equal opportunity and access. Results of a study done by IPSOS released in May of 2020 shows all demographic groups of JA alumni reporting that the JA program was a great experience, exposed them to new ways of thinking, broadened their horizons, showed them new work or career opportunities, and motivated them to succeed and to learn.

JA intentionally engages diverse volunteers so our students have mentors they can identify with and look up to. JA programs include a diversity of examples and encourages ALL kids to dream big. JA trains volunteers to recognize patterns, to set aside their own expectations, and incorporate teaching styles to address a variety of learning styles.



58% Black, 45% White and 51% Hispanic JA Alumni say that JA programs were instrumental in their decision to pursue further education.

Six out of 10 JA alumni who grew up in low income households moved into middle and upper income brackets as adults.

60% Black, 45% Hispanic and 49% White JA Alumni say the JA program gave them confidence in new situations.



It opened up a world of possibilities to me. It introduced me to the world of entrepreneurship.
- JA alum Edee Copeland, former CEO of Capital Area Michigan Works

SUSTAINABILITY

In anticipation of an uncertain year, JA was forced to reduce staff for the 2020-2021 year which was very difficult. Due to these difficult choices and significant effort on the part of JA Staff in the area of fundraising, JA was able to remain viable now and into the future.

JA successfully converted 15 traditionally in-person events to virtual events over the course of the pandemic and created a brand new event, the JA Virtual 5K. JA was able to develop safe and fun ways for people and companies to engage in and support JA's mission of inspiring and preparing young people to succeed in a global economy.

During the pandemic a number of teachers who haven't used JA in their classroom in the past were attracted to the revised programs they could use during the pandemic, resulting in program expansion.



Photos of runners from the 2020 JA Virtual 5K run

I liked how it really gave me a view on what I should be trying to accomplish in order to live the life I want to live, and gain the job I want to have. - JA student who participated in the Passport to STEM event

NEW FACILITY

Junior Achievement made significant headway on completing Phase 1 the JA Free Enterprise Center.

Located at 4090 Lake Drive SE, Grand Rapids, MI, the 35,000 square foot facility will be home to the Tom Fox Family JA BizTown®, the Karl and Susan Hascall JA Finance Park®, the Haworth JA Entrepreneurship Incubator and the JA Inspiration Lobby. It will be the only JA facility in the nation to hold all four experiences under one roof.

Over 20,000 students and adults are expected to visit the facility annually. As of June 30th, the campaign raised \$10,663,527, representing 82% of the \$12.9M goal.



ENDORSEMENTS

Junior Achievement of the Michigan Great Lakes retained its Platinum Guidestar certification and for the 5th year in a row received the Charity Navigator 4-star rating. Only 18% of charities evaluated received 5 consecutive 4-star ratings, indicating JAMGL outperforms most charities in America. JA was also the recipient of the BBB Torch Award for Ethics in the non-profit category. This award is the most prestigious honor BBB can present to organizations for their dedication to integrity and ethical business practices.

