



**Junior
Achievement™**
of the Michigan Great Lakes

**Creating Access
to Opportunity-
Filled Futures.**

2024-2025

ANNUAL REPORT





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Dear Friends of Junior Achievement,

We are so happy to once again share with you, our supporters, the incredible things happening at Junior Achievement of the Michigan Great Lakes! The 2024-25 year brought many opportunities for continued growth and development within our organization, including the opening of two new physical offices in previously underserved areas.

The Traverse City office, located in the heart of downtown, serves 14 counties in northwest Michigan and is supported by three new staff members who spent last year making connections throughout the community. This resulted in a 16% growth in students impacted in the region and a 49% increase in the number of contact hours in which students received JA programming. We also opened our first-ever office in the Upper Peninsula. While we previously supported teachers and students in that region remotely, having the new office and staff in Ishpeming, and a team member in Sault Saint Marie, has led to even stronger school partnerships there. This resulted in an impressive 89% increase in both student reach and contact hours.

Our success, however, wasn't limited to our northern regions. We also expanded our staff in our Grand Rapids, Lansing, and Battle Creek/Kalamazoo offices, which led to increases in our student reach in each of those areas. We continue to provide students with meaningful classroom experiences, along with events that provide students with real-world business scenarios around entrepreneurship, business acumen and STEM learning. This is a distinction that truly sets us apart from other education solution providers.

Finally, our experiential learning center has been bustling with activity thanks to more and more school partnerships. An increasing number of area high schools utilized our JA Finance Park Advanced learning experience to fulfill the Michigan personal finance graduation requirement. Following our pilot in the spring of 2024, we saw a 71% increase in both the number of students served as well as in hours impacted for that program.

We are also proud to have created another important inclusive experience by modifying programs to serve the deaf and hard of hearing, the blind and visually impaired, and students whose primary language is not English demonstrating our commitment to ALL students.

And while this success in outreach is exciting, it couldn't happen without the support of our contributors. A phrase often heard in our office is, "no money no mission." As we shared our message of impact and change, our supporters responded generously which gave us the flexibility and resources to work in partnership with so many West Michigan schools. As you read this report, we hope you will take the time to recognize our many supporters whether they are financial donors, volunteers who give of their time and talents, or our in-kind partners. We couldn't continue to grow and change the landscape of the educational horizon without you. And for that we are truly grateful!



William C. Coderre, III, CFRE

President and CEO

Junior Achievement of the Michigan Great Lakes



Jodi Havera

Chairperson,

Junior Achievement of the Michigan Great Lakes

CFO, Landscape Forms



Sarah Mezwicki

Chairperson-Elect,

Junior Achievement of the Michigan Great Lakes

Partner, Ernst & Young

Thank you to the 2024-2025 JA EXECUTIVE GIVING CHAMPIONS

 **JACKSON**[®]

 **SpartanNash**
THE FOOD SOLUTIONS COMPANY

 **TACO BELL**
FOUNDATION

**KRIAG & MARY
KLYNSTRA**



OUR VISION

Junior Achievement envisions a world where young people have the skill set and mindset to build thriving communities.



OUR MISSION

Junior Achievement inspires and prepares young people to succeed in a global economy. We do this by providing K-12 programs based on financial literacy, entrepreneurship and work readiness.



OUR BELIEF

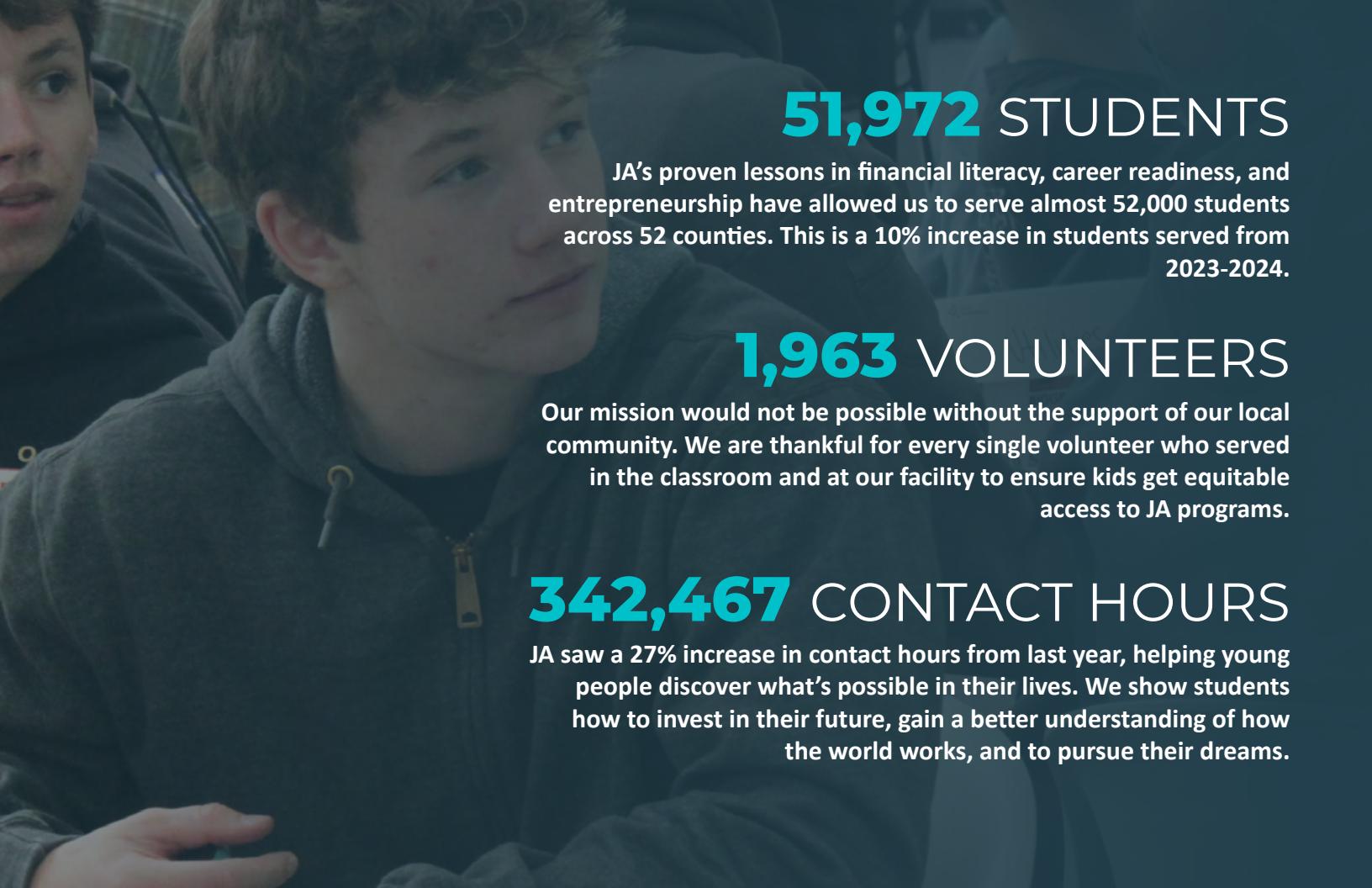
We believe in the boundless possibility of young people. We do this by bringing our volunteers who role model leadership in our community to help students discover what's possible in their own lives.



PROGRAM REACH

Junior Achievement's unique delivery system provides the training, materials, and support necessary to accelerate economic mobility and opportunity for student success. Students who participate in JA programs demonstrate a significant understanding of economics and business concepts.





51,972 STUDENTS

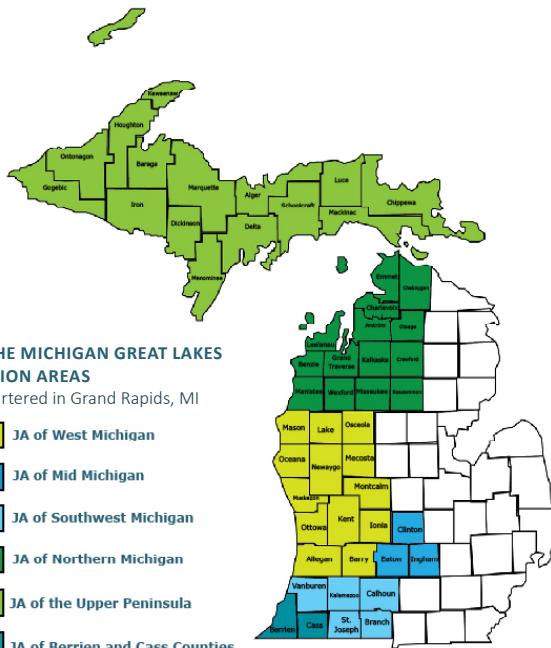
JA's proven lessons in financial literacy, career readiness, and entrepreneurship have allowed us to serve almost 52,000 students across 52 counties. This is a 10% increase in students served from 2023-2024.

1,963 VOLUNTEERS

Our mission would not be possible without the support of our local community. We are thankful for every single volunteer who served in the classroom and at our facility to ensure kids get equitable access to JA programs.

342,467 CONTACT HOURS

JA saw a 27% increase in contact hours from last year, helping young people discover what's possible in their lives. We show students how to invest in their future, gain a better understanding of how the world works, and to pursue their dreams.



Junior Achievement of the Michigan Great Lakes Area Offices

HUIZENGA FAMILY JA FREE ENTERPRISE CENTER

Junior Achievement of the Michigan Great Lakes
4090 Lake Drive SE, Grand Rapids, MI 49546

Junior Achievement of Southwest Michigan
2785 W. Dickman Rd., Suite C, Battle Creek, MI 49037

Junior Achievement of Mid Michigan
600 West St. Joseph, Suite 2G, Lansing, MI 48933

Junior Achievement of the Upper Peninsula
910 US 41, Ishpeming, MI 49849

Junior Achievement of Northern Michigan
310 W Front St., Suite 100, Traverse City, MI 49684

Junior Achievement of Berrien and Cass Counties (Added 7-1-25)



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%



Ribbon Cutting!

TOM FOX FAMILY



JA BizTown®

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 this past year!

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!



KARL AND SUSAN HASCALL



JA Finance Park®

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.



JUNIOR ACHIEVEMENT BOARD THE CHANGE MAKERS

JA OF THE MICHIGAN GREAT LAKES EXECUTIVE COMMITTEE

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CFO, *Landscape Forms*

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CHAIR-ELECT
Sarah Mezwicki
Partner, *Ernst & Young*

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President & CEO, *Independent Bank*

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VICE-CHAIR, MARKETING

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VP & General Manager, *Wood-TV*

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Noble Billingsley
Manager, Customer Service, *DTE Energy*

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President & CEO, *Junior Achievement of the Michigan Great Lakes*





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Craig Sutherland
VP, Enterprise Relationship Specialist,
Bank of America

Tim Williams
Community Leader, Retired Stryker

JA of the Michigan Great Lakes believes
Junior Achievement is best when local.
Supporting this philosophy are the
following JA Advisory Boards:

JA OF SOUTHWEST MICHIGAN

JA OF MID MICHIGAN

JA OF NORTHERN MICHIGAN

JA OF THE UPPER PENINSULA

JA OF BERRIEN AND CASS COUNTIES

MONTCALM COUNTY ADVISORY BOARD

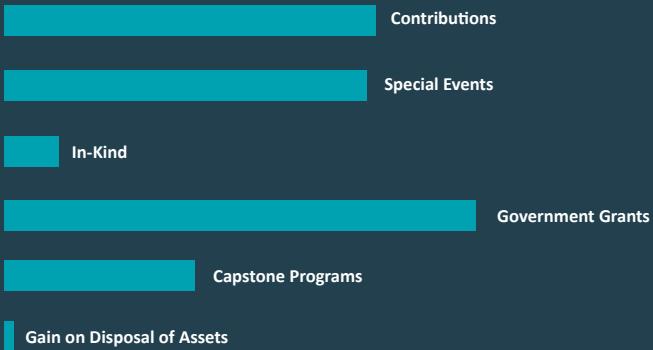
NEWAYGO COUNTY ADVISORY BOARD

ALLEGAN COUNTY ADVISORY BOARD

ASSOCIATE LEADERSHIP BOARD

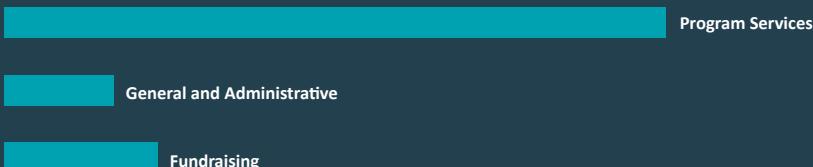
FINANCIALS

Public Support & Revenue



Contributions	\$1,283,680
Special Events	\$1,198,620
In-Kind	\$56,302
Government Grants	\$2,039,953
Capstone Programs	\$180,218
Gain on Disposal of Assets	\$225
Total Public Support	\$4,758,998
Investment Gain + Income	\$506,089
Total Revenue	\$5,265,087

Expenses



Program Services	\$3,733,598
General and Administrative	\$411,832
Fundraising	\$569,202
Total Expenses	\$4,714,632
Change in Net Assets	\$550,455





Thank you to the 2024-2025 JA EXECUTIVE GIVING CHAMPIONS

Executive Giving Champions are organizations and individuals who have committed a \$100,000+ donation to advancing equitable access to Junior Achievement programs to our local schools.



Thank you to the 2024-2025 JA PREMIER GIVING CHAMPIONS

Premier Giving Champions are organizations and individuals who have committed a \$50,000+ donation to advancing equitable access to Junior Achievement programs to our local schools.





Thank you to the 2024-2025 JA GRAND GIVING CHAMPIONS

Grand Giving Champions are organizations and individuals who have committed a \$25,000+ donation to advancing equitable access to Junior Achievement programs to our local schools.





Thank you to the 2024-2025 JA GIVING CHAMPIONS

Giving Champions are organizations and individuals who have committed a \$10,000+ donation to advancing equitable access to Junior Achievement programs to our local schools.



Thank you to the 2023-2024 JA VOLUNTEER CHAMPIONS



Thank you to the 2023-2024 JA IN-KIND CHAMPIONS





Junior AchievementTM

of the Michigan Great Lakes

BECOME A VOLUNTEER - DONATE - REQUEST CURRICULUM



MICHIGANGREATLAKES.JA.ORG