

ANNUAL REPORT 2022-2023

MICHIGANGREATLAKES.JA.ORG



Junior Achievement™
of the Michigan Great Lakes



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Dear Friends of Junior Achievement,

Each year, it is our pleasure to write this letter, reflecting on the important work we have accomplished. This is an important time to slow down and appreciate our partners, our staff, our supporters, and our volunteers. It seems however, that the act of slowing down to do this has never been more important than this year. The sheer speed in which we're moving, the incredible gains we have made and the number of young lives we have impacted deserves recognition.

The snapshot is just astounding:

- Year-over-year, we saw a 48% increase in the number of students impacted by JA.
- BizTown® was piloted in the spring of 2023 welcoming over 1,000 students from 14 schools to the facility.
- Eight new staff members were added to the JA team across our 50-county footprint.
- Two unprecedented gifts were received from the Mackenzie Scott Foundation and Kent County.
- After 20+ years, new branding and signage in our building and throughout our region was implemented to better reflect the distinct nature of our brand.
- The new tagline and affiliated logo Boundless Possibility® was adopted and granted a registered trademark.
- After many years of advocacy and collaboration, the State of Michigan amended the high school graduation requirements to include one credit in financial literacy.

But what keeps us most focused are the stories we hear from our classroom engagement, our student events, and our Capstone experiences. Being able to impact students, change lives, and prepare them for future success are our most important metrics!

Respectfully,



Bill

William C. Coderre, III, CRFE
President and CEO
Junior Achievement of the Michigan Great Lakes



Jodi Havera

Jodi Havera
Chairperson, JAMGL
CFO, Landscape Forms

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THANK YOU 2022-2023
JA EXECUTIVE GIVING CHAMPION



OUR VISION

Junior Achievement envisions a world where young people have the skillset 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

Junior Achievement believes 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 bolster the chances for student success. Students who participate in JA programs demonstrate a significant understanding of economics and business concepts.



42,458

STUDENTS

227

SCHOOLS

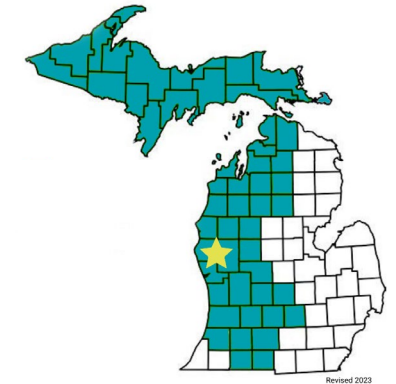
1,115

CLASSROOMS

917

VOLUNTEERS

**BOUNDLESS
POSSIBILITY®**



TOTAL SERVICE AREA

Headquartered in Grand Rapids, MI

**Junior Achievement of the
Michigan Great Lakes, Inc. Offices**

Junior Achievement of the Michigan Great Lakes

4090 Lake Drive SE, Grand Rapids, MI 49546

Junior Achievement of Southwest Michigan

2775 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 Northwest Michigan

PO Box 1928, Traverse City, MI 49684

Junior Achievement of Northern Michigan

PO Box 582, Petoskey, MI 49770

AWARDS & ENDORSEMENTS



JA Worldwide has been nominated for the 2023 Nobel Peace Prize, the second such honor in two years. Junior Achievement USA is a member of JA Worldwide. Founded 104 years ago, JA is now one of the largest youth-serving NGOs in the world, delivering over 15 million student learning experiences for employment and entrepreneurship in the last year alone. Operating in over 100 countries, JA teaches youth to develop the skillset and mindset to create businesses, find meaningful employment, and build thriving communities. Given our global reach, as well as an ecosystem that nurtures a global community of alumni, JA also builds cross-border friendships that reinforce exactly what the world needs: curiosity about cultural and religious practices, respectful and honest conversations, expectations of equality and equal opportunities, and a win-win approach to conflict.

JAMGL was again awarded the JA USA 5-Star Award. The purpose of the Star Award is to recognize staff and boards of JA Areas that meet and exceed Junior Achievement's national standards in operational efficiency and through strong representation of the JA brand. Recipients must demonstrate growth in student impact and superior fiscal performance.

Junior Achievement of the Michigan Great Lakes retained its Platinum Guidestar certification for the 7th year in a row and received the Charity Navigator 4-star rating. Only 18% of charities evaluated received five consecutive 4-star ratings and are included on their 'Best Charities' list, indicating JAMGL outperforms most charities in America.



THE HUIZENGA FAMILY JA FREE ENTERPRISE CENTER

Junior Achievement of the Michigan Great Lakes celebrated the Ribbon Cutting for the Tom Fox Family JA BizTown on June 1, 2023! In this fully interactive town that simulates the day-to-day functions of a thriving community, 5th and 6th grade students become both producers and consumers, teaching students about concepts like financial responsibility, community and economic building, career readiness, business management and operations, and collaboration and team building. Over 10,000 students from across West Michigan will participate in this capstone experience each year.

JA launched the pilot program for JA BizTown in the spring of 2023! After a series of in-class sessions, students apply for jobs and then come on-site to experience running the town. We were proud to welcome BISSELL, Independent Bank, Corewell Health Helen DeVos Children's Hospital, Gordon Food Service, LMCU, Meijer, Parkway Electric, Chick-fil-A, Perrigo, Eileen DeVries Family Foundation, and Wesco to the JA BizTown neighborhood.

As part of Phase 2 of the *Building Futures...Inspiring Dreams* campaign, which kicked off on June 1, 2022, JAMGL received \$1 million from Kent County as part of the American Rescue Plan Act (ARPA). JAMGL was selected as one of the recipients of these grants since the new Huizenga Family JA Free Enterprise Center will have a transformational impact on students and future economic development within Kent County and surrounding areas.

Philanthropist MacKenzie Scott donated \$1.1 million dollars to JAMGL, one of 26 JA offices nationwide to receive a portion of the larger \$38.8 million dollar donation made to JA USA and JA operations across the country, the largest unrestricted contribution by a single donor in the organization's 103-year history! We see this unrestricted investment as further recognition of all the great work taking place in our community because of the passion and commitment of the business leaders, educators, volunteers and other partners who support Junior Achievement locally. This donation will allow us to enhance our sustainability to continue to positively impact the lives of the young people we serve.

JUNIOR ACHIEVEMENT BOARD THE CHANGE MAKERS

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CFO, Landscape Forms

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CEO, Miller Johnson

VICE-CHAIR, PLAY FOR JA
John Maynard
Partner, KPMG US LLP

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VP of Finance & Operations, Vervint

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SVP & Director, Governmental Banking,
Mercantile Bank

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Partner/Vice President, Wieland

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Aviation

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Dept. of Talent & Economic Development

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SVP Communications & Executive
Director, SpartanNash

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Resources, Haworth Inc.

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President, Real Estate Development,
Rockford Construction

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Managing Partner, BDO

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VP, Human Resource

Joyce Chan Russell
SVP of Government Markets, Priority
Health

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Priority Health

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Exec. VP & COO, Mercantile Bank

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Companies

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Managing Director, Blackford Capital LLC

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Tim Williams
Community Leader, Retired, Stryker

Robert Worthington
COO, Mercantile Bank

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Superintendent of Catholic Schools,
Diocese of Grand Rapids

John Helmholdt
Executive Director of Communications
and External Affairs, GRPS

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Community President/Commercial
Relationship Manager, Fifth Third Bank

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CFO, Landscape Forms Inc.

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Becky East
CFO, Bronson Healthcare

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Priority Health

Aaron Klamer
Business Development Coordinator,
CTS Telecom

Marcus Kole
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Fetzer Institute

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SVP, PNC Bank

Tyler Sheerer
CFO, Armstrong International

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Delta Dental of Michigan

VICE CHAIR-EVENTS
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VP Commercial Lender, Mercantile Bank

Directors

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SVP of Marketing, PFCU

Michael DeBri
Lansing Community President,
Huntington National Bank

Dev Ganguly
EVP and COO, Jackson Financial Inc.

Terri Lentz
Community Leader

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President, Auto-Owners Insurance

Melanie Squires
VP, First National Bank of Michigan

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Director of Retail Healthcare,
Sparrow Health System

Vernon Woodley
DEI Specialist, LBWL

PRESIDENT & CEO
William Coderre, III, CRFE
JA of the MI Great Lakes, Inc.



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Administrator, City of Petoskey

Dawn Bodnar

Asst. VP, Awaken Credit Union

Suzane Coveyou

Treasurer, Resort Township

Michelle Harrington

CFO, Petoskey News Review

Sandra Kroll

Personal Bank, Horizon Bank

Camille Major

VP Residential Lender, State Bank

Tory Thrush

Career Prep Advisor, CharEM ISD College

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*Director of Sales & Client Services,
Priority Health*

Karen Page

*AVP Community Business Banker,
Independent Bank*

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Amanda Butler

Joe Howard

Barbara Kain

Jessica Korson

Jayne Kosal

Andrea Leslie

Collin McLean

Michael Rausch

Rob Russell

David Seppala

Stacy Young

Newaygo County Advisory Board

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Jazmin Vanderwall

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Allegan County Advisory Board

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Penny Bursma

Tim Perrigo

Steve Ramus

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Sarah Caldwell, *Junior Achievement*

Morgan Dailey, *Kent ISD*

Heather DeLaLuz, *BDO USA*

Ron Erway, *Marsh & McLennan Agency*

Nicholas Espinoza, *Bank of America*

Brianne Frucci-Tucker, *Farmers Insurance*

Phil Haywood, *Warner Norcross + Judd*

Amanda Hentsch, *GR Chamber*

Stephanie Lares *Michigan First Credit Union*

Brad Lundvick, *GRPS*

Melanie Minder, *Gordon Food Services*

Julian Sanders *U.S. Senator Gary Peters*

Christine Stevens, *Council of MI Foundations*

Victor Sturgis, *CRWE*

Vincent Sturgis, *GRPS*

Russ Waligorski, *MSUFCU*

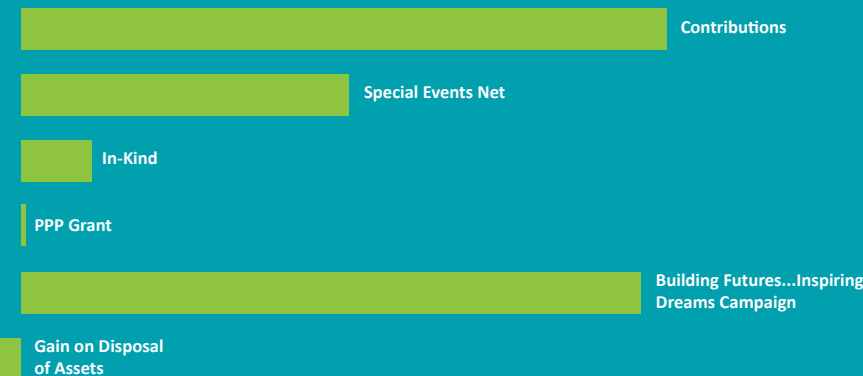
Zach Wiersma, *Charter Capital Partners*

SPECIAL THANKS TO OUR 2022-2023 IN-KIND CHAMPIONS!



FINANCIALS

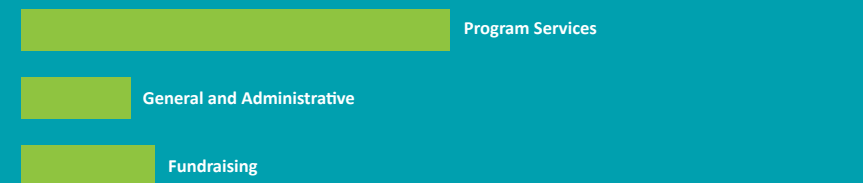
Public Support & Revenue



Contributions	\$2,182,622
Special Events Net	\$904,134
In-Kind	\$35,521
PPP Grant	\$0
Miscellaneous Income	\$74,965
Building Futures, Inspiring Dreams Campaign	\$2,111,246
Gain on Disposal of Assets	-\$17,970
Total Public Support Revenue	\$5,290,518
Investment Gain	\$154,302

Total Revenue **\$5,444,820**

Expenses



Program Services	\$1,859,242
General and Administrative	\$369,503
Fundraising	\$388,374

Total Expenses **\$2,617,119**

Change in Net Assets **\$2,827,701**



THANK YOU TO THE 2022-2023 JA GRAND GIVING CHAMPIONS

Grand Giving Champions are organizations and individuals who have committed a \$25,000+ donation to Junior Achievement programs.



THANK YOU TO THE 2022-2023 JA GIVING CHAMPIONS

Giving Champions are organizations and individuals who have committed a \$10,000+ donation to Junior Achievement programs.





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of the Michigan Great Lakes

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WORLD IN WHICH
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HAVE THE SKILLSET
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COMMUNITIES.**

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