

BOUNDLESS POSSIBILITY™

ANNUAL REPORT

2021-2022

MICHIGANGREATLAKES.JA.ORG



Junior
Achievement™
of the Michigan Great Lakes

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Dear Friends of Junior Achievement,

On behalf of Junior Achievement of the Michigan Great Lakes, thank you for your interest in this time capsule of our 2021-2022 fiscal year. Whether you are a volunteer, staff member, teacher, administrator, student, funder or just interested community member, we are proud to share with you our accomplishments of the past year. We continue to improve our student reach in a post pandemic “shut down” world with teachers and volunteers slowly coming back to renew our historic partnerships. We are proud to bring the community to students during a period of time when students were feeling isolated, continuing the important impact of our partnerships.

Due to the generosity of J.C. Huizenga, this year also saw JAMGL kicking off the first use of our new Huizenga Family JA Free Enterprise Center with a number of events. Students experienced the facility at the JA Girls Dream Fair: A STEM Experience and the Titan Business Challenge, while local supporters got a closer look during the Bissell Trivia Night as well as the visit from Governor Whitmer. Having the community in this one-of-a kind facility is a dream coming true for the many staff, board members and supporters who have been working toward this goal for over 10 years. On June 1st we came together to celebrate this new game changing experiential learning facility.

Finally, we are very proud of the strong financial position our organization continues to achieve. Our commitment to not only program integrity, but also of a strong financial position was

reflected in the number of awards JAMGL received during the year. This recognition is to be shared with the many individuals, corporations and foundations who support our mission each year. Your personal and financial investment in our students is in turn an important investment in our West Michigan community!

Respectfully,



Bill

William C. Coderre, III, CRFE

President and CEO
Junior Achievement of the Michigan Great Lakes



William Kessel

William Kessel
Chairperson of the Board, JAMGL
President and CEO, Independent Bank



Jodi Havera

Jodi Havera
Chairperson Elect, JAMGL
CFO, Landscape Forms



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. The impact is measurable, too. Students who participate in Junior Achievement programs demonstrate a significant understanding of economics and business concepts.



22,719

STUDENTS

198

SCHOOLS

804

CLASSES

356

VOLUNTEERS



■ 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



Platinum
Transparency
2022

Candid.



Junior Achievement of the Michigan Great Lakes retained its Platinum Guidestar certification for the 6th year in a row and received the Charity Navigator 4-star rating. Only 18% of charities evaluated received five consecutive 4-star ratings, indicating JAMGL outperforms most charities in America.

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.

JA was also the recipient of the BBB Torch Award for Ethics in the non-profit category in 2021. This award is the most prestigious honor BBB can present to organizations for their dedication to integrity and ethical business practices.

The Brandon Hall Group honored Junior Achievement with a Bronze Award of Excellence for Best Learning Program Supporting a Transformational Business Strategy. The strategy developed by JA aimed to remove barriers to learning by offering semi-customizable, modular content in a variety of formats for our partners as a learning solution.



THE HUIZENGA FAMILY JA FREE ENTERPRISE CENTER

Junior Achievement of the Michigan Great Lakes celebrated the first phase of the Grand Opening of the Huizenga Family JA Free Enterprise Center on June 1, 2022! This brand new facility houses three experiential learning labs: The Tom Fox Family JA BizTown®, the Karl and Susan Hascall JA Finance Park®, and the Haworth JA Entrepreneurship Incubator. Over 20,000 students from local to surrounding area schools are expected to utilize this new hands-on learning center every year. It's the only JA facility in the nation to hold all three learning lab experiences under one roof.

This past year was packed with exciting events that for the first time ever were able to be held at the Huizenga Family JA Free Enterprise Center! From the Bissell Trivia Night, to the JA Girls' Dream Fair: A STEM Experience, the JA Titan Business Challenge, and hosting Governor Whitmer on her budget tour.

JAMGL will be planning a "multi-store" ribbon cutting event in its Tom Fox Family JA BizTown® facility in the fall as the storefronts work to

build out their spaces to welcome students into the pilot programming that's set to launch in Spring of 2023. The Tom Fox Family JA BizTown® is designed to look and feel like a real town with a real economy, designed to teach 5th and 6th grade students about financial literacy, entrepreneurship, and career readiness and how that applies to living and working in a community. The businesses that represent storefronts within JA BizTown so far include: BISSELL, Chick-fil-A, Spectrum Health, Gordon Food Service, Independent Bank, LMCU, and Perrigo.

Our hands-on learning center will equip students with the skills needed to manage their money, successfully enter the workforce, start businesses that create jobs, and gain critical 21st century skills and mindsets that we believe empower young people to build thriving communities. We were very excited to start opening our doors to the community and to celebrate with all of those who have contributed to this one-of-a-kind facility!

As of June 30th, 2022, the campaign exceeded its \$12.9M goal.



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Suzane Coveyou
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FINANCIALS

Public Support & Revenue



Expenses



MAJOR HIGHLIGHTS

FINANCIAL LITERACY BILL SIGNED BY MICHIGAN GOVERNOR WHITMER

Governor Gretchen Whitmer signed HB-5190; a bill requiring all Michigan high schoolers to take a half credit financial literacy course as part of the Michigan Merit Curriculum graduation requirements. The bill was supported by a coalition of stakeholders from across the state who worked diligently with lawmakers to share the benefits of the bill to our students and our state, including Junior Achievement of the Michigan Great Lakes.

JA is excited to partner with area schools to bring its proven financial literacy curriculum to high school classrooms across the region as part of this requirement. We are pleased to have the support of our legislators in bringing this type of impactful learning to even more students from across our state.

NAMING THE NEW BUILDING

Junior Achievement of the Michigan Great Lakes received a transformative gift from West Michigan businessman and entrepreneur, J.C. Huizenga, to support the Junior Achievement Free Enterprise Center located in Grand Rapids. This gift established the center as the Huizenga Family Junior

Achievement Free Enterprise Center. This is one of the largest individual capital gifts given to a Junior Achievement organization across the country.

The gift aims to strengthen JA's impact on K-12 grade students across its 50 county footprint through this one of a kind facility as it anticipates serving over 20,000 5th through 12th grade students every year.

OPENING CELEBRATION

On June 1, 2022 we were able to celebrate the Grand Opening of the Huizenga Family JA Free Enterprise Center. It was an incredible event, filled with live music performed by JA students and Brian VanderArk, toasts, live auction, and presentations to highlight and honor all of those who have helped make the dream of opening this facility a reality.



NEW LOGO AND BRAND

Junior Achievement announced the launch of its updated logo and branding. It's the first change to the Junior Achievement logo since 1986. The update reflects the organization's evolution from a supplemental youth development program in the 1980s to a fully integrated K-12 education partner today.

Junior Achievement has changed significantly over many years, and this update of our brand reflects that reality. We've worked closely with our partners in education, business, and the community to ensure that we deliver proven, life-changing learning experiences to students. This process, which includes the use of innovative learning technology, accelerated significantly over the course of the pandemic. The time was right to make this change to our brand to recognize what Junior Achievement has become.

The brand update is also occurring globally, with JA operations in more than 100 countries worldwide.



2022 NOBEL PEACE PRIZE NOMINEE

JA Worldwide, which represents all Junior Achievement organizations globally, was nominated for the 2022 Nobel Peace Prize. This is an incredible honor for the entire JA network, which includes over 340 local offices in 115 countries.

JA Worldwide was nominated by a distinguished Professor of Law and International Affairs who was impressed by JA's incredible global reach, our success in delivering economic empowerment to youth at scale, and our ability to find unity in diversity.

By economically empowering youth on all continents, JA serves as a conduit for peace. Our unique blend of entrepreneurship, financial literacy, and work readiness enables us to impact individuals, communities, and society. Peace is achieved when young people have economic opportunity. Our primary hope for solving the world's most complex problems rests in the young people of today who will be the leaders of tomorrow.

"FOR THE GREATEST BENEFIT TO HUMANKIND"

Junior Achievement's global organization, JA Worldwide, is a nominee for the 2022 Nobel Peace Prize.

Alfred Nobel



2021-2022 JA GIVING CHAMPIONS



2021-2022 JA IN-KIND CHAMPIONS

