



2022-2023 IMPACT AT A GLANCE



*Equipping young people with the
skillset & mindset to build
thriving communities.*

michiangreatlakes.ja.org

THE TOM FOX FAMILY  Junior Achievement™

JA BizTown®



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.

INNOVATION

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 are 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.

BOUNDLESS POSSIBILITY®

With the launch of the new JA brand last year, we're thrilled to announce that our Boundless Possibility logo has officially been granted a registered trademark! This important milestone is a testament to the unique and distinctive nature of our brand.

Our mission is driven by our belief in the boundless possibility of young people, providing programs that help inspire and equip young people to own their economic success.

917

JA VOLUNTEERS

42,458 KIDS RECEIVED JA PROGRAMS

Junior Achievement's proven lessons in financial literacy, work and career readiness, and entrepreneurship align with national and state educational standards.

COVERING 50 COUNTIES THROUGHOUT WEST MICHIGAN

JA programs are delivered by local business professionals who volunteer their time to provide JA curriculum to schools in inner cities, suburbs, and rural areas throughout West Michigan. Our volunteers serve both directly in the classroom and at our facility.



AWARDS & ENDORSEMENTS



JA Worldwide nominated for the 2023 Nobel Peace Prize.

