Our experiential programs and learning experiences foster the confidence, knowledge and determination for youth to thrive—building a better future for themselves and their community.

**INSPIRE**
Introductory learning experiences that develop an interest.

**PREPARE**
Core learning experiences that build skills, behaviors, and ultimately competencies.

**SUCCEED**
Authentic engagement programs encourage students to think critically about their future. Giving students real life scenarios and experiences.

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**ELEMENARY SCHOOL**
- JA Volunteer In Elementary Classrooms
- JA BizTown

**MIDDLE SCHOOL**
- JA Inspire
- JA Finance Park
- MIDDLE SCHOOL

**HIGH SCHOOL**
- JA Volunteer In High School Classrooms
- 3DE

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Junior Achievement’s Newest Initiative

Junior Achievement of Kentuckiana is always looking to be innovative and work to be the best resource and provider for youth in our community. This year, we became more aware of how many students in our community had missed the opportunity to participate in JA due to the pandemic or from being absent from school the day JA programming was being taught.

From this came a vision, JA wants to ensure every youth in our community can participate in JA programming. We are proud to partner with several community-based organizations! We are proud to bring students to the James W. Robinson Junior Achievement Center for Freedom of Enterprise and give them another chance to experience JA BizTown, JA Finance Park, or a program created just for them! In addition, we will also be taking our programming into the community centers to serve the students where they are.
Dear Friends,

Each day at Junior Achievement of Kentuckiana, our team and Board of Directors work to help young people discover what’s possible in their lives through programming focused on financial literacy, work readiness, and entrepreneurship.

We do this by helping them connect what they learn in school with life outside the classroom. We let them know it’s possible to invest in their future, to gain a better understanding of how the world works, and to pursue their dreams. We show them that it’s possible for tomorrow to be a better day.

This approach is more important than ever. Today’s young people face challenges that didn’t exist just a few years ago.

At JA, we don’t just teach financial literacy, work and career readiness, and entrepreneurship. We promote hope. Our volunteers serve as positive role models and mentors for young people who might otherwise be disconnected. Our programs are shown to engage students on a social and emotional level with critical life skills that establish a firm foundation for them to achieve their potential as adults. We are proud to share that JA will serve 50,000 students this year, but we cannot do this work alone.

As you review this update, we hope you consider investing in our future consumers, employers, and employees. We need our future leaders to ensure a sustainable economy and community. It is more important now than ever, to ensure you young people have the skillset and mindset to build thriving communities. Consider volunteering or making a gift to JA today to make a difference!

With gratitude,

Todd Spencer
Board Chair

Jennifer Helgeson
President

Junior Achievement supports students in public, parochial, and private schools in the following 26 counties throughout Kentucky and Indiana:

Indiana

Kentucky

JA Mission: To inspire and prepare young people to succeed in a global economy.
Global research firm Ipsos recently completed a new survey of Junior Achievement Alumni, reporting that just under one in five Americans have participated in JA programming at some point during kindergarten through twelfth grade.

As part of their experience, more than three-in-four (76%) JA Alumni report that a volunteer from JA came to visit their class, after-school program, or another setting to teach them about money, jobs, or business. Among those who report that a volunteer came to their class, nearly two-thirds (64%) say they remember the concepts the volunteer taught them about money, jobs, or business. More than half (56%) say they are currently in a career or job, or have worked in a similar position, to the one their JA volunteer had.

Just like our JA Alumna Abigayle, we are seeing positive effects of JA programs every day. At the 2023 Kentuckiana Business Hall of Fame, Abigayle shared that she learned about communication in fifth grade while she was interviewing for her job at JA BizTown with her classmates. Once she became the television anchor, she knew that this was the career for her. She continued to take opportunities through the remainder of her middle and high school days around communications, working the JA Inspire radio booth and being a radio personality for her local high school radio station. Abigayle is now visiting colleges to pursue her TV Personality dreams.

WAYS TO GET INVOLVED:

**Volunteer**
Join us as we continue to grow and reach more students in our community. Your time is your most valuable gift. Sign up today at [https://jaky.org/in-person-volunteer/](https://jaky.org/in-person-volunteer/).

**Financial Support**
No gift is too small! Please consider making a gift today to sponsor a student’s experience with financial literacy, work-readiness training, and entrepreneurship programming. Donate today at [www.jaky.org/donate](http://www.jaky.org/donate).

**Join Us for a JA Event**
We invite you or your company to participate in our Annual Golf Scramble, TopGolf, Kentuckiana Business Hall of Fame, or one of our many Bowl-a-Thons. Visit [www.jaky.org/events](http://www.jaky.org/events) to learn about all the different events we host to benefit JA.
IMPACT
2021-2022

404,045 Instructional Hours
33,255 Students Served
1,004 Volunteers
566 Schools and After-School Sites
JA Inspire, JA of Kentuckiana’s mega career fair, was back in-person with 12,000 students at the Kentucky Expo Center in October of 2022. This locally developed program allows students to gain an idea of what they want to do after high school. Which in return, studies show that students are much more likely to take relevant courses, stay in school, and graduate. That is why we collaborate with our local schools and over 50 businesses with 200+ representatives to INSPIRE students in our community!

JA BizTown and JA Finance Park combine in-class learning with a day-long visit to the James W. Robinson Center for Freedom of Enterprise. While visiting JA BizTown and JA Finance Park, students can connect the dots between what they learn in school and the real world. At JA BizTown students visit a simulated town where they learn to operate businesses and municipalities, vote for a mayor, create the news, all while writing checks, and creating a personal budget. At JA Finance Park students participate in a budgeting simulation where they will be given a monthly income and job persona. They will then work to create a monthly budget by researching transportation, food options, insurance, entertainment, and those unexpected expenses.

3DE Powered by Junior Achievement is rooted in competency-based case methodology, re-engineering high school education to break through traditional barriers and redesign the framework of education from the inside out. This year students at Valley High School and the Academy at Shawnee experience case challenges led by some of Kentuckiana’s most prominent companies: Deloitte, Norton Healthcare, Trilogy, GE Appliances Delta Dental of Kentucky, AIA of Kentucky, and Amgen. Along with the Rotary Club of Louisville and the NAACP. We are excited to launch our newest program in Fall of 2023 at Jeffersontown High School.
BOARD OF DIRECTORS

as of February 1, 2023

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Doe-Anderson

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Taylor Scarlett
Harding, Shymanski & Company, P.S.C.

Dale Shinkle
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Ryan Sienkowski
Caesars Southern Indiana

Adam Simon
Right Path Financial, LLC

David S. Sinclair
LG&E and KU Energy LLC

Dale B. Skaggs
Blue & Co., LLC

J. Todd Spurgeon
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Crowe LLP

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AutoTruck Financial Credit Union

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PRG Commercial Property Advisors

Krista Ward
ScionHealth

Genny Wenta
Independence Bank

Landon White
Enterprise Holdings

John Wurtenberger
Dean Dorton
### Public Support and Revenues:

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<tr>
<th>Description</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
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<td>Contributions, sponsorships and grants</td>
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#### Expenses:

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<td>Fundraising and special events expense</td>
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### THREE PILLARS OF SUCCESS

#### Financial Literacy

It has never been more important to deliver financial literacy for students. Our proven approach helps students in Kentuckiana develop an understanding of earning, saving, and budgeting.

#### Entrepreneurship

JA Alumni are more likely to start businesses that create jobs. Our entrepreneurship programs help students learn how to operate a business and think critically, solve problems and overcome challenges.

#### Career Readiness

Real workforce preparation from working professionals is our model. Our career readiness standards help today’s students become tomorrow’s productive employees.