



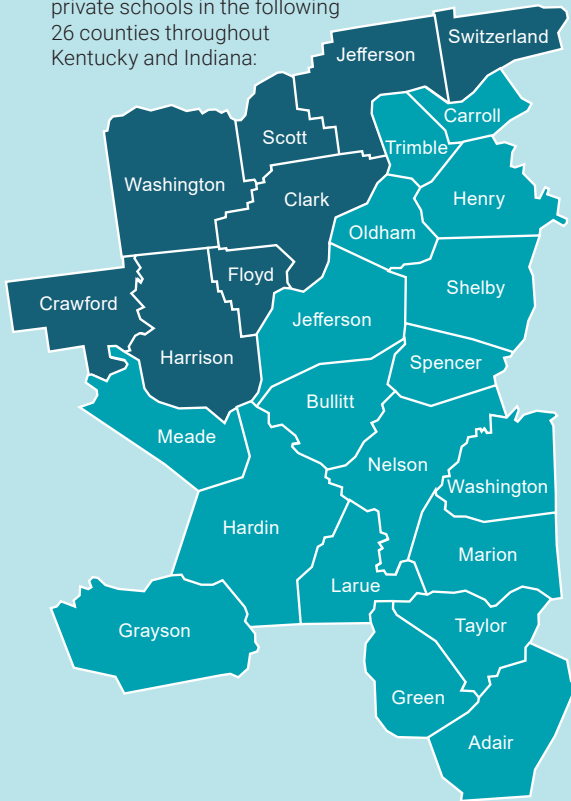
# 2025 IMPACT REPORT



**Junior  
Achievement™**  
of Kentuckiana

# Our Regional Impact

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



# Dear Friends,

As we reflect on an incredible year, we are reminded of the immense impact we've made together in empowering the next generation of leaders through the vital services provided by Junior Achievement (JA). This year, our financial literacy, work readiness, and entrepreneurship programs have reached over 54,000 students, equipping them with the skills and knowledge they need to navigate their futures with confidence.

Programs like JA BizTown and JA Finance Park continue to offer hands-on experiential learning, bridging the gap between classroom instruction and the real-world challenges students will encounter as young adults. JA has also significantly expanded our high school presence, tripling our footprint with critical programming focused on personal budgeting and work readiness skills. Additionally, our newest initiative, Financial Literacy for Independent Living, is empowering young adults, ages 16 to 25, with the essential financial tools they need to thrive in both their personal lives and careers.

As we conclude our 75th anniversary year, we take immense pride in the positive impact we've had on over 1.5 million students throughout our history. Your continued support has been invaluable to our success, and together, we look forward to advancing this important work in the years to come.

Thank you for your unwavering commitment to our mission. With your partnership, we are creating a brighter future for young people everywhere.

Warm regards,



**Stephanie Mooney**  
Board Chair



**Jennifer Helgeson**  
President



# PIPELINE

**JA VOLUNTEER®  
IN ELEMENTARY  
CLASSROOMS**  
Grades K-4



**JA BIZTOWN®**  
Grade 5



**JA FINANCE PARK®**  
Middle/High School



**JA INSPIRE TO HIRE®**  
Middle/High School



**HIGH SCHOOL  
PROGRAMS**  
JA Classroom Programs



**EMERGING LEADERS**  
Post High School Programs

# Financials

Fiscal Year I July 1, 2023 - June 30, 2024

**Revenue: \$1,849,867**

- Contributions  
\$ 1,398,884
- Special Events  
\$ 377,983
- Government  
\$ 73,000



**Expenses: \$2,355,460**

- Program  
\$ 1,674,825
- Fundraising  
\$ 446,831
- Administrative  
\$ 233,804



Total Net Assets, End of Year: \$5,980,848

# VOLUNTEER TODAY!

Inspire the next generation of leaders by sharing your time and experience. Help youth build financial literacy, career readiness, and entrepreneurial skills. Whether it's an hour or a full day, your involvement makes a lasting difference.

Scan the QR code to sign up and learn more!





# This Year's Program Highlights

**JA Inspire to Hire:** Junior Achievement's largest student event has been reimagined! JA Inspire to Hire is a high-impact career exploration experience designed to build a relationship-based talent pipeline between high school students and local employers. This dynamic event connects emerging leaders with real-world career opportunities, allowing companies to showcase their industries, engage students through hands-on activities, and conduct interviews for internships and job openings. By forming meaningful connections with future talent, businesses play a key role in preparing and inspiring the next generation of leaders.



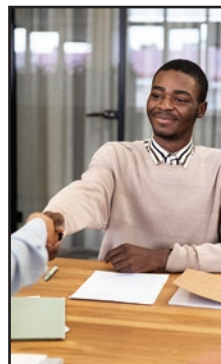
**JA BizTown and JA Finance Park:** For over twenty years, Junior Achievement's experiential learning programs—JA BizTown and JA Finance Park—have delivered powerful, hands-on experiences that prepare students across our region for future success. JA BizTown transforms elementary students into business leaders, employees, and citizens within a fully interactive, student-run city, offering a unique opportunity to learn how a community operates. JA Finance Park engages middle and high school students in career exploration and personal financial literacy, teaching essential life skills like budgeting, managing credit, understanding income and expenses, and making informed decisions. Both programs include a full-day visit to Junior Achievement's experiential learning center, with comprehensive curriculum provided in advance to educators, ensuring students arrive confident, informed, and ready to thrive.



**JA Stock Market Challenge:** One of our region's most exciting new events, the JA Stock Market Challenge® brings financial literacy to life for high school students! Using knowledge gained from the JA Take Stock in Your Future® curriculum, students compete in a fast-paced, live simulation of the stock market—making real-time decisions, analyzing trends, and experiencing the thrill of trading. This engaging event not only reinforces classroom learning but also helps students build critical thinking, teamwork, and decision-making skills. It's quickly become a favorite among students and educators alike!



**JA Emerging Leaders:** Launched in 2023, Junior Achievement of Kentuckiana's Emerging Leaders program is designed to equip young adults ages 16–25 with the essential skills needed for future success. Through hands-on workshops and JA programs tailored to the needs of our region's young adults, the program focuses on financial literacy, job readiness, and independent living. Participants gain practical experience in resume building, money management, and career exploration. By partnering with local community organizations throughout Jefferson County and Southern Indiana, Emerging Leaders works to bridge the economic opportunity gap. This program empowers young adults to pursue meaningful employment and make lasting contributions to the economic vitality of their communities.



## JAKY by the NUMBERS:

**54,335**  
Students



**3,132**  
Volunteers



**272**  
Schools/Sites



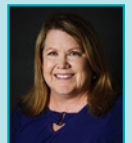
**487,527**  
Contact Hours



## Testimonials

"I volunteer with JA because I believe in empowering young people with the knowledge and confidence they need to shape their own futures. My experience has been rewarding as I've witness students discover practical ways to take control of their destiny through financial literacy."

**Jodi Renn**  
JA Volunteer



"Junior Achievement passed along to me and other students, the tools to be financially responsible but also give students the courage and confidence to feel capable and in control of their futures. That is worth everything. This knowledge allowed me to graduate debt free from college!"

**Jimi Porter**  
JA Alumni



## JAKY SPECIAL EVENTS HIGHLIGHTS:

### Kentuckiana Business Hall of Fame

On March 13, 2025, Junior Achievement of Kentuckiana hosted the annual Kentuckiana Business Hall of Fame, celebrating the induction of three distinguished leaders: Gill Holland, Community Builder, The Green Building; Dr. Dawn and Stacy Wade, Managing Partner & Chief Strategy Officer / CEO & ECD, NIMBUS; and Ann Wells, Former Chair & CEO, Commonwealth Bank & Trust. With over 500 attendees, the event honored these 2025 Laureates for their exceptional leadership, innovation, and lasting contributions to the Kentuckiana region.

Since 1982, Junior Achievement has inducted 141 Laureates, whose stories continue to inspire the next generation. Proceeds from the event directly support JA programs that equip students with the skills they need to thrive in work and life—preparing them for career success, financial literacy, and entrepreneurial thinking.



### Play4JA

Play4JA is a fun, team-based fundraising initiative supporting Junior Achievement of Kentuckiana. This year, over 500 participants from 10+ companies raised over \$100,000 through events like Pop-A-Shot and bowl-a-thons. These funds help empower local students with essential skills in financial literacy, career readiness, and entrepreneurship. Thank you for your support!



### Golf

The JA Free Enterprise Open is held each spring in Southern Indiana, and we are happy to host this year's event at Covered Bridge Golf Course. Each year, nearly 100 participants come together for a day of golf, networking, and purpose. Thanks to their support, the event raises \$40,000 a year to benefit Junior Achievement programs.



### TopGolf (PlayForeJA)

PlayForeJA is Junior Achievement's newest fall event held at TopGolf Louisville. Designed for all skill levels, it combines fun, food, and friendly competition with purpose. With covered, all-weather bays and a lively atmosphere, the event raised over \$20,000 to support JA programs that empower students across Kentuckiana.



Interested in learning more about special events? Contact us at [info@jaky.org](mailto:info@jaky.org)

## BOUNDLESS POSSIBILITIES

**JA Mission:** To inspire and prepare young people to succeed in a global economy.



ACCREDITED  
CHARITY



**Junior  
Achievement™**  
of Kentuckiana

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