



Junior
Achievement™
of Kentuckiana

2026 IMPACT REPORT



CONFIDENT | CAPABLE | CONNECTED

Our Regional Impact

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



Dear Friends,

Every day at Junior Achievement of Kentuckiana, our dedicated team and Board of Directors work to empower young people to reach their fullest potential. **Through hands-on programs in financial literacy, work readiness, and entrepreneurship, we connect classroom learning with real-world experience.** Students discover they have the power to shape their futures, navigate an increasingly complex world, and pursue their dreams with confidence.

Since 1949, Junior Achievement of Kentuckiana has served more than 1.8 million students across our region. Since that time, we have seen a shift in how students learn and how rapidly the world is changing today, and with each day it moves faster through advancements in technology. Young people are navigating challenges that didn't exist just a few years ago, making our mission more important than ever.

At JA, we do more than teach practical skills—we cultivate hope. As we look ahead, we are proud of all we have accomplished, yet we know our work is far from finished. Our vision is to ensure that economic mobility and opportunity are truly within reach for every young person we serve. We envision expanding and modernizing our high school suite of programs while also building out and offering industry recognized work readiness credentials. Giving students concrete qualifications that open doors and make them competitive in our workforce.

Our vision is to grow, innovate, and reach more students by expanding experiential learning, investing in modernized facilities and technology, strengthening school partnerships, and enhancing in-school programming. We remain committed to ensuring every student has both the tools to dream big and a clear plan to achieve those dreams.

As you review this update, we invite you to invest in tomorrow's consumers, employers, and community leaders. Whether through volunteering or charitable support, your partnership helps shape what's next and builds a brighter future for generations to come.

Warm regards,



Stephanie Mooney
Board Chair



Jennifer Helgeson
President



PIPELINE

JA BIZTOWN®
Grade 5



JA FINANCE PARK®
Middle/High School



JA INSPIRE TO HIRE®
High School



HIGH SCHOOL PROGRAMS
Financial Literacy
Credentialing and Badging
Career and Technical
Education Courses
Future Bound Events



EMERGING LEADERS
Post High School Programs

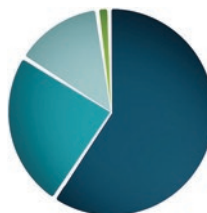


Financials

Fiscal Year July 1, 2024- June30, 2025

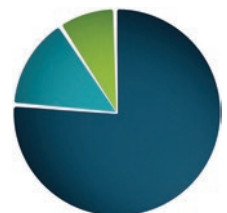
Revenue: \$2,645,011

- Contributions: \$1,577,654
- Special Events: \$ 369,366
- Government: \$ 50,000
- Investments & Gift-in-Kind: \$ 647,991



Expenses: \$2,359,437

- Program: \$1,889,584
- Fundraising: \$ 248,341
- Administrative: \$ 221,512



Total Net Assets, End of Year: \$6,155,887

JAKY Program Highlights

JA BizTown® and JA Finance Park® : Each year, over 20,000 students participate in Junior Achievement's experiential learning programs, JA BizTown® and JA Finance Park®. These programs 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 Inspire to Hire: Junior Achievement's largest student event, JA Inspire to Hire, is a high-impact career exploration experience designed to build a relationship-based talent pipeline between high school students, young adults, 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 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. There they are 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!



What's New at JAKY

Junior Achievement of Kentuckiana is expanding its high school initiatives and Emerging Leaders program to reach even more young people across our region. Emerging Leaders, launched in 2023, equips young adults from 16-25 with real world skills in financial literacy, job readiness, and independent living. Participants gain hands-on experience in resume building, money management, and career exploration.

We are excited to strengthen partnerships across Kentucky and Southern Indiana in providing curriculum that meets educational state standards, expands access, and helps close the economic opportunity gap. This progress supports our vision to modernize high school programming, so every student has the tools needed for longterm independence and success—while also giving educators the resources they need to meet state mandates and curriculum standards that prepare our young people for the workforce.

JAKY by the NUMBERS:

58,364
Students



3,187
Volunteers



316
Schools/Sites



577,671
Contact Hours



Testimonials

"Junior Achievement played a meaningful role in my own leadership journey. As a student, I had the chance to participate in JA High School Heroes and teach a class of fifth graders about economics. In that moment, I saw firsthand how powerful it is when young people are given the opportunity to lead and connect what they are learning to the real world. Junior Achievement continues to create those moments every day, helping our local students build confidence, curiosity, and the belief that their future is full of possibility."



Kate S. Latts
Co-President, Heaven Hill Brands,
2026 Hall of Fame Laureate

"Confidence isn't something you're just born with — it's something you build through experience, and JA gave me those experiences."



Peyton
New Washington Middle/High

JAKY SPECIAL EVENTS HIGHLIGHTS:

Kentuckiana Business Hall of Fame

On February 26, 2026, Junior Achievement of Kentuckiana hosted the annual Kentuckiana Business Hall of Fame, celebrating the induction of four distinguished leaders: Chris Dischinger, Co-Principal and Co-Founder LDG Development; Allan Latts and Kate Latts, Co-President Heaven Hill Brands; Allan Parnell, Founder, Chairman of the Board Mister "P" Express Inc. With over 600 attendees, the event honored these 2026 Laureates for their exceptional leadership, innovation, and lasting contributions to the Kentuckiana region. Since 1982, Junior Achievement has inducted 145 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.



Interested in learning more about special events? Contact us at info@jaky.org

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!



Junior Achievement™
of Kentuckiana

1401 W. Muhammad Ali Blvd.
Louisville, KY 40203

www.JAKY.org | 502-561-5437