



Junior  
Achievement™  
of Kentuckiana



# 2024 Impact Report

# JAKY's Reach

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 esteemed Board of Directors are committed to empowering young people to realize their full potential through programming focused on financial literacy, work readiness, and entrepreneurship. We bridge the gap between classroom learning and real-world application, showing students that they have the power to invest in their futures, understand the complexities of the world, and pursue their dreams. We instill in them the belief that tomorrow holds the promise of a brighter day.

Junior Achievement of Kentuckiana is proudly celebrating 75 years of service to our community in 2024 and thrilled to share that we have served over 1.5 million students since our inception.

In today's rapidly evolving world, young people encounter challenges that were unheard of just a few years ago. That's why our approach is more crucial than ever. At JA, we don't simply impart financial literacy, work and career readiness, and entrepreneurship skills; we cultivate hope. Our programs are designed to engage students on a social and emotional level, equipping them with essential life skills that lay the groundwork for their success as adults. We are proud to announce that this year alone, JA will impact the lives of over 50,000 students. However, we cannot accomplish this mission alone.

As you review this update, we urge you to consider investing in our future consumers, employers, and leaders. The sustainability of our economy and community hinges on nurturing the skillset and mindset of our young people. Whether through volunteering your time or making a charitable contribution, your support can make a tangible difference in the lives of young individuals. Join us today in shaping a brighter tomorrow for the next 75 years of commitment to our youth!

With gratitude,



**Todd Spencer**  
Board Chair



**Jennifer Helgeson**  
President



# PIPELINE

Five Programs for a Better Future

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



**JA BIZTOWN®**  
Grade 5



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



**JA INSPIRE®**  
Middle/High School



**HIGH SCHOOL  
PROGRAMS**  
JA Classroom Programs



**EMERGING LEADERS**  
Post High School Programs

# Financials

Fiscal Year I July 1, 2022 - June 30, 2023

**Revenue: \$2,664,218**

- Contributions \$ 2,176,152
- Special Events \$ 344,266
- Government \$ 143,800



**Expenses: \$2,183,112**

- Program \$ 1,538,459
- Fundraising \$ 416,650
- Administrative \$ 228,003



# Join Our Alumni Network Today!

**#SHAREYOURJASTORY**

Celebrate 75 Years with Junior Achievement Students, Alumni, Volunteers, and Beyond. Official Celebration Event Details to Come.



# JAKY by the NUMBERS



**50,357**  
Students



**2,130**  
Volunteers



**275**  
Schools



**757,298**  
Contact Hours

## JA of Kentuckiana Program Highlights

**JA Inspire to Hire:** A career exploration experience for 10,000 middle school, high school students, and young adults held at the KY Exposition Center. Students explore careers by engaging in hands-on activities and interacting with over 200 career mentors and 70 business exhibits.

Employers can introduce their career opportunities to students and emerging leaders with the opportunity to interview for positions and internships.

JA Inspire to Hire serves as a comprehensive platform for career exploration, networking, and talent acquisition, benefiting both students and companies while contributing to the growth and development of the community.



**JA Emerging Leaders:** In 2023, JA expanded services to reach 16–25-year-olds helping to equip our emerging leaders with the skillset and mindset to build thriving communities. This program prepares and equips our young adults to financially prepare for independent living and show up ready and prepared for their interview with realistic expectations in mind for the employment arena.

By addressing financial preparedness, employment readiness, realistic expectations, and mindset development, JA empowers emerging leaders to achieve their full potential and make positive contributions to society.

**JA BizTown:** A city made for students and ran by students. This program combines in-class learning with a day-long visit to a simulated town, which allows school students to operate banks, manage restaurants, write checks, and vote for mayor. Students can connect the dots between what they learn in school and the real world.



**JA Finance Park** is Junior Achievement's capstone program for personal financial planning and career exploration. This program, comprising a curriculum and a simulation, helps students build a foundation on which they can make informed financial decisions that last a lifetime, including decisions related to income, expenses, savings, and credit.



**JA Company:** This entrepreneurship program empowers high school students to fill a need or solve a problem in their community and teaches them practical skills required to conceptualize, capitalize, and manage their own business venture. Throughout the process of building their own company, participants collaborate, make crucial business decisions, communicate with multiple stakeholders, and develop entrepreneurial knowledge and skills. By empowering young entrepreneurs to make a positive impact in their communities, the program contributes to the development of future leaders and the growth of local economies.

## Testimonials

"Biztown! This was the answer I heard over and over when I attended a recent elementary school graduation and students were asked about their favorite part of 5th grade. The kids learned vital skills to make them better citizens, and they enjoyed learning about their jobs. I'm grateful BizTown and Junior Achievement are in our community!"

**William Myers,**  
JA Student Parent



"JA instills vital financial literacy and economic concepts in students through hands-on, practical experiences. Every child deserves this kind of learning. Programs like JA have shaped who I am today, and for that, I am deeply grateful."

**Dr. Breayna Hogue,**  
JA Alumni and  
JA Teacher



"JA has made a difference in my academic career and has empowered me as a young adult. JA Personal Success has taught me the skills needed to knock it out of the park in an interview, create a personal brand, and how to make a professional resume that will draw the attention of employers."

**Casey,**  
New Wahington  
Middle/High  
School Student



# JAKY SPECIAL EVENTS HIGHLIGHTS:

## Kentuckiana Business Hall of Fame

On Thursday, March 7, 2023, Junior Achievement of Kentuckiana held the Kentuckiana Business Hall of Fame with over 640 in attendance to celebrate the induction of Maggie Payette Harlow, Signarama Downtown Louisville, Tawana Bain, ACRG and TBAIN & Co., and Jimmy Kirchdorfer, ISCO Industries, Inc.



Junior Achievement of Kentuckiana has proudly inducted 132 Laureates into the Kentuckiana Business Hall of Fame, since 1982. The Laureates we honor each year have put substance into the American dream. Through their leadership, vision and innovation, they have accomplished much for Kentuckiana's economic development and social welfare. Their passion for excellence and steadfast commitment to this community is an inspiration to all.



## Golf



The JA Free Enterprise Open takes place in May, at the equestrian-themed Chariot Run Golf Course with 18 holes and over 7,000 yards of exciting golf in Southern Indiana. The course featured bent grass greens, fairways and tees, and sparkling lakes. With an impressive turnout of nearly 90 participants, our efforts results in the remarkable achievement of raising over \$35,000 each year to support JA!

## TopGolf

JA newest event, is PlayForeJA, a TopGolf event that is held every fall for the novice golfer and individual looking to play for a purpose. The venue, TopGolf, is an all-season venue featuring fully covered bays with heaters and misters. JA provides the food, prizes, silent auction, and fun while our participants raise over \$20,000 for JA kids.



## Play4JA

Play4JA is a fun and easy peer-to-peer fundraising initiative that allows Junior Achievement partners and friends to raise funds to support Junior Achievement of Kentuckiana through team-building activities.



Raytheon and Yum! Brands participated in Play4JA Pop-A-Shot events to celebrate the kickoff of March Madness. DML0 CPAs, EY, Baird, PwC LPP, Stock Yards Bank, Morgan Pottinger McGarvey, and LG&E and KU hosted a bowl-a-thon for their employees to participate in and fundraise for Junior Achievement of Kentuckiana.

Nearly 500 individuals and over 10 local businesses engaged in fundraising on behalf of Play4JA, demonstrating an inspiring commitment to our mission. We extend our deepest appreciation to all who participated in helping us raise over \$147,000.



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



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of Kentuckiana

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75 years of  
**BOUNDLESS  
POSSIBILITIES**

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



ACCREDITED  
CHARITY