



Junior
Achievement®

Inspiring Tomorrows™

ANNUAL REPORT

2019 - 2020



WWW.WESTMICHIGAN.JA.ORG

LETTER FROM LEADERSHIP



Dear Friends of Junior Achievement,

The 2019-2020 year began with great promise for JA of the Michigan Great Lakes with our highest-ever fall student count in our region. However because of Covid-19, we had to quickly and dramatically abandon what was familiar to us, including our JA norms and procedures, and adapt so that our area students could continue to thrive. While this has been a challenging year for all, we chose to focus on the opportunities. This document serves as a celebration of the highlights from this past year! It is a celebration of our JA staff, our volunteers, our schools, our teachers and most importantly our students.



In the first weeks of the pandemic and school buildings being physically closed, we immediately pivoted with the sole goal of continuing to impact our students. We were nimble, flexible and helpful to teachers providing JA content in any way that they were able to implement. We reached students at home through JA program videos, and through teachers who were willing to deliver these programs via remote portals. In areas that struggled with connectivity as part of the digital divide, we created and distributed physical packets of JA materials that students could do from home.

Our volunteers also stepped up to continue to make a difference in our students' lives. And from their concern came the JA Career Speaker Series, an online tool for middle and high school students on which they can learn about Michigan careers and Career Pathways. Bringing these types of tools and resources to students allows them to shift their focus from today's worries and continue to dream about a bright future.

Finally, the biggest transformation for our organization, is the continued pursuit of our new JA Free Enterprise Center. On April 1st, we purchased the former Integrated Architecture facility on 4090 Lake Drive (off of East Paris Avenue.) Thereafter we began formalizing the design of this experiential learning center with the groundbreaking occurring on September 30, 2020. The "Building Futures Inspiring Dreams Campaign" continued to progress through Covid and we are currently over 79% of our fundraising goal of \$12.95 million. Construction progress is visible to the community and is continuing despite the year's challenges. It is exciting to see it take shape with each passing month and we can't wait to share these new and impactful experiences with our area students.

Thank you for your interest in Junior Achievement and all that we do for area students. We hope that you will join us in celebration of our many accomplishments this year!

Respectfully,

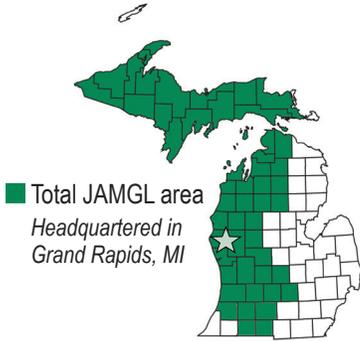
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William C. Coderre, III, CRFE
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Junior Achievement of the Michigan Great Lakes

William B. Kessel

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53,000
participating
students

7,878
students
using new online
programming

450
rural students
impacted with
printed JA
materials

50
counties
served



Junior Achievement®
of the Michigan Great Lakes
**K-12 STUDENT PROGRAMS IN
FINANCIAL LITERACY,
ENTREPRENEURSHIP, AND
WORK READINESS**

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4-in-5 of JA Alumni report Junior Achievement played an important role in their belief they could achieve their goals.

53% of JA Alumni report having started or owned a business.

26% of JA Alumni businesses employ more than 100 people (compared to 1.7% of U.S. small businesses).



Percentages of JA alumni more likely to say they have started one or more businesses during their careers.

60% HISPANIC **52%** BLACK **51%** WHITE



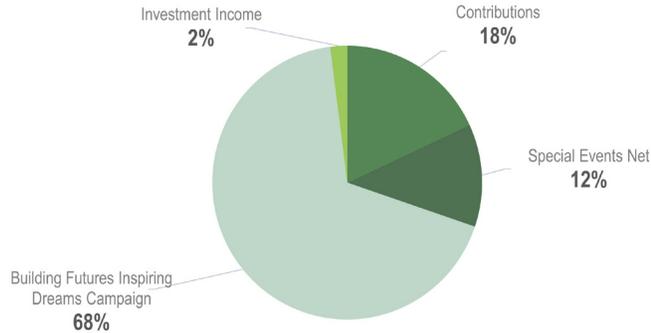
Black (96%), Hispanic (95%), and White (93%) JA Alumni are equally likely to say that JA positively impacted their future choices and perceptions.



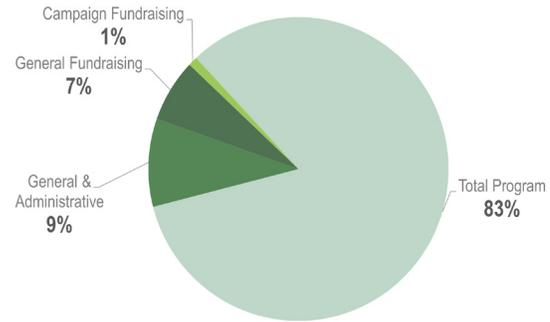
Black (60%), Hispanic (45%) and White (49%) JA Alumni say the JA program gave them confidence in new situations.



2019 - 2020 REVENUE



2019 - 2020 EXPENSES



PUBLIC SUPPORT AND REVENUE

CONTRIBUTIONS	\$847,664
SPECIAL EVENTS NET	\$570,631
IN-KIND	\$86,884
MISC	\$75,945
SUBTOTAL REVENUE	\$1,581,124
BUILDING FUTURES INSPIRING DREAMS CAMPAIGN - RESTRICTED	\$3,180,571
LOSS ON SALE OF ASSETS	--
INVESTMENT INCOME	\$94,959
UNREALIZED GAIN (LOSS)	\$110,893
TOTAL PUBLIC SUPPORT AND REVENUE	\$4,745,761

EXPENSES

PROGRAM SERVICES	\$1,719,993
PROGRAM LICENSES	--
TOTAL PROGRAM	\$1,719,993
GENERAL AND ADMINISTRATIVE	\$194,488
GENERAL FUNDRAISING	\$138,570
BUILDING FUTURES INSPIRING DREAMS CAMPAIGN FUNDRAISING	\$20,791
TOTAL EXPENSES	\$2,073,842

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BUILDING FUTURES...INSPIRING DREAMS UPDATE



*The Building Futures...Inspiring Dreams Campaign donors can be seen using the QR code.

The **35,000-square-foot** Junior Achievement Free Enterprise Center at 4090 Lake Drive SE, Grand Rapids, will serve both as the regional staff headquarters and will house three experiential labs for students across West Michigan: *Fox Family JA BizTown*, *Karl & Susan Hascall JA Finance Park*, and the *Haworth JA Entrepreneurship Incubator*.

The *Fox Family JA BizTown* experience starts with 12 classroom learning sessions for fifth and sixth graders. Students learn how the economy operates and how to interview for jobs. They then step into their roles as employees, citizens and consumers during a full-day simulation at the JA Free Enterprise Center.

Karl & Susan Hascall JA Finance Park teaches financial independence skills to 8th through 12th

grade students. Students spend 12 classroom sessions preparing for the experience. Their day at JA Finance Park involves an assigned career and family scenario, providing students the opportunity to create and follow a personal family budget.

The JA Free Enterprise Center also will be the home of the new *Haworth JA Entrepreneurship Incubator* afterschool program, where business leaders will mentor high school students. Students will develop a business plan and execute it. They will learn the critical components of running a successful business, including financing, sales, business operations, marketing, customer service and more.

Erhardt Construction is the general contractor for this project, Integrated Architecture is providing architectural services, and Kennari Consulting is advising the fundraising component. ▲

QUICK FACTS

- Over 20,000 students and adults expected to visit annually.
- Broke ground on September 30, 2020.
- \$10.27 M of \$12.95 M raised of blended campaign 02/2021.

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*Contributions reported include operating cash and in-kind gifts.
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