



Junior Achievement™
of the Michigan Great Lakes

Equipping young people with the skillset & mindset to build thriving communities.

michigangreatlakes.ja.org



2023-2024 IMPACT AT A GLANCE

KARL & SUSAN HASCALL



JA Finance Park®



Junior Achievement of the Michigan Great Lakes celebrated the Ribbon Cutting for Karl & Susan Hascall JA Finance Park on December 4, 2023!

JA Finance Park is a Junior Achievement capstone program for personal financial planning and career exploration for 8th – 12th grade students. This program helps build a foundation on which they can make intelligent financial decisions that last a lifetime, including decisions related to income, expenses, savings, and credit. JA Finance Park is a realistic on-site facility where students put into practice what they've learned by developing a personal budget.



JA PROGRAMS MEET MICHIGAN'S NEW PERSONAL FINANCE GRADUATION REQUIREMENT

In response to the new requirement that high school students in Michigan must take a half-credit personal finance course before graduation, Junior Achievement of Michigan is stepping up to help schools and students meet this mandate by utilizing the resources, experience and curriculum of our regional and national offices.

Three JA programs meet the requirements outlined by the Michigan Department of Education and are available to schools statewide:

- JA Finance Park Advanced
- JA Personal Finance and
- JA Financial Literacy

270,356

CONTACT HOURS

A 46% increase in contact hours from last year, each day, we work to help young people discover what's possible in their lives. 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.



47,165

STUDENTS WHO RECEIVED JA PROGRAMMING

JA's proven lessons in financial literacy, work and career readiness, and entrepreneurship have allowed us to serve over 47,000 students across 50 counties. This is a 9% increase in students served from 2022-2023.

1,478

VOLUNTEERS DELIVERED JA PROGRAMMING

Our mission would not be possible without the support of our local community. We are thankful for every single volunteer who served in the classroom and at the facility to ensure kids get equitable access to JA programs.

AWARDS & ENDORSEMENTS



JA Worldwide nominated for the 2024 Nobel Peace Prize.



KARL & SUSAN HASCALL



JA Finance Park®

SUCCESSFUL PILOT LAUNCH

In the spring of 2024, we launched our pilot of JA Finance Park®, serving over 1,000 students from 19 schools across West, Mid, and South Michigan.

We are proud to welcome Aquinas College, BIGGBY Coffee, the BIGGBY Coffee café, Bradford White Water Heaters, Fox Motors, Gentex, Mercantile Bank, Northpointe Bank, and SpartanNash to JA Finance Park®!

In JA Finance Park®, students are able to experience an immersive simulation that enables them to develop skills to successfully navigate today's complex economic environment and discover how decisions today can impact tomorrow.

We are excited for another successful year ahead as schools are already scheduled throughout the year!

BOUNDLESS POSSIBILITY®

EXPANSION TO THE UPPER PENINSULA

Junior Achievement of the Michigan Great Lakes expanded its reach to the Upper Peninsula to help meet the need for students and schools to fulfill the new state-wide personal finance graduation requirement.

53%

of JA alumni have started or owned their own business!

51%

of JA alumni have worked in the same job or career as their JA volunteer!

92%

said JA influenced their belief that they could achieve their goals!



SUPPORT FROM THE BUSINESS COMMUNITY

Thank You



The SpartanNash Foundation launched an in-store 'Back to School' campaign for Junior Achievement, resulting in over \$150,000 donated to JA districts across the Midwest region. This supports the expansion of educational curriculums, fostering in-school programming, and providing valuable volunteer resources.

The UPS Store supported JA through their in-store campaign, Start Small Group Big initiative, for their goal to support the next generation of small business owners and entrepreneurs.



Taco Bell Foundation will be contributing \$120,000 as part of their Community Grant to JA of the Michigan Great Lakes.