



**Junior
Achievement™**
of Washington



**2023-2024
IMPACT
REPORT**



LETTER FROM THE LEADERSHIP

Dear Friends and Supporters of Junior Achievement of Washington,

With deep gratitude, we are excited to share the 2023-2024 Impact Report with our community. Last fiscal year has been a journey of innovation and growth that allowed us to expand our reach, bring our transformative programs to more students, and ignite the joy of learning. We are proud to report that JAWA delivered over 398,000 hours of engaging instruction to over 47,000 students - exceeding our reach goal by over 17%. This achievement would not have been possible without the dedication of over 2,600 volunteers who brought our programs to life in classrooms, virtual spaces, and experiential learning environments.

One of the innovations that contributed to this successful reach was the launch of JA Mobile Finance Park, a mobile learning experience designed to bring immersive education to students anywhere in Washington State. Our newly designed, portable version of JA Finance Park was loaded onto a truck that traveled far and wide across the state, reaching students in Davenport, Kennewick, Spokane, Wenatchee, and Yakima. Over the last school year, more than 1,000 students experienced hands-on learning right in their own neighborhoods.

By breaking down geographical barriers, JA Mobile Finance Park reflects our commitment to culturally responsive and inclusive education. Its adaptable curriculum meets the needs of students with developmental differences, recent arrivals to the U.S., and monolingual Spanish speakers, ensuring that every student receives a valuable and relevant learning experience.

We also introduced new programs that open up endless possibilities for students beyond high school, offering guidance on credential pathways, college preparation, and career readiness. Partnerships with the Washington State Department of Children, Youth, and Families, as well as YouthCare, are extending our reach to support young people in the juvenile justice system and those experiencing homelessness, providing them with critical skills for brighter futures.

These accomplishments are possible only through the dedication of our volunteers, board members, educators, staff, and, of course, supporters like you. Thank you for investing in the boundless potential of young people and for joining us in igniting a passion for learning that lasts a lifetime.

With gratitude,



Natalie Vega O'Neil
President & CEO
Junior Achievement of Washington



Tim Tasker
Statewide Board Chair
Partner | EY

JAWA STRATEGIC DIRECTIONS

Five-Year Plan | 2022 – 2027

Reflecting JA's values, this five-year strategic plan furthers JAWA's passion to create equitable and accessible learning opportunities for all students in Washington State, aligned with our pathways of financial education, work and career readiness, and entrepreneurship. Recognizing a need for JAWA to rebuild after the challenges brought by the pandemic, the strategic plan focuses on strengthening and steadily growing the organization.

FIVE STRATEGIC GOALS



WORLD-CLASS PROGRAMMING

Provide high-quality learning experiences for all students



MARKET EXPANSION

Resume student reach to pre-pandemic levels and grow



DIVERSIFIED FUNDING

Stabilize and develop a sustainable and diverse funding model



DATA-DRIVEN CULTURE

Collect and use accurate and timely data to determine impact



DIVERSITY, EQUITY & INCLUSION AT JAWA

Increase diversity in staff, volunteers, and board members

DEI VISION STATEMENT

At Junior Achievement of Washington, we believe that education is foundational to building a more equitable and just world. We strive to cultivate an inclusive environment where diversity is celebrated, and each individual can share their unique abilities and perspectives to achieve our mission and provide world-class programming. We are committed to addressing inequities and finding innovative ways to serve diverse learners, especially those experiencing systemic racism and barriers to economic prosperity.

OUR IMPACT



398,055

CONTACT HOURS



47,132

STUDENTS SERVED



1,137

LEARNING
EXPERIENCES



2,695

VOLUNTEERS



341

SCHOOLS



JA EXPERIENTIAL LEARNING PROGRAMS | JA BIZTOWN

JA BizTown is an exciting adventure for students in grades 4-6, blending in-class learning with a fun-filled day at a simulated town! Students get to take charge as they operate banks, manage bustling restaurants, write checks, and even vote for their very own mayor. This hands-on experience helps them connect the dots between the skills they learn in school and the real world, making learning come alive.



“

This was the funnest field trip I have ever had. I would pay money to go to JA BizTown. I loved when I could buy stuff.”

– Student, Woodridge Elementary School, Bellevue



JA EXPERIENTIAL LEARNING PROGRAMS | JA FINANCE PARK

JA Finance Park is the ultimate adventure for students in grades 7-12, serving as the exciting culminating experience of their personal financial planning and career exploration. Students start their journey with a dynamic, educator-led classroom curriculum that builds their foundational knowledge. Then, the real fun begins during their visit to the JA Education Center, where they can put their skills to the test in a hands-on experience that makes financial literacy come to life.

“

I connected with some people around me and was able to show my interests and learn how to save for the upcoming future.

*– Student,
Evergreen High School*

”



MORE THAN JUST MONEY.

BECU draws inspiration from our members every day, supporting them and their communities through shared values, hopes and dreams. The true reward is seeing the joy and satisfaction in our members' faces. Join us — and become part of something more.



JA EXPERIENTIAL LEARNING PROGRAMS | JA MOBILE FINANCE PARK

Last fall, JAWA launched the **JA Mobile Finance Park** experience, bringing the immersive learning program to more than 1,100 students in rural and urban communities in Central and Eastern Washington. Over 20,000 hours of education were delivered to middle and high school students in Cowiche, Davenport, Kennewick, Spokane, Yakima, Wenatchee, and Zillah.

JA Mobile Finance Park is a game-changing and culturally responsive solution to removing barriers and delivering equitable access to students in the most vulnerable and underserved communities. This inclusive and dynamic learning experience adapts to meet the unique and diverse needs of students, including those with developmental differences, new arrivals to the U.S., and monolingual Spanish speakers.

95%

of students

reported that JA Finance Park taught them how to manage their money.

94%

of students

said that what they learned from the program will benefit them in real life after school.



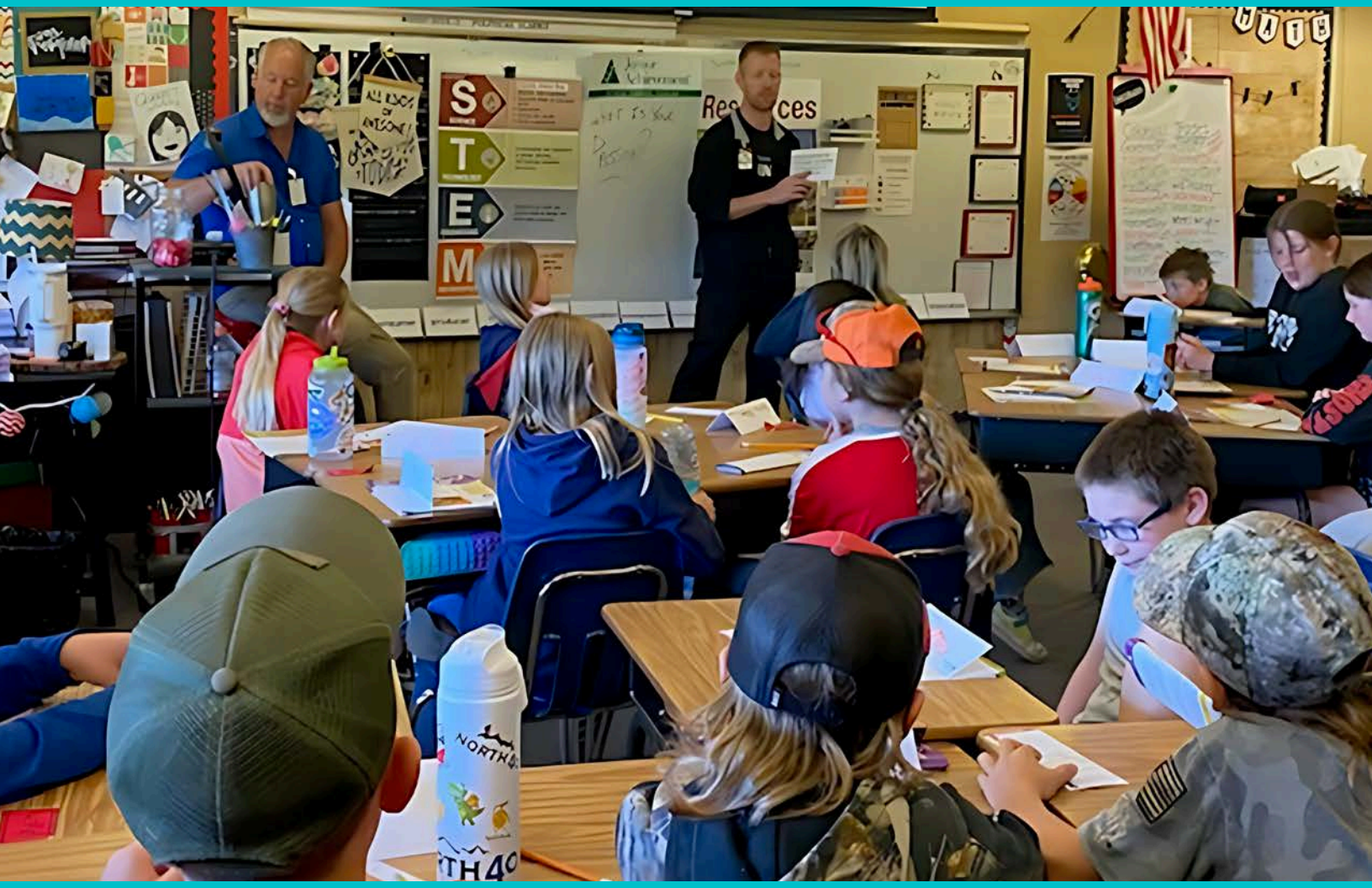
JA PROGRAMS | IN-CLASSROOM EXPERIENCE

During the 2023-2024 school year, JAWA energized over 340 classrooms across Washington State and Northern Idaho with hands-on learning. Partnering with classroom teachers, JA volunteer facilitators brought financial literacy to life, sparking curiosity and engaging students with fun, interactive activities.

JA programs offer K-12 students engaging, age-appropriate lessons with real-life scenarios. From solving the challenge of filling pizza orders to reimagining products with an engineering mindset, and even hearing firsthand career stories from inspiring volunteers, students explore skills that set them up for success.



As a school community, we are so appreciative of the extensive content and interactive sessions that your teams have developed.”
– Elementary School Teacher



JA PROGRAMS | REAL-WORLD EXPERIENCE

JA Job Shadow

JA Job Shadow opens up a world of possibilities for students, giving them a chance to dive into their talents, interests, and values while getting a first-hand look at exciting careers. Through real workplace visits, students experience what it's like to work alongside professionals and learn directly from them. For example, students from Raisbeck Aviation High School took part in an inspiring JA Job Shadow day with Delta Air Lines. They got an insider's view of what it takes to run an airline, exploring a variety of careers across the aviation industry—from engineering to customer service to flight operations.



JA Stock Market Challenge

Last year, JAWA launched an exciting Stock Market Challenge competition event, where high school teams faced off during a 60-day stock market challenge. Students started in their classrooms with JA Take Stock in Your Future, a classroom program that equips them with a solid understanding of the highs, lows, and long-term investment strategies.

After classroom competitions, top teams come together at the JA Stock Market Challenge, where students feel the fast-paced excitement of a real trading floor. With plans to expand this into a statewide event, more students will soon experience the thrill of investing and the competition challenge.



JA PROGRAMS | BEYOND HIGH SCHOOL

Serving Young Adults through Innovative Partnerships

JAWA is on a mission to create innovative partnerships that reach students in every corner of the community and beyond the classroom. We are excited to announce a new collaboration with the WA State Department of Children, Youth, and Families, designed to support students who have been involved in the juvenile justice system. Through this partnership, students are gaining essential budgeting and work readiness skills as they prepare to transition back to their home communities. JAWA is eager to learn from this project's pilot phase and expand the programming to more DCYF community facilities across the state.

In previous years, our team developed a dynamic workshop series in partnership with YouthCare to meet the needs of teens and young adults experiencing homelessness. This year, we have adapted those workshops to reach even more young people by partnering with organizations like Futures Northwest, opening doors to new opportunities and empowering young people to build brighter futures.



JA PROGRAMS | PARTNER SPOTLIGHT

Summit Schools

JAWA teamed up with four local Summit Schools to bring hands-on JA learning to life during their exciting two-week expeditions. Over 215 students chose JAWA as their adventure, immersing themselves in real-world experiences in JA BizTown and JA Finance Park.

From launching their own business ideas to tackling the stock market and mastering personal finance, students explored life skills through fun programs like JA Be Entrepreneurial, JA Stock Market Challenge, JA Career Success, and even gained leadership development in JA High School Heroes.



The classes helped me learn important life skills - how to better manage and be more responsible with my money and how to conduct myself when I have a job.

- Student, Summit Atlas Middle School



JA PROGRAMS | PARTNER SPOTLIGHT

Promise Scholars

JAWA partners with Promise Scholars, an inspiring community of educators and learners dedicated to uplifting first-year Black and brown male and non-binary students from King County high schools. Together, we are creating a vibrant environment where students can thrive, celebrating their unique talents and paving the way for their future success.

“

Thank you so much for everything today - I'm so glad we were able to bring 84 students! So many of them expressed that they had fun and learned a ton. I've worked on many trips and events with our Promise Scholars, and I rarely hear them say - "Wow, this was actually really helpful!" or "How can I go on a field trip like this again?"

We serve primarily self-identifying males of color, which is huge, especially when thinking about wealth and income gaps in the U.S. across racial lines. Some transformative work!"

- Promise Scholars Program Coordinator

”



STATEWIDE EVENTS

2023 Dare to Dream Dinner & Auction

September 9, 2023 | T-Mobile Park

Number of attendees: 519

JAWA's biggest fundraiser of the year supported by Presenting Sponsor Alaska Airlines and other generous sponsors, Dare to Dream was an unforgettable evening of philanthropy and fun on the home field of the Seattle Mariners. This spectacular event featured inspiring stories from students, volunteers, and educators, an exquisite dinner, a raffle, and live and silent auctions.



2024 JA Business Hall of Fame

April 24, 2024 | The Museum of Flight

Number of attendees: 230



In collaboration with Delta Air Lines and our event sponsors, JAWA inducted our 2024 Laureates, Doug Baldwin Jr., Trish Millines Dziko, and Bob Giles, at a dinner ceremony at The Museum of Flight, honoring the achievements of these outstanding leaders and inspiring role models for our youth.

REGIONAL IMPACT | CENTRAL WASHINGTON

1,633
STUDENTS
SERVED

“

I wish that when I was a student, I would've had access to essential knowledge about finances and entrepreneurship! I am excited to join the JA board because it's an amazing opportunity to give back to my community through education and mentorship."

*- Corey Mann, District Sales Coordinator,
AFLAC*



2024 JA Ignite the Spark Wine & Beer Reception

April 12, 2024 | Bearded Monkey Music

Number of attendees: 34

A fun night of mixing and mingling at a wine and beer reception at Bearded Monkey Music in Yakima introduced guests to JA's mission and reengaged regional support for the programs.



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Joel Yeager
Yeager Family Farms

REGIONAL IMPACT | EASTERN WASHINGTON & NORTHERN IDAHO

6,233

STUDENTS
SERVED

2024 JA Ignite the Spark Reception & Auction

June 20, 2024 | Trailbreaker Cider

A delightful evening of fun and philanthropy at Trailbreaker Cider in Liberty Lake introduced guests to JA's mission and reengaged regional support for the programs.


IGNITE THE SPARK
Reception & Auction

Number of attendees: 56



EASTERN WASHINGTON/NORTHERN IDAHO BOARD OF DIRECTORS

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REGIONAL IMPACT | KING

4,029

STUDENTS
SERVED

“

“Nothing compares to the excitement of working with the students in the Pemco Room, teaching them important life skills, and then seeing all the efforts crescendo on the day they enter JA BizTown and become its outstanding citizens. This is experiential learning at its finest, and as an action-oriented educator... I just love it!”

- Aquilla Jackson, Tacoma Public Schools Educator



REGIONAL IMPACT | NORTHERN WASHINGTON

“

My favorite elementary school program is JA Our City. Students use their JA rulers to measure their buildings and calculate their actual size, using a scale of one inch to ten feet. That really brings home the idea that the multiplication skills they are learning in third grade will be useful to them in the future! If there are students with limited English skills, I encourage them to buddy up for various activities. By the second or third week, almost everyone wants to answer every question!

- Pat Hannifin, JA Volunteer

2,369

STUDENTS
SERVED



REGIONAL IMPACT | SOUTHEASTERN WASHINGTON

4,884
STUDENTS
SERVED

2023 Hearts Are Wild Gala October 6, 2023 | Three Rivers Convention Center

Hearts are Wild Gala brought together business professionals and the local community for an exciting fundraiser featuring gourmet appetizers, casino-style games, a raffle, and a silent auction.

Number of attendees: 99



2024 JA Bowling Classic April 23-28, May 2-3 & 9, 2024 | Atomic Bowl

Participating companies formed bowling teams to fundraise in support of JA students and celebrated their success at Party at the Lanes, complete with fun bowling and team costumes.

Number of attendees: 945



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Anna Tensmeyer
Pasco School District

Jesse Valdovinos
HMIS

REGIONAL IMPACT | SOUTH PUGET SOUND

12,117
STUDENTS
SERVED

2024 Cheers to Careers

May 30, 2024 | JA Education Center

This exciting fundraising event at the JA Education Center in Auburn featured beer and cider tasting, live music, a raffle, and a silent auction.

Number of attendees: 137



2024 JA Bowling Classic

June 14, 2024 | Secoma Lanes

Participating companies formed bowling teams to fundraise in support of JA students and celebrated their success at Party at the Lanes, complete with fun bowling and team costumes.

Number of attendees: 45



SOUTH PUGET SOUND BOARD OF DIRECTORS

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Mike Nelson
Kitsap Bank

Angie Neville
Tacoma Public Schools

Ron Palmer
Banner Bank

Kevin Ruoff
Community Member

Jennifer Warrick
Tre Sorelle Salon

FINANCIALS

REVENUES

Program Services	\$468,267
Contributions & Sponsorships	\$424,614
Storefronts	\$1,042,500
Special Events	\$441,638
Grants	\$441,638
Gifts-In-Kind	\$57,716
Total Revenues.....	\$3,567,290

EXPENSES

Programs	\$2,551,225
Fundraising	\$1,032,188
Management & General	\$1,614,279
Total Expenses.....	\$5,197,691

Change in Net Assets from Operations*	-\$1,630,401
Investment Income/ (Loss), net	\$400,374
Change in Net Assets.....	-\$1,230,027

Net Assets, Beginning of Year	\$7,852,369
Net Assets, End of the Year.....	\$6,622,342

*Investment approved by board to scale capacity, funded by sale of assets

JAWA PARTNERS

\$500,00 - \$100,000

BECU
Comcast
Delta Air Lines, Inc.
Harborstone Credit Union
Starbucks Corp.
The UPS Store
Walmart Inc.
We Build Washington

\$99,999 - \$20,000

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Seattle Mariners
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Symetra
The Norcliffe Foundation
Tschetter Family Foundation Trust
Umpqua Bank
Washington Center for Deaf and
Hard of Hearing Youth
Washington River Protection
Solutions, LLC
Williams Companies
Yakima Federal Savings & Loan
Association



VOLUNTEER SPOTLIGHT

“

For me, no matter what the grade level, presenting JA curriculum is incredibly rewarding and a great way to spend an hour getting to know the youth of our community!

Each time I walk into a classroom, the students' eyes light up, and you can see their excitement to learn. Junior Achievement provides fantastic lessons that the students remember and want to talk about during each classroom visit. From first-graders to high school seniors, I have seen how cultivating learning about the financial world empowers them to be leaders among their peers and in the years to follow.

It is a privilege to be able to give back to our community while being supported by my employer Bank of America and JAWA - thank you!”

- Stephenie Stephens, Vice President,
Enterprise Credit, Bank of America



JAWA PARTNERS

\$9,999 - \$5,000

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Bonnie & Clifford Braden Foundation
Cascade Print Media
Charles Maxfield and Gloria F. Parrish Foundation
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Smacna - Western Washington
The Commerce Bank of Washington
The Considerate Group
Washington Federal Bank

Up to \$4,999

Abadan
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Amentum At WTP
AP Equipment Financing
Arlene's Flowers, Inc
At Home Staffing
Autobahn Auto Care Center - Kennewick
Avista Foundation
Baker Boyer Bank
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Central Plateau Cleanup Company
Central Washington Insurance
City of Auburn
Coeur d'Alene Fresh
Community First Bank
Community Foundation of North Central Washington
Considerate Contracting & Design
Country Financial
D.A. Davidson
Darcy & Devassy PC
Delegate CX
Dickinson Company
Domex Superfresh Growers

OUR MISSION

Junior Achievement inspires and prepares young people to succeed in a global economy.

ABOUT JAWA

Junior Achievement is the nation's largest nonprofit organization dedicated to helping young people succeed in the global economy. Since 1953, Junior Achievement of Washington has served over 2 million students in Washington State and Northern Idaho, bringing life-changing skills in financial literacy, work and career readiness, and entrepreneurship.



JAWA PARTNERS

Up to \$4,999

Dickinson Company
Domex Superfresh Growers
Don and Melissa Nielsen Family Foundation
East West Bank
Edward Jones
Elite Services & Support
Fales Foundation Trust
First Financial Northwest Bank
First Interstate BancSystem Foundation
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PCNA
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Print NW
Romac Industries, Inc.
Rotary Club of Tri-Cities Sunrise
Seattle Seahawks
Sony Music Nashville
Spiwak & Iezza, Llp
STCU Spokane Teachers Credit Union
Stickney Research
TAPCO Credit Union

GET INVOLVED

JA programs encourage young people to become catalysts for change. Our proven methods prepare students for economic success as they enter the workplace equipped with financial literacy, career readiness skills, and an entrepreneurial mindset. With your help, we can transform communities for a brighter tomorrow.

VOLUNTEER

Teach students about entrepreneurship, personal financial literacy, and career readiness. JA provides training to ensure a rewarding experience, and we have in-person and virtual opportunities available.

DONATE

Every dollar you donate helps support local students. Your gift provides educational services, materials, volunteer and educator training to deliver programs to schools and youth organizations.

SPONSOR

Your company can sponsor a storefront in our simulated towns (**JA BizTown®**, **JA Finance Park®**, and **JA Mobile Finance Park®**), or you can also support specific programs at your community's schools.

JOIN EVENTS

JA events help us meet our funding goals and create awareness while providing a way to meet others who share in the JA vision for a brighter future for every child in Washington State and Northern Idaho.

JAWA PARTNERS

Up to \$4,999

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Your Money Matters Mentoring



JA IMPACT INVESTORS

JA Impact Investors believe in the boundless potential of young people and commit to helping them achieve successful, self-sufficient adult lives. Impact Investors work with JA long-term to bring relevance to academics, connecting education to real-world concepts, and giving students the vision to see what's possible in the future and the skills to achieve their dreams.

By making a multi-year pledge for three or five years, Impact Investors fund thousands of students to attend JA BizTown or JA Finance Park simulated mini-towns or deliver world-class experiential education and skills directly to their classrooms. Thank you for your investment!

Maggie Ackervold
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