



What if...

you truly
changed lives?



What if...

we start today?

Impact Report
2023-2024



**Junior
Achievement™**
of Ocoee Region



JA Student Journey

Our experiential programs and learning experiences foster the confidence, knowledge and determination for youth to thrive—building a better future for themselves and their community.

INSPIRE

Introductory learning experiences that develop an interest.

PREPARE

Core learning experiences that build skills, behaviors, and ultimately competencies.

SUCCEED

Authentic engagement programs encourage students to think critically about their future. Giving students real life scenarios and experiences.

ELEMENTARY SCHOOL

JA Volunteer In Elementary Classrooms

JA BizTown

Reality Check Event

JA Volunteer In Middle School Classrooms

MIDDLE SCHOOL

HIGH SCHOOL

JA Volunteer In High School Classrooms



JA IS ESSENTIAL

Junior Achievement's goal is to promote competencies around work and career readiness, financial literacy, and entrepreneurship in grade K-12 students. Our delivery model which combines caring volunteers with proven programs, has been shown to promote self-belief and a sense of purpose in students.

Dear Friends,

Junior Achievement of the Ocoee Region experienced tremendous growth this year, as our partnerships with local schools and educators continue to strengthen. JA offers essential resources to schools, including engaging curriculum and hands-on activities, helping students grasp key concepts necessary for success in today's business world.

This year, our team and Board of Directors have remained dedicated to providing programming centered around our three core pillars: financial literacy, work readiness, and entrepreneurship.

We are thrilled to report that during the 2023-2024 academic year, JA reached over 6,102 students through 297 classroom programs, with a remarkable 64,815 hours of volunteer and educator mentoring. Our programs are designed to help students understand personal financial planning and career exploration, bridging the gap between classroom learning and real-world application.

As you read this update, we invite you to invest in the future of our students—tomorrow's consumers, employers, and leaders. It's crucial that we equip young people with the skills and mindset needed to build thriving communities. Consider volunteering or making a donation to JA today to help make a lasting impact!

With gratitude,



Andrew Dinsmore
Board Chair

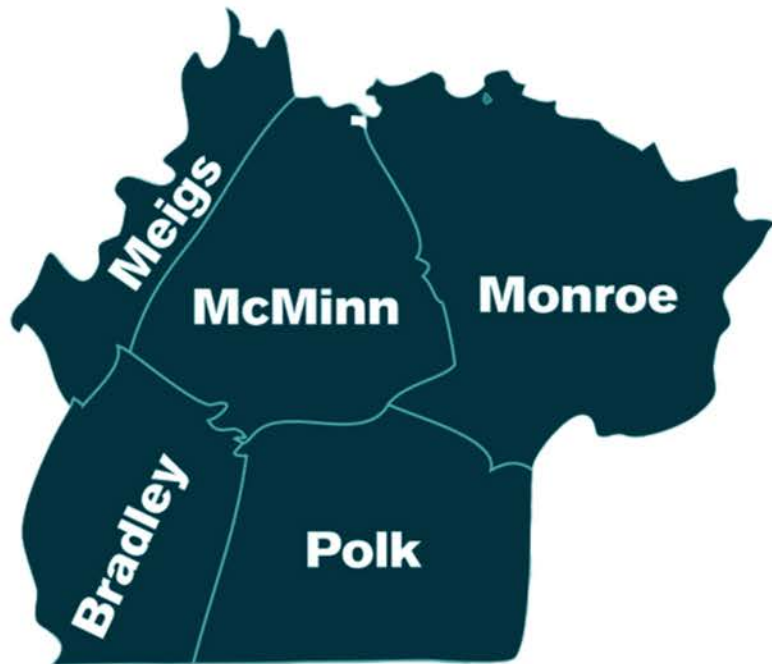


Jennifer
Pennell-Aslinger
President



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Junior Achievement supports students in public and private schools in the following 5 counties in southeast Tennessee



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

COMING SOON!

JA Experiential Programs



JA BizTown is an unmatched learning experience where 5th grade students interact within a simulated economy and take on the role of employee, taxpayer, and consumer. Students discover the intricacies of being a professional and a member of the community while working a specific role within a company, and they also discover the wealth of opportunities available within their city and beyond.



JA Finance Park is an immersive program where 7th graders create and maintain a household budget. Students have the rare opportunity to experience their personal financial futures first-hand. Every student receives a life scenario that includes education, family size, and income, which they must manage.



A Inspire is more than a career fair: It brings the business community and local schools together and is designed to help launch high school students into their future. The program consists of three segments: (1) pre-event career oriented sessions; (2) the JA Inspire event, and (3) a post-event reflection. The JA Inspire event provides students a powerful way to learn about real-world career opportunities and their local economy.

JUNIOR ACHIEVEMENT OF THE OCOEE REGION IS BRINGING JA INSPIRATION HUB TO THE PIE CENTER



JA Inspiration Hub blends key components of education to create state-of-the-art learning facilities where students apply concepts that they learn in the classroom, that align with Tennessee Standards of Excellence, in a capstone immersive experience. Upon arrival students become a part of a simulated version of their hometown within the JA BizTown®, JA Finance Park® and JA Inspire® programs. Students work alongside their peers and volunteers as they develop a greater understanding of financial concepts, build 21st century skills, and foster their entrepreneurial spirit.



IMPACT

2023-2024

6,102



297
Classes



450

Educators &
Volunteer Mentors



64,815
Instructional
Hours



JUNIOR ACHIEVEMENT VOLUNTEER RECEIVES TOP HONORS

Ron Braam Award

The Ron Braam Award recognizes individuals from our community who have made an immense impact on Junior Achievement of the Ocoee Region. The Ron Braam Award, formerly the Impact Award, was named the Ron Braam Award to recognize Ron Braam who has made a tremendous impact in our community.

This award is to be granted to an individual who has demonstrated outstanding support of Junior Achievement of the Ocoee Region. While the support can be directed to a particular area of support, preference may be given to those who have shown broad based assistance. Areas of involvement may include financial contributions, fund drive participation, classroom volunteers, or community advocacy. Long-term support is desired. The recipient will also demonstrate outstanding success and commitment to community, education, and children.



The criteria for determining the Ron Braam Award recipient are as follows:

- The recipient should be an individual who has made an immense impact on Junior Achievement of the Ocoee Region.
- The recipient should be an individual who has made an impact on the students of our service area and the community as a whole.
- The recipient should be an individual who believes in our mission “to inspire and prepare young people to succeed in a global economy.”

Congratulations to the 2023-2024 recipient Mark Gravelle!

Volunteer today by contacting monty.montgomery@ja.org

JA CELEBRATES DUAL CREDIT SUCCESS

Junior Achievement of the Ocoee Region and Cleveland State Community College are delighted to highlight the achievements of our dual credit program.

During the 2023-2024 academic year, 39 students successfully graduated from the JA Be Entrepreneurial program, earning 3 college credits each. This accomplishment provides them with a significant advantage as they pursue their future careers.

Research indicates that engaging in early post-secondary opportunities such as Dual Credit helps students cultivate essential skills like effective study habits and self-assurance, setting them up for success in college. Furthermore, students who participate in these programs are more inclined to enroll in and thrive throughout their college experience.

The collaboration between JA and CSCC holds immense importance for our community's prosperity. As our region experiences growth and expansion, it becomes crucial to equip individuals with financial literacy, work readiness, and entrepreneurial skills to meet the future demands of the Ocoee Region.



2023-2024

BOARD OF DIRECTORS

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Andrew Dinsmore

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Vice Chair:

Bill Martin

Senior Vice President- Pinnacle

Financial Partners

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Beau Burris

First Vice President- Smart

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Nikki Black

Bowater Credit Union

Kelly Browand

Edward Jones

Kenneth Dew

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Cheryl Dunson

AGAPE Love Foundation Ministry of

Christ

Bridget Forrester

WCLE-Heartline,LLC

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Tennessee Valley Credit Union

Julie Hansen

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Nathan Irwin

Tennova Healthcare- Cleveland

Ken Jones

LPL Financial

Carol Killen

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Jamie Kyle

Simmons Bank

Stephen Litz

Community Choice Financial/

Check into Cash

Lisa Mantooth

Wacker Charleston

Bethany McCoy

Ranger Outdoors, LLC

Kelsey O'Daniel

Bowater Credit Union

Michael Patel

Super 8 Motel

Cassie Presley

Regions Bank

Arlette Robinson

Bradley County Schools

Michael Rogers

Chandler Properties

Danielle Seals

Cleveland/ Bradley Chamber of

Commerce

Chris Standridge

Truist

Tim Tatum

Direct Primary Care Associates, PLLC

Nate Tucker

Lee University

Patty Weaver

Pellissippi State Community College

Logan Young

First Horizon

2023-2024

Top Volunteer Organizations

- 10th Judicial District Public Defender's Office
- Athens City Hall
- Athens Federal
- Athens Movie Palace
- Athens Utilities Board
- Biskit NV
- Bowater Credit Union
- Capstar Bank
- Citizens National Bank
- Cleveland City Schools
- Cleveland State Community College
- Cleveland Utilities
- Cleveland/ Bradley Chamber of Commerce
- CMG Financial
- Coleman Law Office
- Copper Basin Federal Credit Union
- Edward Jones
- Etowah Community Center
- Etowah Police Department
- Family Resource Agency
- Firehouse Subs
- First Horizon Bank
- Henderson, Hutcherson & McCullough
- Hiwassee Acres
- L&B Appliance Sales and Services
- Lee University
- Lewis Group Architects
- LPL Financial Services
- McMinn County Sheriff Office
- McMinn Senior Activity Center
- New York Life Insurance Company
- Olin Chemicals
- Pinnacle Financial Partners
- Publix Supermarket Inc.
- Randstad
- Raymond James
- Regions Bank
- Simmons Bank
- Smart Bank
- Southeast Bank & Trust
- Southern Heritage Bank
- Sparrow Insurance
- Suburban Propane
- Tennessee Valley Federal Credit Union
- Tennova Healthcare
- Truist
- Uniforms Etc.
- United Way of the Ocoee Region
- Volunteer Federal Savings Bank
- Wacker Polysilicon NA
- Webive
- Westwood Baptist Church
- Whirlpool Corporation

Volunteer Role Models

JA programs are taught by trained volunteer role models who bring the lessons to life using their own experiences & JA's proven, turn-key curriculum in coordination with the classroom teacher.

JUNIOR ACHIEVEMENT HAS A DEEP HISTORY OF SUCCESS...

OUR PROGRAMS include K-12 classroom sessions, JA BizTown JA Job Shadow & the JA Company Program.

UNPARALLELED PARTNERSHIPS with area school systems in Bradley, McMinn, Meigs, Monroe & Polk Counties.

157,266 STUDENTS IMPACTED by Junior Achievement of the Ocoee Region's programs since 1965.

A MEMBER of Junior Achievement USA established in 1919.

HOW IT WORKS

Students:

Students participating in JA programs are more optimistic about achieving future success. JA students show a significant improvement in their attitudes toward school and feel they are personally in control of their destiny.

Educators:

Educators invite JA into their classrooms because JA programs and volunteers reinforce the lessons they are teaching, helping students to make a connection between what they are learning and how it will influence their life after graduation.

Volunteers:

Volunteers lead by example, giving real-world meaning to JA's curriculum and helping students become more optimistic about school, work & life. Volunteers report that delivering JA programs to students helps them sharpen valuable business skills including public speaking and motivating others.

Corporate Partners:

Corporate partners value JA's turn-key, easy-to implement programs providing businesses an opportunity to give back to the communities in which they operate. A partnership with JA means businesses actively participate in positively impacting their future workforce and creating a pipeline of talented and prepared youth.

JA PROGRAMS IN ACTION



THREE PILLARS OF SUCCESS

Financial Literacy

It has never been more important to deliver financial literacy for students. Our proven approach helps students in the Ocoee Region develop an understanding of earning, saving, and budgeting.

Entrepreneurship

JA Alumni are more likely to start businesses that create jobs. Our entrepreneurship programs help students learn how to operate a business and think critically, solve problems and overcome challenges.

Career Readiness

Real workforce preparation from working professionals is our model. Our career readiness standards help today's students become tomorrow's productive employees.



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JUNIOR ACHIEVEMENT OF THE OCOEE REGION'S CHAMPIONS OF EDUCATION

JA would like to thank all of its financial supporters. Donations to support JA programs come through a diversified network including annual contributions from businesses and corporations, foundations, individuals, cause-related fundraising and special events. JA greatly values the relationships with our donors and only succeeds in reaching Ocoee Region students because of their financial support.

Junior Achievement is proud to recognize the following Champions of Education donors for their financial contributions from July 2023 through June 2024

Cleveland State
COMMUNITY COLLEGE

WACKER



The Tucker Foundation



George R. Johnson Family
Foundation/ Hardee's

