

IMPACT REPORT

2025 - 2026



Junior
Achievement™
of Ocoee Region

Dear Friends,

Junior Achievement of the Ocoee Region experienced another year of tremendous growth, fueled by our expanding partnerships with local schools, educators, and community supporters. By offering engaging curriculum and hands-on learning experiences, JA continues to provide essential resources that help students grasp critical concepts for success in today's ever-evolving business world.

This year, our dedicated team and Board of Directors remained committed to our three core pillars: financial literacy, work readiness, and entrepreneurship.

We are proud to share that during the 2025–2026 academic year, Junior Achievement of the Ocoee Region reached 7,754 students through 337 classroom programs, supported by an impressive 55,301 hours of volunteer and educator mentoring. These programs empower students with personal financial planning skills and career exploration tools, bridging the gap between the classroom and the real world.

In addition, through our new partnership with Cleveland State Community College, 204 high school students earned dual credit while participating in Junior Achievement programming. This exciting collaboration provides students with an opportunity to gain college credit while developing the practical business knowledge, career readiness skills, and entrepreneurial mindset needed for future success.

As you read this update, we invite you to invest in the future of our students; tomorrow's consumers, employers, and leaders. Your support helps ensure we are equipping young people with the skills, confidence, and mindset to build thriving communities.

Consider volunteering or making a donation today to help shape the next generation of success.

With gratitude,



Andrew Dinsmore
Board Chair



Jennifer
Pennell-Aslinger
President

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



Junior Achievement of the Ocoee Region
3535 Adkisson Drive
P.O. Box 2202
Cleveland, TN 37320
www.ocoeeregion.ja.org (423) 614-8777

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

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

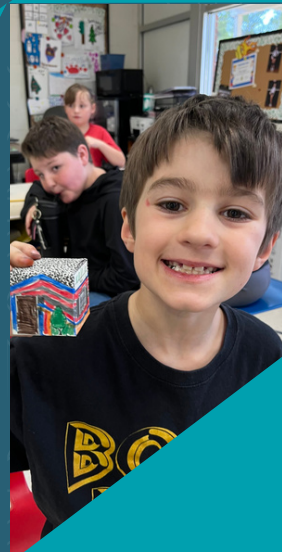
MIDDLE SCHOOL

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.



IMPACT

2025-2026



7,754

Students

↑ **17.43%** from 24/25



55,305

Instructional Hours

↑ **8.43%** from 24/25



337

Classes

↑ **4.33%** from 24/25



489

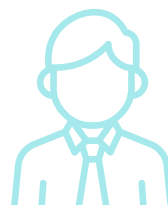
Educators + Volunteers



NEW!

YES! Program

The YES! (Your Economic Success) program is a half day program held in middle school. It consists of a series of activities intended to help students gain an appreciation for the importance that financial and career decisions will play in their lives as young adults. Coordinated by JA, the program features a series of four interactive activities, for each grade level, that help students understand the connection between education, career planning, and financial responsibility. Throughout the morning, community volunteers guide the students through the sessions, sharing their personal and professional experiences to bring real-world context to the lessons.



JA CELEBRATES DUAL CREDIT SUCCESS!



Cleveland State
COMMUNITY COLLEGE

204 students

received 3 college credits each through JA programs in the 2025-2026 academic year.

↑ **158.23% from 2024-2025!**

**\$120,000
SAVED!**

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

This accomplishment provides high school students 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.

JA Be Entrepreneurial

Teaches students about the mindset and the skills needed for success by aspiring entrepreneurs and innovators who add value to any organization.

JA Business Communications

Students focus on communication skills necessary to succeed in business, including communicating up, down, and across organizations; talking about job performance; and writing in a business setting.

JA Introduction to Business and Technology

Introduces high school students to the basic skills necessary to succeed in business. Themes include personal skills like teamwork, innovation, decision making, and ethics. Students also learn basic technical skills like how to use word processing, presentation software, and spreadsheets effectively.

**Education For
What's Next**



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. BizTown combines in-class learning with a day-long visit to a simulated town. Students are able to connect the dots between what they learn in school and the real world.



**JA of Ocoee hosted BizTown for
795 Students from 11 Schools
in the 2025/2026 school year!**



**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 program. 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.

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, 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.

JA PROGRAMS IN ACTION



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3535 Adkisson Dr. NW
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(423) 614-8777

JUNIOR ACHIEVEMENT VOLUNTEER RECEIVES TOP HONORS



2025-2026 recipient
Andrew Dinsmore

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, 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 Andrew Dinsmore!

A graphic with a teal arrow pointing right, containing the text "Volunteer Today to Make an Impact!".

**Volunteer Today to
Make an Impact!**



2025-2026

BOARD OF DIRECTORS

Officers

Chairman:

Andrew Dinsmore
Manager - Food City

Vice Chair:

Bill Martin
Senior Vice President - Pinnacle
Financial Partners

Treasurer:

Beau Burris
First Vice President, Relationship
Manager - Smart Bank

Secretary:

Deanna Hitch
HR Director - Cleveland Utilities

Donor Relations:

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Retired - Cleveland State
Community College

Margaret Schenck
Retired - Polartec TN
Manufacturing LLC

Volunteer Relations:

Mark Gravelle
Mortgage Loan Officer - Regions
Bank

Tim Henderson
President - Cleveland Utilities

Education Liaison:

Nancy Casson
School Board Member/Owner-
The Red Ribbon

JA Events:

Janice Baker
Retired - Solenis

Paula Bacon
CEO - Family Resource Agency

Board Members

Jill Barnett
Cleveland Bradley Public Library

Kellye Bender
Cleveland City Schools

Nikki Black
Bowater Credit Union

Kelly Browand
Edward Jones

Lee Ann Burns
Old National Bank

David Devoer
Vector Security

Kenneth Dew
Community Volunteer

Julie Hansen
Spherion Staffing Services

Ken Jones
Retired - LPL Financial

Cary Kessler
Community Volunteer

Andrea Lockerby
Bradley Medical Center/Vitruvian
Health

Lisa Mantooth
Wacker Charleston

Shelby Mathews
Bowater Credit Union

Kurt Maxwell
TVFCU

Kelsey O'Daniel
Community Volunteer

Michael Patel
Fairfield Inn & Suites/Super 8 Motel

Cassie Presley
Regions Bank

Dr. Cindy Reynolds
CSCC

Arlette Robinson
Bradley County Schools

Michael Rogers
Chandler Properties

Lucy Rymer
Museum & Cultural Center at Five Points

Danielle Seals
Cleveland/Bradley Chamber of Commerce

Chris Standridge
Truist

Nate Tucker
Lee University

Natosha Versa
Biskit NV

Patty Weaver
Pellissippi State Community College

Logan Young
First Horizon

2025-2026

Top Volunteer Organizations

Altera Digital Health
Athens Federal-Washington Ave
Athens Movie Palace
Athens Utilities Board
Bowater Credit Union
Boys & Girls Club of the Ocoee Region
Bradley Medical Center
Builtwell Bank
CASA of Bradley and Polk Counties
Chinook Seedery
Cleveland Bradley County Public Library
Cleveland State Community College
Cleveland Utilities
Cleveland/Bradley Chamber Of
Commerce
Copper Basin Federal Credit Union
Edward Jones
Epikos Comics and Games - Brainerd
Family Resource Agency, Inc
First Financial Bank
First Horizon Bank
HHM CPAs
Hiwassee Acres
Hwy 64 Gym
Joy Christian Fellowship
Keller Williams Realty - Cleveland
Lee University
Life Care Centers of America-Cleveland
Museum Center at Five Points
Ocoee Eye Center
Old National Bank
Olin Chemicals
Pinnacle Financial Partners
Pop Insurance Agency
Publix Super Markets, Inc.
Puretech Scientific
Regions Bank
Right At Home
Southeast Bank & Trust
Southern Heritage Bank
Tennessee Department of Health -
Copperhill
Tennessee Valley Credit Union
The Greenhouse in Birchwood
The Guardian Foundation
The LITE House
Truist
United Way of the Ocoee Region
Wacker Polysilicon Na
Webive
Westwood Baptist Church
Wilson Construction Group LLC

JUNIOR ACHIEVEMENT HAS A DEEP HISTORY OF SUCCESS...

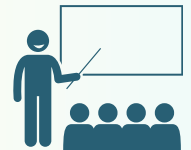
OUR PROGRAMS include K-12 classroom sessions, JA BizTown, JA Job Shadow & the JA Company Program.

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

171,623 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 turnkey, 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.

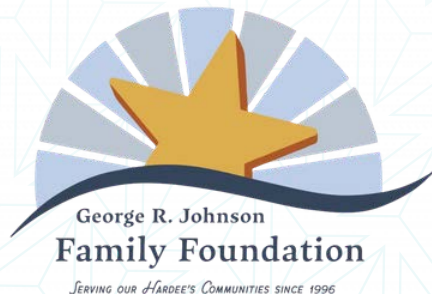
JUNIOR ACHIEVEMENT OF THE OCOEE REGION'S CHAMPIONS OF EDUCATION

JA would like to thank all of our 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 2025 through June 2026.

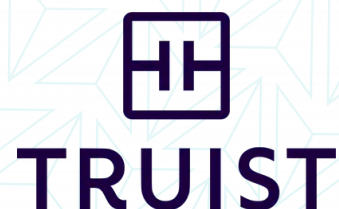
Cleveland State
COMMUNITY COLLEGE

WACKER

 **OLD NATIONAL BANK®**



The Tucker Foundation





Junior
Achievement™

EDUCATION FOR **WHAT'S NEXT™**

Junior Achievement of the Ocoee Region

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