

BUILDING BRIGHTER FUTURES THROUGH EDUCATION

2024 - 2025 Annual Report

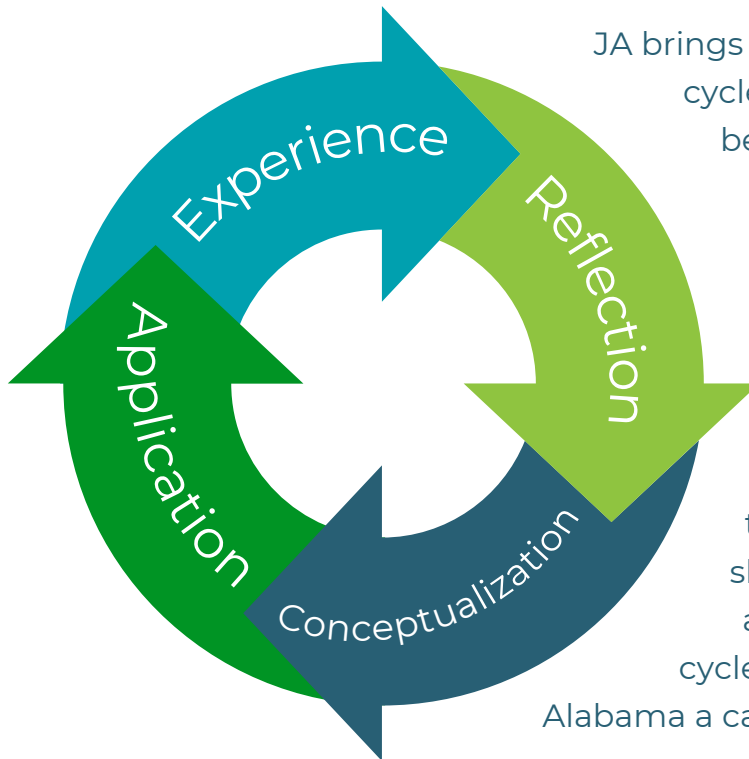


**Junior
AchievementTM**
of Alabama

About JA of Alabama

The mission of Junior Achievement is to inspire and prepare young people to succeed in a global economy. Our student-centered approach empowers young people to become the workforce, community leaders, business owners, and change agents that will shape the future of our communities. Since 1954, our programs have made a real difference for young people, through mentoring, real world experiences and lessons that provide students with the tools and intellectual resources to reach for their dreams.

EXPERIENTIAL LEARNING



JA brings learning to life through a powerful experiential cycle that equips students for real-world success. It begins with **experience** when students dive into hands-on activities, sparking curiosity and engagement. Then comes **reflection**, gaining insight into their own thinking and behavior. Through **conceptualization**, students connect these experiences to broader economic concepts, deepening their understanding of how the world works. Finally, they move to **application**, using their new knowledge and skills to solve problems, make informed choices, and envision their futures with confidence. This cycle doesn't just teach, it transforms, making JA of Alabama a catalyst for empowered, purpose-driven learners.

VOLUNTEER-DRIVEN

JA is a volunteer-driven organization that thrives on the power of mentorship. Volunteers play a vital role in bridging the gap between classroom learning and the real-world. By sharing their personal experiences and professional insights, they help students see how academic concepts apply to everyday life. This connection inspires our students to envision their future with confidence, guided by the encouragement and wisdom of someone who has walked the path before them.

IMPACT DATA

2024-2025

Junior Achievement of Alabama made a huge impact this year, delivering 149,747 student contact hours! That's the equivalent of over 6,240 days, 208 months, or 17 years of learning and inspiration packed into just one year of programming for students right here in our community.

This incredible reach wouldn't be possible without the unwavering support of our business community. Over 300 business partners generously contributed their time, talent, and financial resources to help students dream big and build brighter futures.

Every hour, every volunteer, and every dollar makes a difference. Thanks to our dedicated partners, we're empowering the next generation with the skills and confidence they need to succeed.



149,747
Contact
Hours

25,043
Students

300+
Business
Partners

1,108
Classes

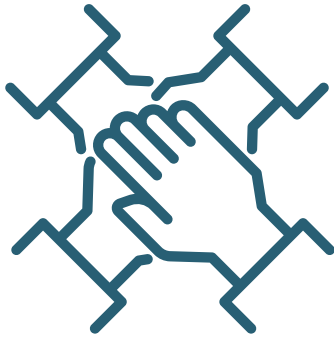
1,067
Volunteers

106
Schools



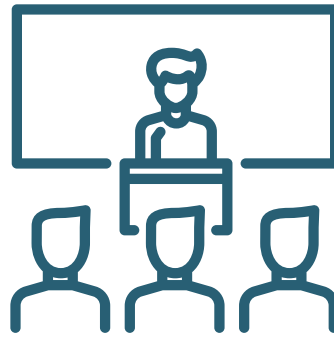
OUR IMPACT

2024-2025



1,067

Total Number of Volunteers



149,747

Contact Hours



300+

Business Partners



25,043

Total Number of Students



114

Schools



1,108

Total Number of Classes

JA

in a Day

A complete day of JA Education

What happens during JA in a Day?

JA in a Day is a high impact way to deliver a full day of JA lessons to an entire school or classroom. This model offers volunteers a great opportunity to get involved with Junior Achievement without juggling schedule conflicts or long-term commitments.

What Do Volunteers Do?

The volunteers participate in a training session (on-site at your location or virtually) prior to the event where they will obtain their classroom materials and teacher assignments. On the day of the event, volunteers conduct the lessons in the assigned classrooms.

What is the Role of the Teacher?

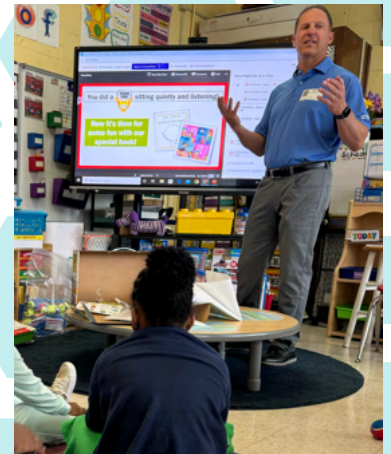
During the event, teachers are present in the classroom at all times to partner with the volunteers, help maintain discipline, and answer any of the volunteer's questions.

What is JA Staff's Role?

JA staff plans and coordinates the day and is at the school to help if needed.

What is the Volunteer's Time Commitment?

Usually 5.5 hours. Volunteers arrive at the school by 8:30 a.m. and begin teaching lessons. Typically, lessons are completed around 2 p.m.



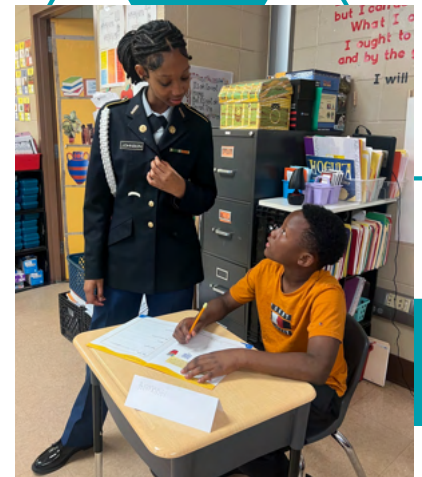
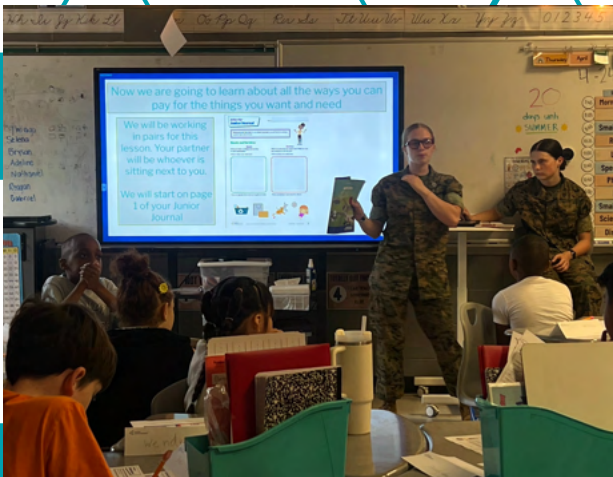
HIGH SCHOOL HEROES



The JA High School Heroes Program provides leadership development opportunities to high school students who then deliver JA programs in elementary schools.

Following participation in the program, students will be able to:

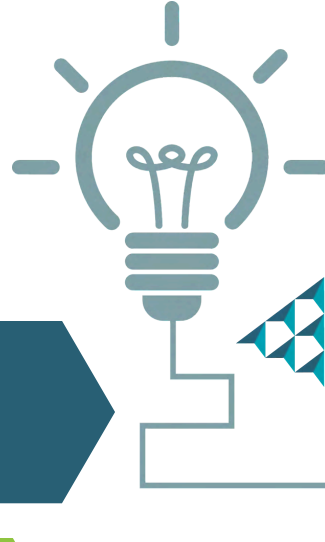
- Identify qualities of a leader and recognize the role of civic leadership in a community.
- Use strong presentation skills to communicate effectively.
- Recognize and use techniques that further teamwork and achieve group goals.
- Use problem-solving techniques to address personal and professional problems.
- Apply critical-thinking skills to work-based problems.
- Recognize the value of constructive feedback.



BIZ PLAN CHALLENGE

THE BEST WAY TO ENVISION YOUR FUTURE IS TO CREATE IT.

2025 Mobile
BPC Finalists



Junior
Achievement™
of Alabama

THOUSANDS OF DOLLARS
IN SCHOLARSHIPS

The JA Business Plan Challenge is an opportunity that allows young people to demonstrate their understanding of business fundamentals, the importance of creatively marketing to a target audience, and the power of persuading potential investors during a live pitch. The competition is open to high school students involved in the JA Be Entrepreneurial program. Over the course of the JA in-class program, students participate in mini-workshops, led by mentors from the business community, and work to develop solutions/businesses that they will ultimately pitch to a panel of local entrepreneurs.

2025 Birmingham
BPC Finalists



Want to get involved? Reach out to **Donya Rumore**
at donya.rumore@ja.org or 205.290.9365

alabama.ja.org



I am JA

Laura Angel

Elementary School Counselor, Parent
Tuscaloosa Magnet Elementary School



Describe your involvement with JA programs.

My first involvement with JA was in 2010 as a teacher when parents came to teach the JA curriculum in my classroom. For the past ten years, I have been able to bring JA in a Day to all the homerooms in my school.

How has JA participation directly affected you and your life or someone you know?

My own children have participated in JA programming in their classrooms and have left empowered to dream big regarding their life goals. Some volunteers at our school come back each year to teach the curriculum to the students. We have bankers, stay at home moms, local pastors, retired teachers, travel agents, family members of our teachers, central office staff from our school system, high school students from our feeder pattern, and more! When those students see the passion behind the faces, they realize this information is important and they, the students, are important to our community!

What is your most memorable JA experience?

My most memorable experience with JA was several years ago when I taught the second-grade curriculum: Our Community. Through this curriculum, students explore production methods through a simulation game, and they learn about taxes, decision making, and how money flows in an economy. The biggest "ah-ha" moment occurred when the students learned about making money and were then asked to pay taxes on their earnings to government workers like teachers, librarians, firefighters, police officers, etc. Many of the students had never even considered how the government workers were paid!

How do you personally describe JA or what JA means to you?

JA feels like community. It feels like inviting those within the community to bring their knowledge of work readiness, financial literacy, and entrepreneurship into the classroom. Not only do they bring that knowledge, but they also intertwine their own experiences with the JA curriculum to make it more relevant to the students.

What value do you believe that JA brings to youth today?

I believe that JA brings hope to our children and youth. It means that students from poverty can see that they, too, can work hard to achieve their goals and dreams. JA engages them in concepts that are intentional, introducing new terms that are connected to the concepts they learned in the years before.

In a world with many non-profit opportunities, why have you chosen to give JA your time, talent, and resources?

I believe that JA brings hope to our children and youth. It means that students from poverty can see that they, too, can work hard to achieve their goals and dreams. JA engages them in concepts that are intentional, introducing new terms that are connected to the concepts they learned in the years before.

Want to make an impact at a local school? Reach out to
Donya Rumore at donya.rumore@ja.org or 205.290.9365

alabama.ja.org





Tuesday
October 15, 2024
1 - 4 pm

PlayForeJA is an event held at Topgolf Birmingham where business partners from across the United States come together to raise money for Junior Achievement of Alabama.



The Spirit of Free Enterprise Luncheon



Junior
Achievement™
of Alabama

 The Harbert Center

 May 12, 2025

Featured Keynote Speaker

Kalen DeBoer

Head Football Coach
University of Alabama



Presented by:



Medical Properties Trust

and

 **MOTION®**

Bowling Puts the 'FUN' in FUNDRAISER

Companies across Alabama enjoy teambuilding excitement while raising thousands to support JA programs.



\$341,300 was raised
across the state from
Mobile to Tuscaloosa to
Birmingham in support
of JA programs in
2024-2025.





WAYS to GET INVOLVED

**"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN
CHANGE THE WORLD: INDEED, IT'S THE ONLY THING THAT EVER HAS."**

Margaret Mead

Volunteer

- One of the greatest gifts you can give is your time! Sign up as a group with friends or a business partnership.
- Volunteers are essential to our mission and help us provide the best experiences for our youth!
- Consider hosting a job shadow at your company.
- Contact Donya Rumore at donya.rumore@ja.org or 205.290.9365 for more information.

Special Events - Check out our events on our website.

- <https://alabama.ja.org/events/index>

Financial Support - Any Amount Helps!

- Make a pledge through a one-time donation or a recurring donation.
Monthly donations are a small, easy way to make a BIG IMPACT!
- Does your company have a philanthropic giving program? Let us know!

Reach Out!

- Contact Jennifer Allison via email at jennifer.allison@ja.org.
- We would love to hear about your JA experience!

Stay Connected - Be sure to follow us!



Junior Achievement of Alabama



JAofAlabama



@Junior Achievement of Alabama



@JAofAlabama



HELP JA **INSPIRE** TOMORROWS

HOST A JOB SHADOW TODAY



BY OPENING YOUR COMPANY'S DOORS, YOU CAN **INSPIRE** THEM TO
ENVISION A CAREER AND TO BE PREPARED FOR A **BRIGHTER** FUTURE.



INTERESTED?

Contact

Donya Rumore at
donya.rumore@ja.org
or at 205.290.9365



**Junior
Achievement™**
of Alabama

"Today, Junior Achievement taught me about stock, how to invest, and how to create a business with our skills."

- 5th Grade Student
Avondale Elementary

"Junior Achievement's commitment to students and community to increase financial literacy is inspiring."

- Volunteer
Andrea Hester, First Horizon

SCHOOLS

Albertville City

Albertville High School

Autugaville County

Autugaville School

Birmingham City

Avondale Elementary School

Barrett Elementary School

Central Park Elementary School

Epic Elementary School

George Washington Carver High School

Hayes K-8 School

Hemphill Elementary School

Henry Jeff Oliver Elementary School

Hudson K-8 School

Huffman Academy

Huffman High School

John Herbert Phillips Academy

Minor Elementary School

Norwood Elementary School

Princeton Alternative Elementary School

Ramsay High School

Robinson Elementary School

Sun Valley Elementary School

Tuggle Elementary School

Wenonah High School

West End Academy

W. J. Christian K-8 School

Woodlawn Magnet High School

Chickasaw City

Chickasaw Middle/High School

Decatur City

Decatur High School

Eastwood Elementary School

Guntersville City

Guntersville High School

Guntersville Middle School

Hoover City Schools

Hoover High School

Spain Park High School

Huntsville City Schools

Blossomwood Elementary School

Challenger Elementary School

Columbia High School

Huntsville High School

Jemison High School

Huntsville City (continued)

Jones Valley Elementary School

Lee High School

Martin Luther King Elementary School

McDonnell Elementary School

Mountain Gap Elementary School

Virgil Grissom High School

Whitesburg Elementary School

Jefferson County

Grantswood Community School

McAdory Elementary School

Shades Valley High School

Leeds City

Leeds Primary School

Limestone County

Limestone County Technical Center

Madison City

Heritage Elementary School

Marshall County

Marshall Technical School

Midfield City

Midfield Elementary School

Mobile County

Alba Middle School

Allentown Elementary School

Alma Bryant High School

Baker High School

Ben C. Rain High School

Booker T. Washington Middle School

Calloway-Smith Middle School

Causey Middle School

Chastang-Fournier K-8 School

Collier Elementary School

Dixon Elementary School

Elizabeth Fonde Elementary School

Ella Grant Elementary School

Elsie Collier Elementary School

Forest Hill Elementary School

Hankins Middle School

Holloway Elementary School

John L. Leflore Magnet High School

Lott Middle School

Mary G. Montgomery High School

Murphy High School

Nan Gray Davis Elementary School

Mobile County (continued)

Orchard Elementary School

Saraland High School

Scarborough Middle School

Semmes Middle School

Theodore High School

W. P. Davidson High School

Other Community Partners

Brilliant Kids Summer Camp

Covenant Academy of Mobile

First Baptist Church of Greater Washington Park

Progress Rail, A Caterpillar Company

Shelby County

Inverness Elementary School

Tuscaloosa City

Eastwood Middle School

Paul W Bryant High School

Rock Quarry Elementary School

The Alberta School of Performing Arts

Tuscaloosa Magnet School - Elementary

Tuscaloosa Magnet School - Middle

University Place Elementary School

Verner Elementary School

Tuscaloosa County

Big Sandy Elementary School

Brookwood Middle School

Collins-Riverside Intermediate School

Cottondale Elementary School

Crestmont Elementary School

Echols Middle School

Flatwoods Elementary School

Huntington Place Elementary School

Maxwell Elementary School

Myrtlewood Elementary School

Northport Elementary School

Sipsey Valley High School

Tuscaloosa County High School

Vance Elementary School

Westwood Elementary School

Vestavia Hills City

Vestavia Hills Elementary School - Dolly Ridge

Vestavia Hills Elementary School - East

Vestavia Hills Elementary School - Liberty Park

Vestavia Hills Elementary School - West

Vestavia Hills High School

Want to get involved? Reach out to **Donya Rumore**
at donya.rumore@ja.org or **205.290.9365**

Register here
to volunteer!



2024-2025 BUSINESS PARTNERS



2024-2025 BUSINESS PARTNERS



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2025-2026

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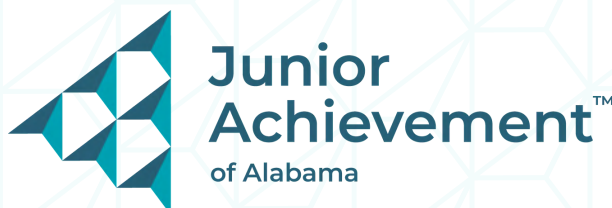
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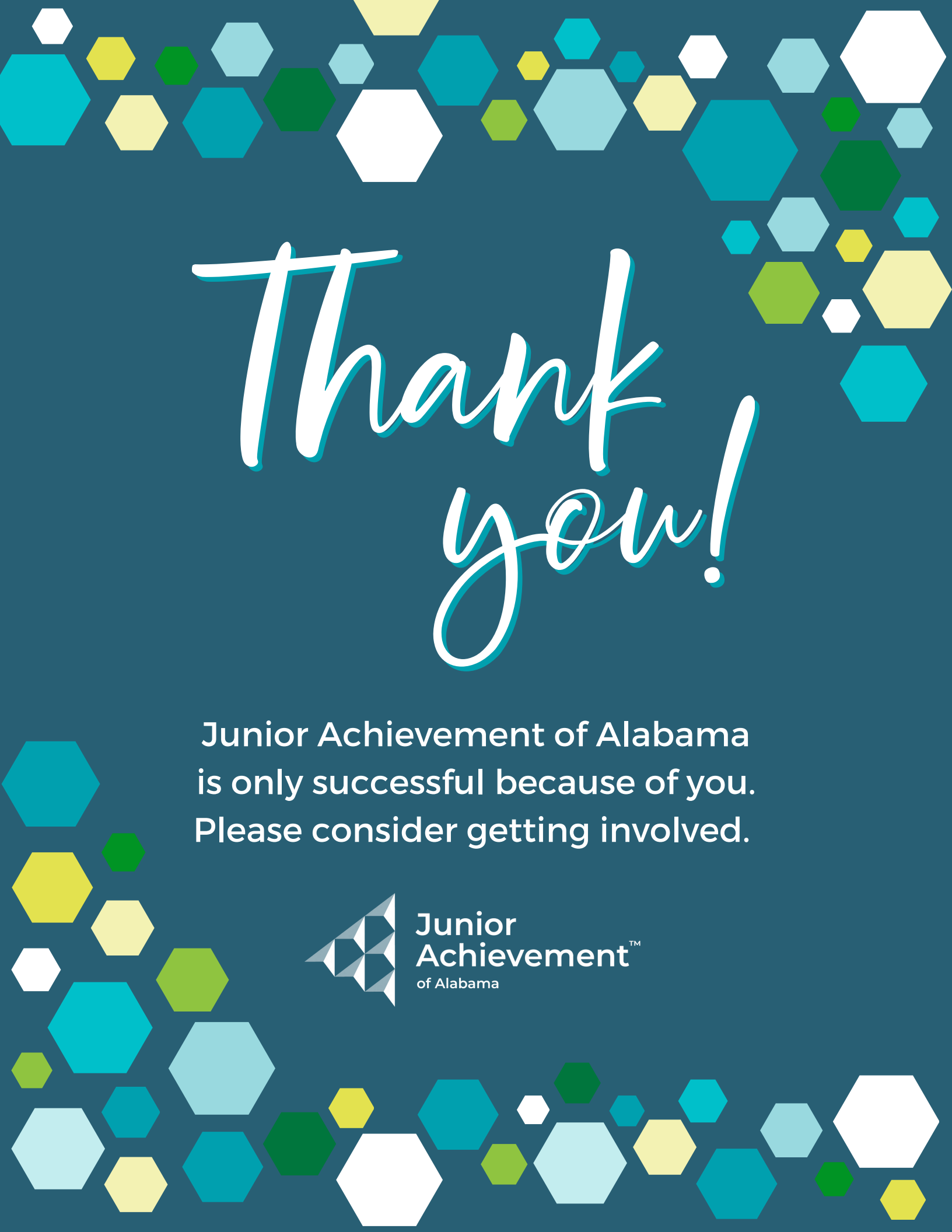
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Thank you!

Junior Achievement of Alabama
is only successful because of you.
Please consider getting involved.



Junior
Achievement[™]
of Alabama