BUILDING BRIGHTER FUTURES THROUGH EDUCATION

2024 - 2025 Annual Report





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.





Experience

Conceptualizațio

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

106

1,067

Volunteers



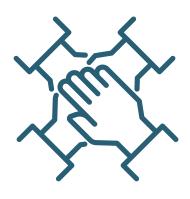
of Alabama

Junior



OUR IMPACT

2024-2025



1,067

Total Number of Volunteers



Contact Hours



300+

Business Partners



Total Number of Students



Schools



Total Number of Classes





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.











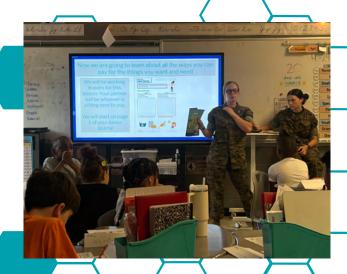




The JA High School Heroes
Program provides leadership
development opportunities
to high school students who
then deliver JA programs in
elementary schools.

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.













BIZ PLAN CHALLENGE

THE BEST WAY TO ENVISION YOUR FUTURE IS TO CREATE IT



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.



amJA

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.





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.













Spirit of Free Enterprise Luncheon



- ▼ The Harbert Center
- May 12, 2025

Featured Keynote Speaker

Kalen DeBoer

Head Football Coach University of Alabama



Presented by:



and





Bowling Puts the 'FUN' in FUNDRAISER



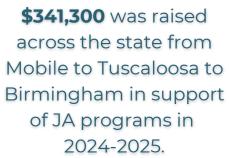
Companies across Alabama enjoy teambuilding excitement while raising thousands to support JA programs.

































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
- in @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



"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
McDonell 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



2024-2025 Business Partners

3M Burgess & Berry Insulation Company, Inc. Business Systems & Consultants, Inc. A. C. Legg Packing Company, Inc. **ABB** Butler Land & Timber Company AFFLINK, Inc. C. S. Beatty Construction AFS Foundation & Waterproofing Cadence Bank Specialists Capstone Hotel, Ltd. Alabama 4-H Extension Cargill Alabama Carriers, Inc. Car-Mart Alabama Central Credit Union Carmeuse Alabama Community College System CB&S Bank Central Church of Christ Alabama Credit Union Alabama Industrial Supplies & Services Central Machine & Fabrication Alabama One Credit Union The Chamber of Commerce of West Alabama, Inc. Chick-Fil-A Northport Alabama Power Company Alabama Power Company Energizers Children's Lighthouse Alabama Public Radio Children's of Alabama Alaseason China Doll Rice & Bean, Inc. ALA-TEX Satsuma Chevron Christ the Redeemer Church Alexander Shunnarah Trial Attornevs Church Of The Highlands Citizens Bank & Trust Altec ArcelorMittal Calvert City of Tuscaloosa The Arts Council Coastal HR Inc. American Cast Iron Pipe Company Cobbs. Allen & Hall. Inc. America's First Federal Credi Coca-Cola Bottling Company UNITED Ameriprise Financial Services, LLC Coil Manufacturing, Inc. AmFirst Federal Credit Union Community Bank Andress Engineering Associates, Inc. Community Foundation Of West Alabama The Community Foundation of Greater Angelo & Ann Bruno Family Foundation Anovys LLC Birmingham Arkema Concepts & Associates Automatic Ice & Beverage, Inc. Consolidated Pipe & Supply Company, Inc. Avadian Credit Union Continental Bagby Elevator Company The Cookie Place Bama Boreing & Contracting, Inc. Creating Healthier Communities BankFirst Crimson Insulation Company, Inc. Banner Engineering Crowne Partners. Inc. Bay Pine Property Management Cullifer & Associates **Bell Construction Company Cummings Creative Group** BF Goodrich Tire Manufacturing DCH Health System **BHE GT&S** Deloitte & Touche, LLP Birmingham Barons Diversified Gas and Oil Corporation Dixie Mechanical, Inc. Birmingham Hide & Tallow Company, Inc. Blair Commercial Roofing Dockside Seafood Restaurant Blair Remodeling Dodge Druid City Business League Blue Cross Blue Shield of Alabama Blume & Blume, Attorneys at Law PC Duncan Coker Associates, P.C. Bobs Interstate Standard The E Group ITA Group Bradley Arant Boult Cummings Eagles Wings, Inc. J West Brasfield & Gorrie, LLC EBSCO Industries, Inc. Jack Rush Evans Brookwood Shell Food Mart Edward Jones Investments James S. Snow & Associates, PC Bryant Bank Engel Realty Company, Inc. JamisonMoneyFarmer, PC

Enterprise Holdings, Inc.

Ernst & Young, LLP

Buffalo Rock Company

The Builders Group

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Jason's Deli

Jeffcoat & Associates, LLC

2024-2025 Business Partners

JM Associates Federal Credit Union Joseph S. Bruno Charitable Foundation The Junior League of Birmingham, Inc. The Junior League of Tuscaloosa, Inc. Keller Williams Kessler's Pharmacv Kinder Morgan Knight Sign Industries, Inc.

KPMG, LLP The Kristen Amerson Youth Foundation

> Kurt's Trucks & Parts KWS Manufacturing

L. Paul Kassouf & Company, PC

Leidos, Inc.

Ligon Industries

Local Bank

Logan General Store

LSB Fabrication, LLC

Luckie

M & B Hangers

Magnolia River Services, Inc.

Mainsail Assett Management, LLC

Marcos Pizza

Marriott International

Maynard Nexsen

McAbee Construction, Inc.

McConnell, White & Terry

McKinney Orthodontics

McWane, Inc.

Medical Properties Trust, Inc. Mercedes-Benz U.S. International, Inc.

Mike & Gillian Goodrich Foundation

Milo's Tea Company

Milwaukee Electric Tool

Mitsubishi Polysilicon

Mobile County Commission

Mobile Infirmary Federal Credit Union

Mobile Pipe & Welding, Inc.

Morgan Stanley

Morrow Realty Company, Inc.

Motion Industries, Inc.

National Cement Company of Alabama, Inc.

Nick's Kids Foundation, Inc.

Norfolk Southern

Northport Taekwondo Academy

NorthRiver Yacht Club

NSK

NTN USA

Nucor Steel Tuscaloosa, Inc.

O'Neal Steel

Ogletree Deakins

O'Neal Industries, Inc.

Paramount Properties LLC Parker Towing Company, Inc. Parrot Structural Services, LLC PELA GeoEnvironmental, Inc.

PJ United

PMA Companies

PNC Bank

Power & Rubber Supply, Inc.

ProAssurance Corporation

Protective Life Corporation

Proto Industrial Tools

Publix Super Markets, Inc.

PwC

Pylon Building Group

RBC Bearings/Climax Metal Products

Red Mountain Theatre

Reese Phifer, Jr. Memorial Foundation

Regions Bank

Renasant Bank

Research Solvents & Chemicals Inc.

River Bank & Trust

RiverFall Credit Union

RJ Mechanical, Inc.

RMI

Robert Meyer Foundation

Robertson Banking Company

Royal Cup, Inc.

RSM. LLC

Russell S. Lee Flooring America

Sand Mountain Toyota

Schlaffler

Schwab Charitable

Schaeffler Group

SEG Gives Foundation

Sentry heating & Air Conditioning

Serra Toyota

Servis First Bank

Shelton State Community College

Shoe Corporation of Birmingham, Inc.

Skinner Seafood, LLC

SmartBank

\$mithDukes

SMP Automotive

Southeast Toyota Finance

Southern Company Generation

Southern Earth Sciences, Inc.

Southern Electrical Contractors

Southern Haulers, LLC

Southern Pipe & Supply Company, Inc.

Southland Transportation

Specification Rubber Products, Inc.

Spiller Furniture & Mattress

Spire

State Farm Insurance Companies Stillman College

StoneX Group, Inc.

Susan Mott Webb Foundation

Susan Peak

Synovus Bank

Tacala, Inc.

Taco Bell

Taco Mama

TALA Professional Services

Teledyne Flir

Terry Sligh Automotive, Inc.

Thetford Construction

The Thompson Foundation

Tiger Rock Martial Arts - Northport

The Timken Company

TMS International

Toyota Motor Corporation

Treadwell Barber Shop

Tri State Maritime Services, Inc.

Trick Construction

Trim Tab

Trustmark Bank

TTL, Inc.

Tuscaloosa Career Center

Tuscaloosa Tourism and Sports Commission

Tuscaloosa's One Place

TUSCOM/Tuscaloosa Computer Systems

Tyndall Federal Credit Union

United Community Bank

The University of Alabama The UPS Stores

Ernst & Young

Utah Jazz NBA Basketball

Valley Bank

Valley Church

VBA Design, Inc

Vertex Refining Alabama, LLC

Vision Research Corporation

Vona Case Management, Inc.

Vulcan Industrial Contractors

Vulcan Materials Comany

Wade Sand & Gravel Company, Inc.

WAR Construction, Inc.

Warren Averett

Warren Tire & Auto Center, Inc.

Weathertech Distributing Company, Inc.

Wells Fargo Bank

West Alabama Bank

The Westervelt Company

WholeSaleCars.com

Wilco Capital, Inc.

Winter McFarland, LLC

WRS Financial Services, LLC

Zoom Motorsports

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