

# BUILDING BRIGHTER FUTURES THROUGH EDUCATION

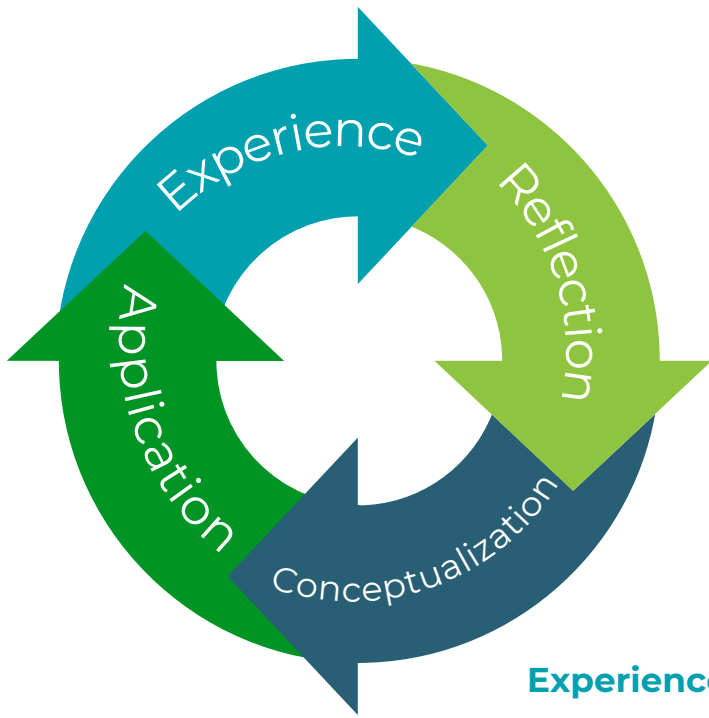
2023 - 2024 Annual Report



**Junior  
Achievement**<sup>™</sup>  
of Alabama

# About JA of Alabama

The mission of Junior Achievement of Alabama (JA) is to inspire and prepare young people to succeed. The inspiration piece comes from community volunteers who not only deliver our lessons, but also share their experience. In the process, these volunteers serve as role models helping to positively impact young people's perceptions about the importance of education, as well as critical life skills. Preparation involves our proven lessons that promote financial capability, work and career readiness, and business ownership.



## EXPERIENTIAL LEARNING

At JA, we envision an environment where our students are hands-on while learning valuable life skills. We provide activities that engage students resulting in light bulb, "AH-HAH!" moments. We see students building upon the lessons that are taught in the classroom and kick starting the experiential learning cycle.

**Experience. Reflection. Conceptualization. Application**

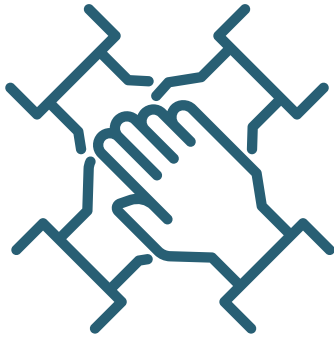
Learning through experience can develop so many skills that are needed for our youth to take their learning to the next level.

- Oral, Written & Digital Communication Skills
- Teamwork & Collaboration
- Critical Thinking & Problem Solving
- Innovation & Entrepreneurial Thinking
- Professionalism & Integrity
- Leadership
- Career Development
- Self Reflection



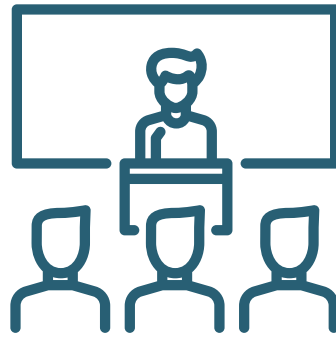
# OUR IMPACT

2023-2024



**1,169**

Total Number of Volunteers



**156,487**

Contact Hours



**300+**

Business Partners



**31,104**

Total Number of Students



**119**

Schools



**1,378**

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 lessons for a particular school all on the same day. 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.

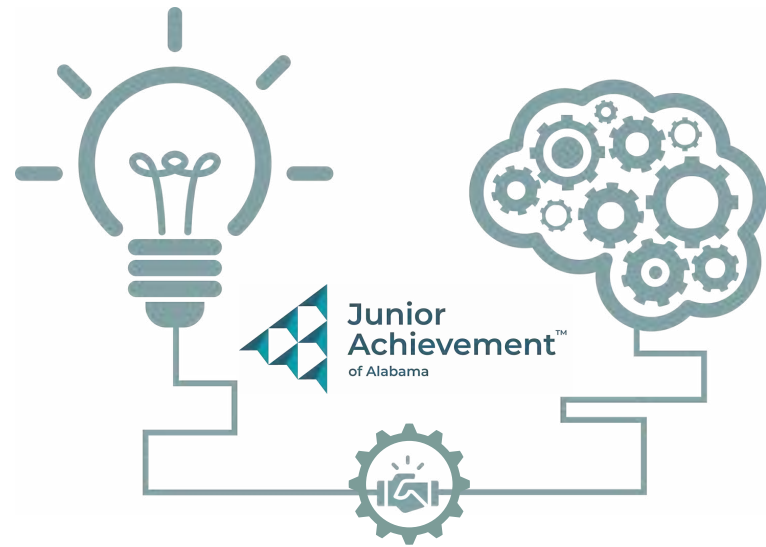
Following participation in the program, students will be able to:

- 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.



OVER \$12,000  
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.

2024 Birmingham  
Biz Plan Challenge  
Finalists



2024 Mobile  
Biz Plan Challenge  
Finalists



# I am JA

**Andrea Hester**  
**VP, CRA Community Development Manager**  
**First Horizon Bank**

I was introduced to Junior Achievement through the JA in a Day initiative. I met with the local director, Anita Gouse, and you could feel her passion from the very first meeting. That passion was certainly infectious! It didn't take long to realize that what JA was doing was truly life changing for so many kids. I remember going to my first JA in a Day and instantly connecting with students and feeling like I walked away learning just as much from them as they did from me. It is humbling and inspiring to see youth so intrigued in learning better money skills.

JA has given me the opportunity to give back in a way that is so special. It allows me the chance to be a role model for a child that potentially doesn't have one or who may not ever be exposed to financial literacy education. What JA does is invaluable. I believe in the mission, I believe in the curriculum, but most of all I believe in our youth. I believe that we are raising future leaders, and we can only see growth, vitality, and wellness in our communities if we pour into them now.

JA provides students with inspiration to achieve anything they set their mind to and the confidence that someone believes that they can do it (and eventually they learn to believe in themselves too!). Working with these students has brought me so much joy. It has also allowed me to connect with other like-minded individuals in our community. Often, these connections lead to partnerships that allow us to continue to pour into our community in different ways.

My most memorable experience at JA was when I finished the curriculum and the entire class of 2nd grade students came up to thank me and give me a hug. I walked away feeling like I was able to mold their hearts and minds just a little bit and hopefully leave them in a better position to make good financial decisions in the future.





## Tuesday September 19, 2023 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.







# STOCK MARKET CHALLENGE



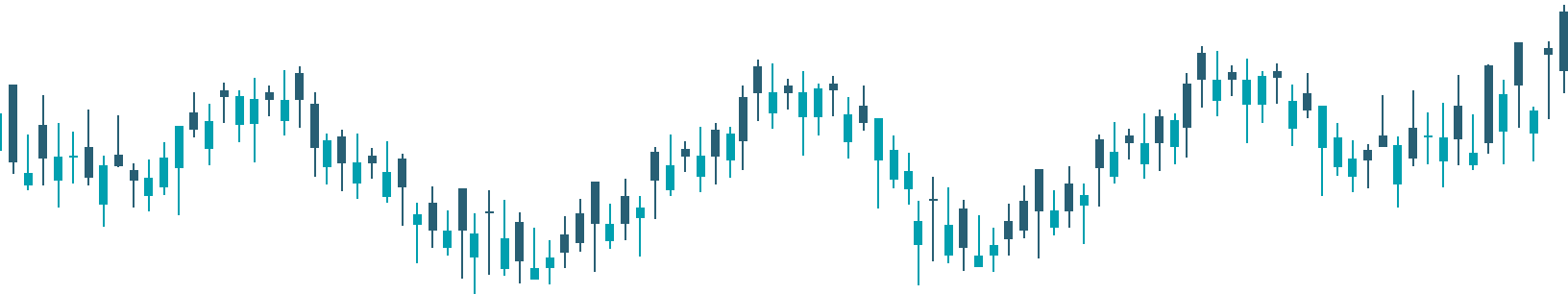
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**February 29, 2024 6:30 - 9pm**

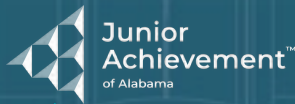
For this year's JA Stock Market Challenge, corporate teams supported JA by participating in a live action, high-stakes competition to accumulate the highest net-worth portfolio by using and selling shares of fictional companies.

The secret to success during the challenge was with a team's ability to collaborate and their understanding of the stock market. At the end of the challenge, the team with the stock portfolio with the highest net worth took home the trophy!



# The Spirit of Free Enterprise Luncheon


This year, **Jim Gorrie, CEO of Brasfield & Gorrie**, helped Junior Achievement celebrate its own entrepreneurial spirit. Junior Achievement of Alabama announced the launch of the JA McWane Economic Education Center.



**McWANE** Economic Education Center



 **The Harbert Center**

 **June 13, 2024**



# Bowling Puts the 'FUN' in FUNDRAISER

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



**\$344,675** was raised across the state from Mobile to Tuscaloosa to Birmingham in support of JA programs in 2023-2024.





# 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!**

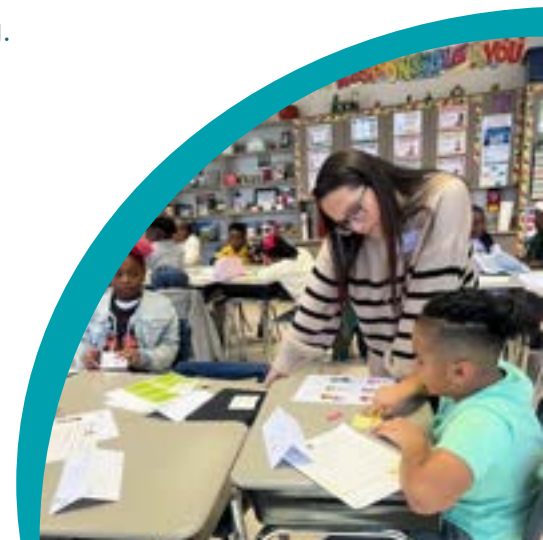
- Make a pledge through a one-time donation or a recurring donation.  
**Monthly donations are a small, easy way to make a BIG IMPACT!**
- Does your company have a philanthropic giving program? Let us know!

## **Reach Out!**

- Contact Jennifer Allison via email at [jennifer.allison@ja.org](mailto: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](mailto: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 provides young students with a crash course in financial literacy and responsibility. I love this program! My students now have a better understanding of how to become an entrepreneur, and what it takes to be a business owner along with the roles of employees."

- Ms. Porter, 3rd Grade Teacher,  
Princeton Elementary

# SCHOOLS

## Bay District Schools

Palm Bay Preparatory Academy

## Bessemer City Schools

Charles F. Hard Elementary

## Birmingham City Schools

Avondale Elementary School

Barrett Elementary School

Central Park Elementary School

Epic Elementary School

George Carver High School

Glen Iris Elementary School

Green Acres Middle 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

Jones Valley Middle School

Martha Gaskins Elementary School

Minor Elementary School

Norwood Elementary School

Ossie Ware Mitchell School

Oxmoor Valley Elementary School

Princeton Alternative Elementary School

Putnam Magnet Middle School

Ramsay High School

Robinson Elementary School

Sun Valley Elementary School

Wenonah High School

West End Academy

W. J. Christian K-8 School

Wilkerson Middle School

Woodlawn Magnet High School

## Butler County Schools

Greenville High School

## Chickasaw City Schools

Chickasaw Middle High School

## Decatur City Schools

Decatur High School

Eastwood Elementary School

Oak Park Elementary School

## Fairfield City Schools

Fairfield High Preparatory School

## Gadsden City Schools

Emma Sansom Middle School

Litchfield Middle School

## Guntersville City Schools

Guntersville Middle School

## Hoover City Schools

Hoover High School

Spain Park High School

## Huntsville City Schools

Challenger Elementary School

Chapman Middle School

Columbia High School

Jemison High School

Lee High School

Martin Luther King Elementary School

McDonell Elementary School

Ridgecrest Elementary School

Ronald E McNair Junior High School

Virgil Grissom High School

Whitesburg Elementary School

## Jefferson County Schools

Grantswood Community School

McAdory Elementary School

Shades Valley High School

Leeds Primary School

## Limestone County Schools

Limestone County Technical Center

## Marshall County Schools

Brindlee Mountain Primary School

Marshall Technical School

Robert D Sloman Primary School

## Mobile County Schools

Alma Bryant High School

Anna F Booth Elementary School

Baker High School

Barton Academy for Advanced World Studies

Ben C Rain High School

Booker T Washington Middle School

Calcedaever Elementary School

Calloway-Smith Middle School

E R Dickson Elementary School

Elizabeth Fonde Elementary School

Ella Grant Elementary School

Elsie Collier Elementary School

Gilliard Elementary School

Hankins Middle School

Holloway Elementary School

John L. Leflore Magnet High School

Lott Middle School

Mary G. Montgomery High School

Mattie T Blount High School

## Mobile County Schools (continued)

Murphy High School

Nan Gray Davis Elementary School

Pillans Middle School

Semmes Middle School

Theofore High School

Vigor High School

W. P. Davidson High School

Williamson Middle Grades Preparatory  
Academy

## Pascagoula - Gautier Schools

Martin Bluff Elementary School

## Other Community Partners

American Christian Academy

Bishop State Community College

Brilliant Kids Summer Camp

Covenant Academy of Mobile

Progress Rail, A Caterpillar Company

## Shelby County Schools

Vincent Elementary School

Vincent High School

## Trussville City Schools

Hewitt-Trussville High School

## Tuscaloosa City Schools

Central Elementary School

Paul W. Bryant High School

Rock Quarry Elementary School

Tuscaloosa Magnet Middle School

University Place Elementary School

## Tuscaloosa County Schools

Brookwood Elementary School

Collins-Riverside Intermediate School

Cottdonale Elementary School

Echols Middle School

Flatwoods Elementary School

Holt Elementary School

Huntington Place Elementary School

Maxwell Elementary School

Myrtlewood Elementary School

Northport Elementary School

Vance Elementary School

Westwood Elementary School

## Vestavia Hills City Schools

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 your school involved? Reach out to **Donya Rumore**  
at [donya.rumore@ja.org](mailto:donya.rumore@ja.org) or 205.290.9365

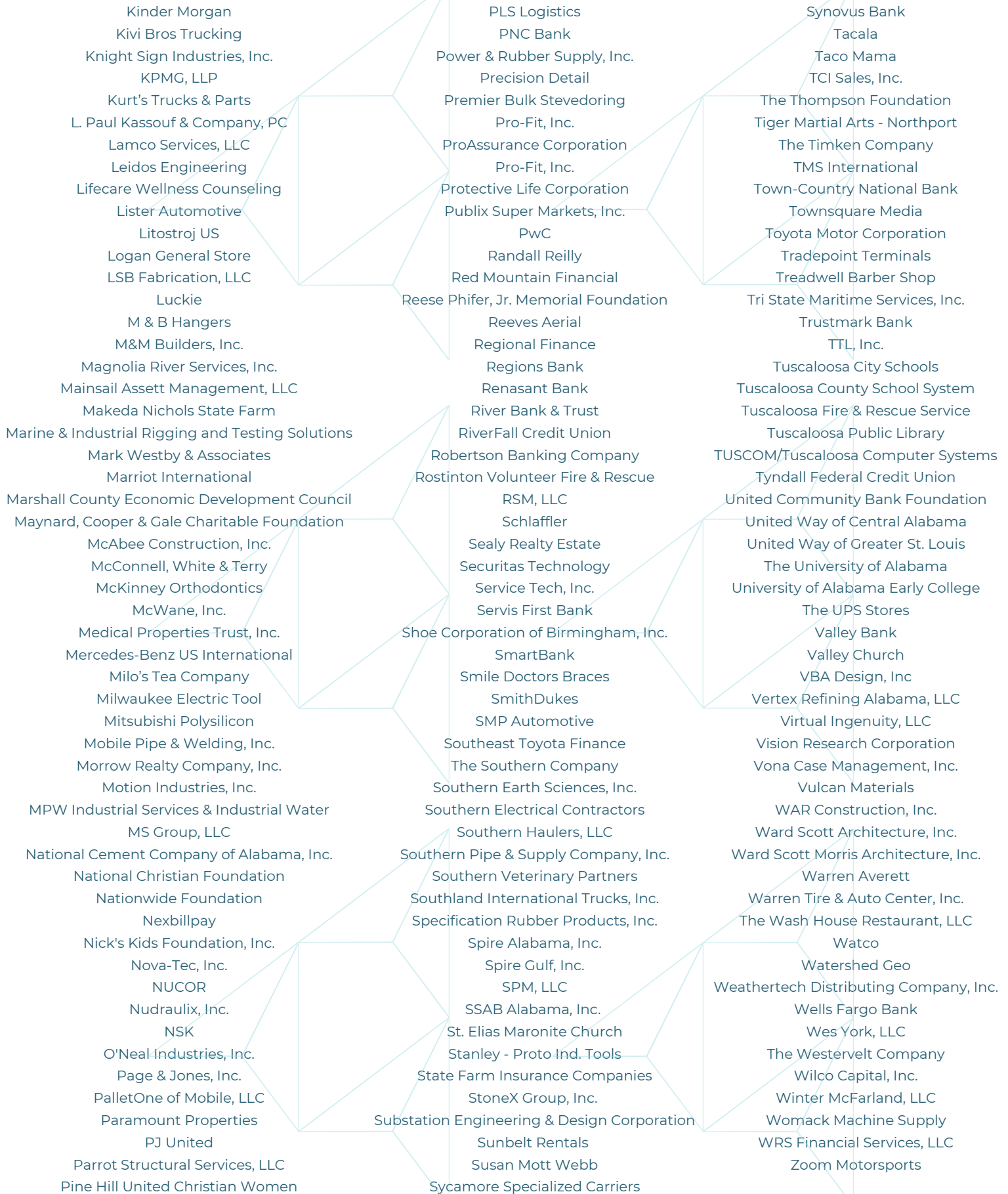
[alabama.ja.org](http://alabama.ja.org)



# 2023-2024 BUSINESS PARTNERS



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Kinder Morgan	PLS Logistics	Synovus Bank
Kivi Bros Trucking	PNC Bank	Tacala
Knight Sign Industries, Inc.	Power & Rubber Supply, Inc.	Taco Mama
KPMG, LLP	Precision Detail	TCI Sales, Inc.
Kurt's Trucks & Parts	Premier Bulk Stevedoring	The Thompson Foundation
L. Paul Kassouf & Company, PC	Pro-Fit, Inc.	Tiger Martial Arts - Northport
Lamco Services, LLC	ProAssurance Corporation	The Timken Company
Leidos Engineering	Pro-Fit, Inc.	TMS International
Lifecare Wellness Counseling	Protective Life Corporation	Town-Country National Bank
Lister Automotive	Publix Super Markets, Inc.	Townsquare Media
Litostroj US	PwC	Toyota Motor Corporation
Logan General Store	Randall Reilly	Tradepoint Terminals
LSB Fabrication, LLC	Red Mountain Financial	Treadwell Barber Shop
Luckie	Reese Phifer, Jr. Memorial Foundation	Tri State Maritime Services, Inc.
M & B Hangers	Reeves Aerial	Trustmark Bank
M&M Builders, Inc.	Regional Finance	TTL, Inc.
Magnolia River Services, Inc.	Regions Bank	Tuscaloosa City Schools
Mainsail Assett Management, LLC	Renasant Bank	Tuscaloosa County School System
Makeda Nichols State Farm	River Bank & Trust	Tuscaloosa Fire & Rescue Service
Marine & Industrial Rigging and Testing Solutions	RiverFall Credit Union	Tuscaloosa Public Library
Mark Westby & Associates	Robertson Banking Company	TUSCOM/Tuscaloosa Computer Systems
Marriot International	Rostinton Volunteer Fire & Rescue	Tyndall Federal Credit Union
Marshall County Economic Development Council	RSM, LLC	United Community Bank Foundation
Maynard, Cooper & Gale Charitable Foundation	Schlafler	United Way of Central Alabama
McAbee Construction, Inc.	Sealy Realty Estate	United Way of Greater St. Louis
McConnell, White & Terry	Securitas Technology	The University of Alabama
McKinney Orthodontics	Service Tech, Inc.	University of Alabama Early College
McWane, Inc.	Servis First Bank	The UPS Stores
Medical Properties Trust, Inc.	Shoe Corporation of Birmingham, Inc.	Valley Bank
Mercedes-Benz US International	SmartBank	Valley Church
Milo's Tea Company	Smile Doctors Braces	VBA Design, Inc
Milwaukee Electric Tool	SmithDukes	Vertex Refining Alabama, LLC
Mitsubishi Polysilicon	SMP Automotive	Virtual Ingenuity, LLC
Mobile Pipe & Welding, Inc.	Southeast Toyota Finance	Vision Research Corporation
Morrow Realty Company, Inc.	The Southern Company	Vona Case Management, Inc.
Motion Industries, Inc.	Southern Earth Sciences, Inc.	Vulcan Materials
MPW Industrial Services & Industrial Water	Southern Electrical Contractors	WAR Construction, Inc.
MS Group, LLC	Southern Haulers, LLC	Ward Scott Architecture, Inc.
National Cement Company of Alabama, Inc.	Southern Pipe & Supply Company, Inc.	Ward Scott Morris Architecture, Inc.
National Christian Foundation	Southern Veterinary Partners	Warren Averett
Nationwide Foundation	Southland International Trucks, Inc.	Warren Tire & Auto Center, Inc.
Nexbillpay	Specification Rubber Products, Inc.	The Wash House Restaurant, LLC
Nick's Kids Foundation, Inc.	Spire Alabama, Inc.	Watco
Nova-Tec, Inc.	Spire Gulf, Inc.	Watershed Geo
NUCOR	SPM, LLC	Weathertech Distributing Company, Inc.
Nudraulix, Inc.	SSAB Alabama, Inc.	Wells Fargo Bank
NSK	St. Elias Maronite Church	Wes York, LLC
O'Neal Industries, Inc.	Stanley - Proto Ind. Tools	The Westervelt Company
Page & Jones, Inc.	State Farm Insurance Companies	Wilco Capital, Inc.
PalletOne of Mobile, LLC	StoneX Group, Inc.	Winter McFarland, LLC
Paramount Properties	Substation Engineering & Design Corporation	Womack Machine Supply
PJ United	Sunbelt Rentals	WRS Financial Services, LLC
Parrot Structural Services, LLC	Susan Mott Webb	Zoom Motorsports
Pine Hill United Christian Women	Sycamore Specialized Carriers	



# BOARD OF DIRECTORS

2023-2024

## Executive Committee

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CEO

EBSCO Industries

### SECRETARY

Charles Moore, III

Partner

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Joel Barber

Manager Human Resources

Vulcan Materials

### DISTRICT OPERATIONS CHAIR

Tim A. Lewis

President & CEO

TALA Professional Services

### TREASURER/FINANCE CHAIR

Kristy Ezell

VP of Accounting

Tacala Companies

### BOARD DEVELOPMENT CHAIR

Alex Morton

EVP Birmingham Market President

First Horizon

### DEVELOPMENT VICE CHAIR

Lori Goodson

Office Managing Partner

E&Y



**Junior  
Achievement**<sup>™</sup>  
of Alabama

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Group President

GPC North America

Howard Finch

Professor

Brock School of Business

Samford University

Thomas Harris

David J. Turner

CFO, Senior Executive VP

Regions Financial

Corporation

Will McWane

Executive VP

McWane, Inc.

Greg Barker – President, Economic  
Development Partnership of Alabama

Casey Bartok – Office Managing Partner,  
KPMG, LLP

Tommy Bice – Education Director,  
Mike and Gillian Goodrich Foundation

Sam Burn – Principal/Brand Strategy,  
Cayenne Creative

Katrina Cade – Owner, Pridestaff

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Greg Curran – Chairman,

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Chris Devine – Founder Denali Capital,  
Partner Abacus Investments

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Bob Gardner – Director, Compliance &  
Pipeline Integrity, Spire

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Derry Herring – SVP & Chief Auditor,  
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Clay Hosmer – VP of Sales and  
Marketing, O'Neal Steel

Bill Inabinet – Regional Retail Manager,  
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Peter Inge – Co-Founder, DevClarity

Waymond Jackson – CEO, Ed Farm

Tony Johnson – Managing Partner,  
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Amy Jordan – Managing Director,  
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Charles Lambert – VP, Treasurer &  
Director of Capital Markets, Medical  
Properties Trust

Brad Leonard – Chief Financial &  
Administrative Officer, PJ United

Jeff Lisenby – EVP, General Counsel &  
Corporate Secretary, ProAssurance

Jarvis Morehead – SVP, Renasant Bank

Jennifer Mummet – CFO, J.H. Berry & Gilbert

Michael Mungenast – SVP, Sr. Advisor,  
Ella Valley Wealth Advisors

Jonathan Nelson – President & GM,  
Birmingham Barons

Brennan C. Ohme – Attorney, Hare &  
Clement, PC

Robert Orr – SVP, Enterprise Resources,  
BlueCross & BlueShield of Alabama

Josh Petty – SVP, Commercial Line of Business  
Manager, Fifth Third Bank

Larry Pirkle – Partner, Warren Averett, LLC  
Goode Price III

Jamey Ramsey – VP Tax, Harbert Management

Guy Rawlings – Anchor, WVTM News

Clay Ryan – SVP External Affairs,  
Alabama Power

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Amalgamated Foundation

Adam Sollie – VP, Lead Business Growth  
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Terry Sparks – Assurance Partner, PwC, LLP

Stephanie Yates – Chair Dept. of Accounting  
& Finance, Director Regions Institute for  
Financial Education, UAB



# Impact Data

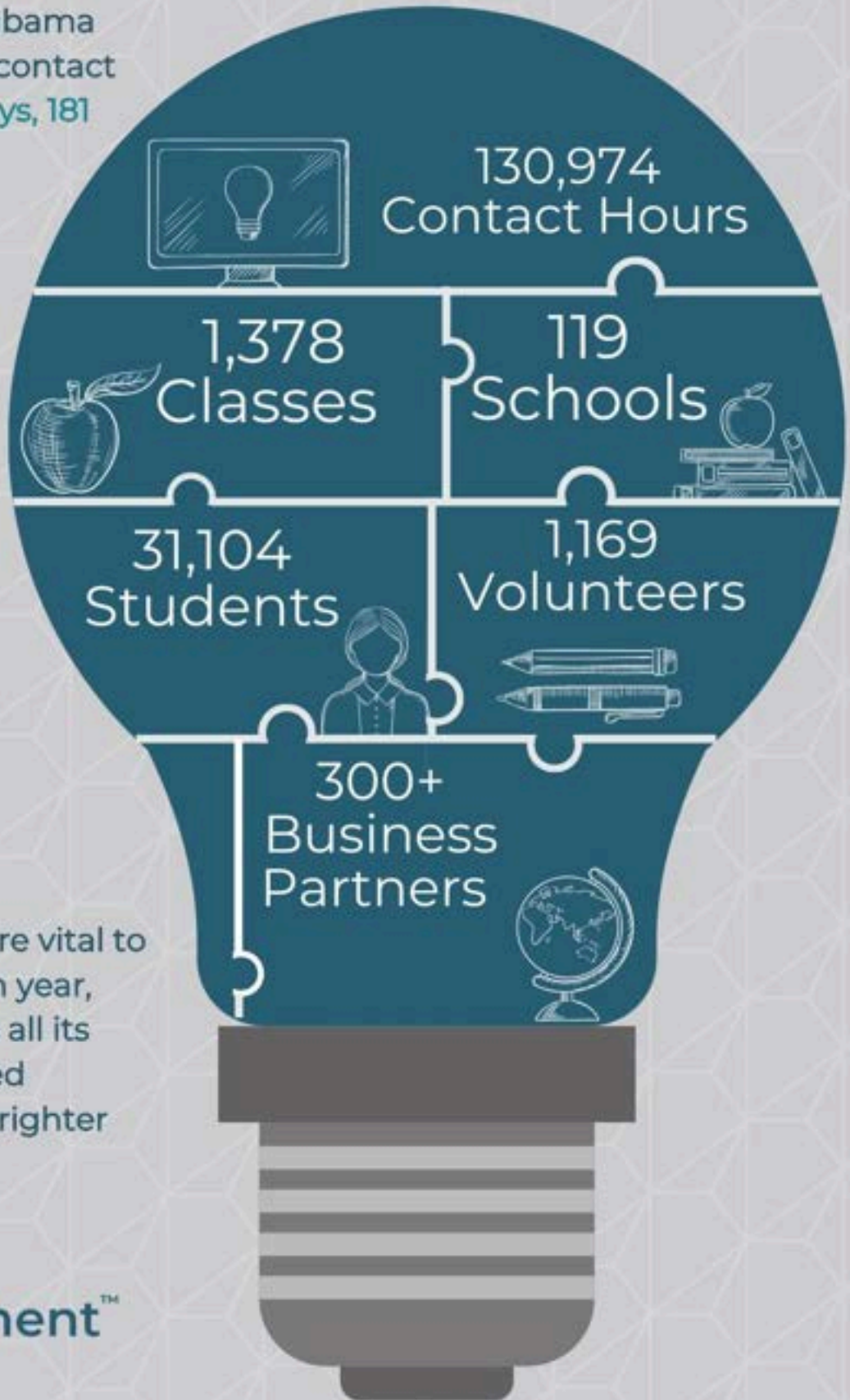
## 2023-2024

Junior Achievement of Alabama recorded 130,974 student contact hours. That's over 5,457 days, 181 months, or 15 years.

This was for one year of programming provided to kids here in our community!

The business community is the backbone to our organization and we were fortunate to have over 300 business partners give their time, talent, and financial support to inspire students to dream big and help them build a better future.

All of these components are vital to have a successful program year, and JA of Alabama thanks all its partners for their continued support in helping build brighter futures across the state.



# Thank you!

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



Junior  
Achievement™  
of Alabama