



Junior
Achievement[™]
of Central Carolinas

2024-2025

Impact Report



EDUCATION FOR **WHAT'S NEXT™**

We aren't a case study, a best practice, or a white paper. We are Junior Achievement, and we are education for what's next.



Message from the Board Chair & CEO

At Junior Achievement of Central Carolinas, we believe every student deserves access to an opportunity-filled future. This past year, we've taken bold steps to ensure our programs not only prepare young people for what's next, but empower them to shape it.

In a rapidly changing world, JA continues to be a trusted partner to schools, employers, and communities. Through relevant and enduring experiential learning, we're helping students build the confidence, skills, and vision they need to thrive; not just in the classroom, but in life.

Our impact is not defined by what we do, but by why it matters. JA students are outperforming their peers, gaining real-world insights, and discovering pathways to success that were once out of reach. And thanks to our incredible volunteers, educators, and corporate partners, we're doing this work at scale across neighborhoods, school districts, and generations.

As we look ahead, we're proud to own the question: What's next? For JA, it means continuing to innovate, collaborate, and lead with purpose. For our students, it means unlocking futures filled with possibility.

Thank you for being part of this journey. Together, we're building a stronger, more equitable Carolinas.

Warmly,



Melissa Kilby
Melissa Kilby
President & CEO
JA of Central Carolinas



Michael J. Ryan
Mike Ryan
Board Chair 2024-25
JA of Central Carolinas

29,741

Students

served in 2024-2025

852

Classes

participated in a JA program in
2024-2025

133

Schools

partnered with JA for student
success in 2024-2025

260,479

Instructional Contact Hours

building skills for tomorrow's
workforce in 2024-2025

57%

Of All Students Served

qualified for the Free & Reduced-
Priced Lunch (FRL) Plan.*

11.37%

Community Growth

social media growth in 2024-2025
amplifying JA's voice across platforms

**free meals at or below 130% poverty,
reduced-price from 130% to 185% of poverty*

Mission

*“JA’s mission is to inspire
and prepare young people
to compete in a global
economy.”*



JA BizTown

At JA BizTown, we're not just teaching kids about business, we're helping them see themselves in the future. When students step into our miniature city, they step into roles that mirror the real world: CEOs, CFOs, healthcare professionals, engineers, and entrepreneurs. It's in these moments that confidence takes root, curiosity sparks, and young people begin to understand the connection between what they learn in school and who they can become.



It was amazing to watch students as they learned what a Philanthropist is or what an Entrepreneur is while making connections with their own every day lives.

LAST YEAR, JA BIZTOWN'S IMPACT REACHED FAR BEYOND OUR WALLS:

9,217 students participated

448 classrooms engaged

7 school districts represented

75% of students served qualified for Free or Reduced Lunch

Sedona B., 4th grade teacher
at Sugar Creek Elementary

JA Finance Park

Building Confidence for Real-Life Choices

JA Finance Park gives students a transformative look at adulthood before it arrives. Through hands-on budgeting and real-world financial scenarios, young people learn to navigate choices around income, expenses, credit, and saving and discover that they can take control of their future.

INSIGHTS INTO IMPACT

93% of students said the simulation helped them understand how a budget works

89% said the experience helped them prepare for college or the workplace

83% said the program exposed them to new careers



JA High School Heroes

JA High School Heroes empowers teens to step into real leadership by teaching younger students the financial and career skills they wish they had learned earlier. When high schoolers volunteer in elementary classrooms, they're not just delivering lessons, they're becoming role models, building confidence, and discovering their own potential to make an impact.

JA High School Heroes trained → **314**

Elementary classes served → **80**

Participating elem. schools → **7**



1,520
Elementary
students
impacted

Volunteer Impact



1,614
Unique
Volunteers



655
Learning
Experiences
Delivered



106
Organizations
Engaged
With JA



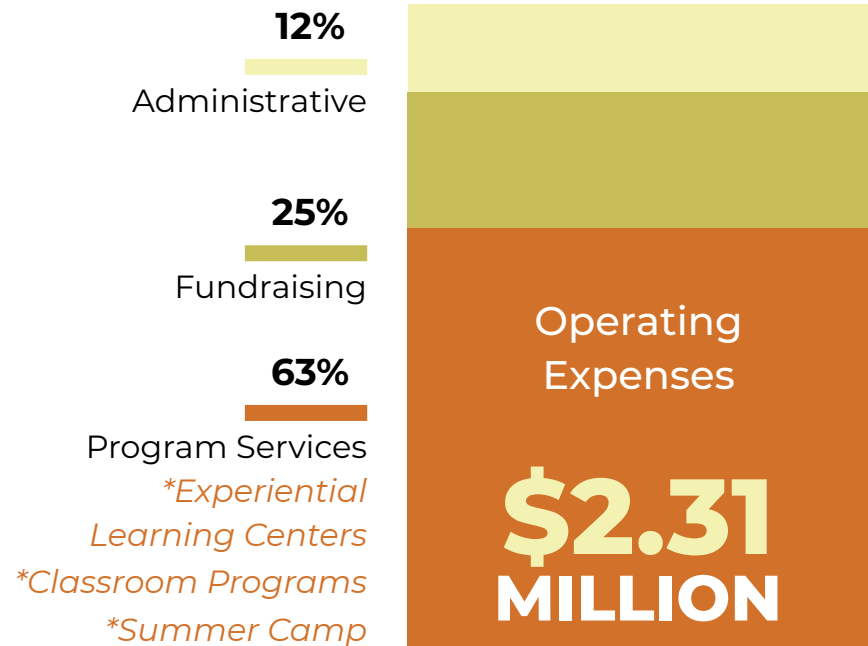
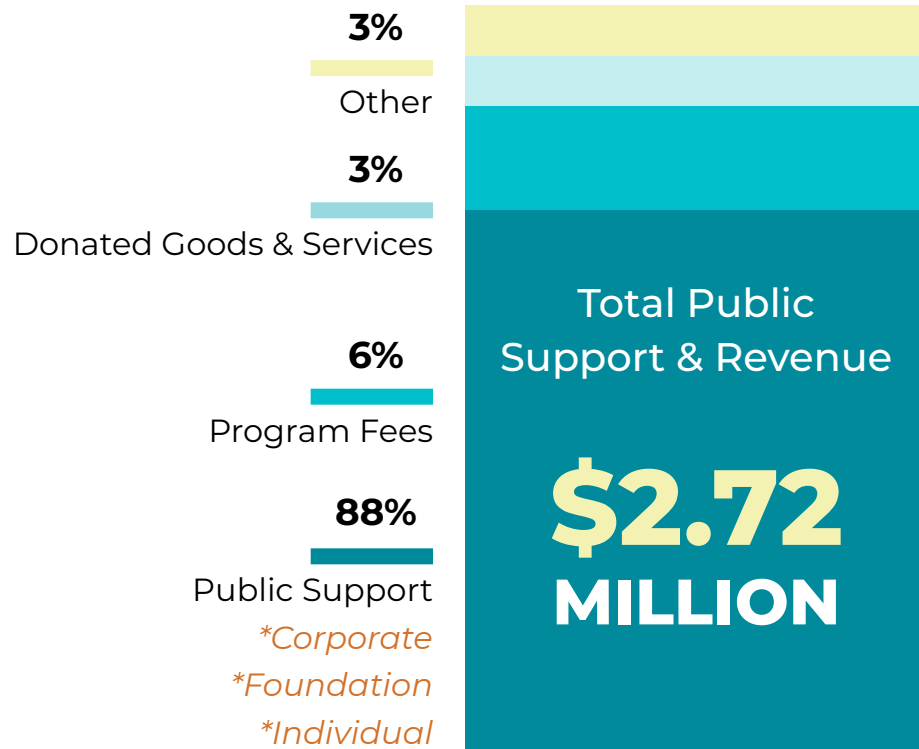
213,940
Total
Volunteer
Hours

Because of our volunteers, students emerge as confident, capable, and connected learners



Financial Snapshot

In fiscal year 2024-25, Junior Achievement of Central Carolinas had total public support and revenue of **\$2.72 Million** and operating expenses of **\$2.31 Million**.



Leadership

Executive Committee



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BOARD CHAIR
Retired, Grant Thornton



Derrick Fernando
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Junior
Achievement™
of Central Carolinas

Di Morais
Retired, Ally Bank

North Carolina Business Hall of Fame 2025 Laureate Inductees

Celebrating Visionary Leadership

Our 2025 Laureate Celebration honored two exceptional leaders whose influence continues to shape our region and beyond. **Carol Lovin**, Executive Vice President and Chief Integration Officer at Advocate Health, was recognized for her role in building one of the nation's largest academic health systems and expanding access to care for millions.

Marc Oken, Chairman of Falfurrias Capital Partners, was celebrated for his transformative impact on Charlotte's financial landscape and his commitment to mentoring future business leaders.

Together, their legacies exemplify how strategic leadership and community engagement create lasting change, advancing healthcare, strengthening businesses, and inspiring the next generation.

37th Annual
NORTH CAROLINA
BUSINESS **HALL
FAME**



Thank You Partners!



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Accenture
Akers Foundation
Albemarle Foundation
Ali Iqbal
American International Group
Amerisure Charitable Foundation
Amy Pack
Andree Taylor
Ann Marie Williams
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AT&T Carolinas
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Carolina Foods
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Carrier Corporation
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TBH Consulting
The Dickson Foundation
The Dowd Foundation
The Siegfried Group
Thomas J. Kirkland
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United Bank
United Way of Greater Atlanta
US Bank
Voya Financial
Wells Fargo
York County Community Foundation

Donate



Volunteer



Connect



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