



Junior
Achievement®
of Central Carolinas

2020-21

IMPACT REPORT

CEO Message

Reaching
100,000
Students
by 2023



Dear Partners in Service,

Founded in 1958, Junior Achievement of Central Carolinas is headquartered in Charlotte, North Carolina and serves 53 counties across North Carolina and the northern part of South Carolina. Alongside our many volunteer mentors, Junior Achievement provides hands-on curriculum programs surrounding preparation for the workforce, personal finance, and being entrepreneurial that help youth unleash their own boundless potential and achieve a fulfilled future.

When our students can understand their own unique path for the future and how to follow it, they are able to prepare for work in a field that interests them, manage the resources they are given, and think creatively about how to overcome challenges. This creates fulfilled adults who are assets to their community. Similarly, when community and business leaders want to enact true change, they look for ways to make the greatest impact. Through Junior Achievement programs, volunteers can use their personal stories to mentor students. Our programs provide direct connection between those who want to help, and those students who need the community to invest in their futures.

Together with nearly 5,000 annual volunteers and 350 corporate and community partners, Junior Achievement of Central Carolinas is well on our way to serving 100,000 students. We are always looking for new organizations, businesses and community leaders to partner with us to continue to expand our service. Together we can ensure all students have the tools they need to be successful after high school.

In Partnership,

Sarah Cherne
President & CEO
Junior Achievement of Central Carolinas

About JACC



Opened in 2018, Junior Achievement's TOWNEBANK OPPORTUNITY HQ is located in Charlotte's Camp North End. It offers students, volunteers, and partners an exciting setting for collaboration. The 30,000 square foot facility, just outside of Uptown offers JA Biztown, presented by Ally Financial, JA Finance Park, sponsored by SPX FLOW, 200-person Training Room and a Bank of America Lounge.

OUR PURPOSE

Junior Achievement helps students identify, navigate, and achieve an accomplished future.

OUR WHY

All young people want to be successful, but often can't find the opportunities they need to help them get there. At Junior Achievement, we believe every individual possesses boundless potential and an innate desire to live that out in a uniquely fulfilling way.

OUR HOW

Alongside our many volunteer mentors, Junior Achievement provides hands-on curriculum programs surrounding preparation for the workforce, personal finance, and being entrepreneurial that help youth unleash their own boundless potential and achievement.

OUR VALUES

- ✓ We believe in the boundless potential of all individuals
- ✓ We maintain a passion for what we do and honesty, integrity, and excellence in how we do it
- ✓ We believe in the power of partnership, collaboration, and relationship

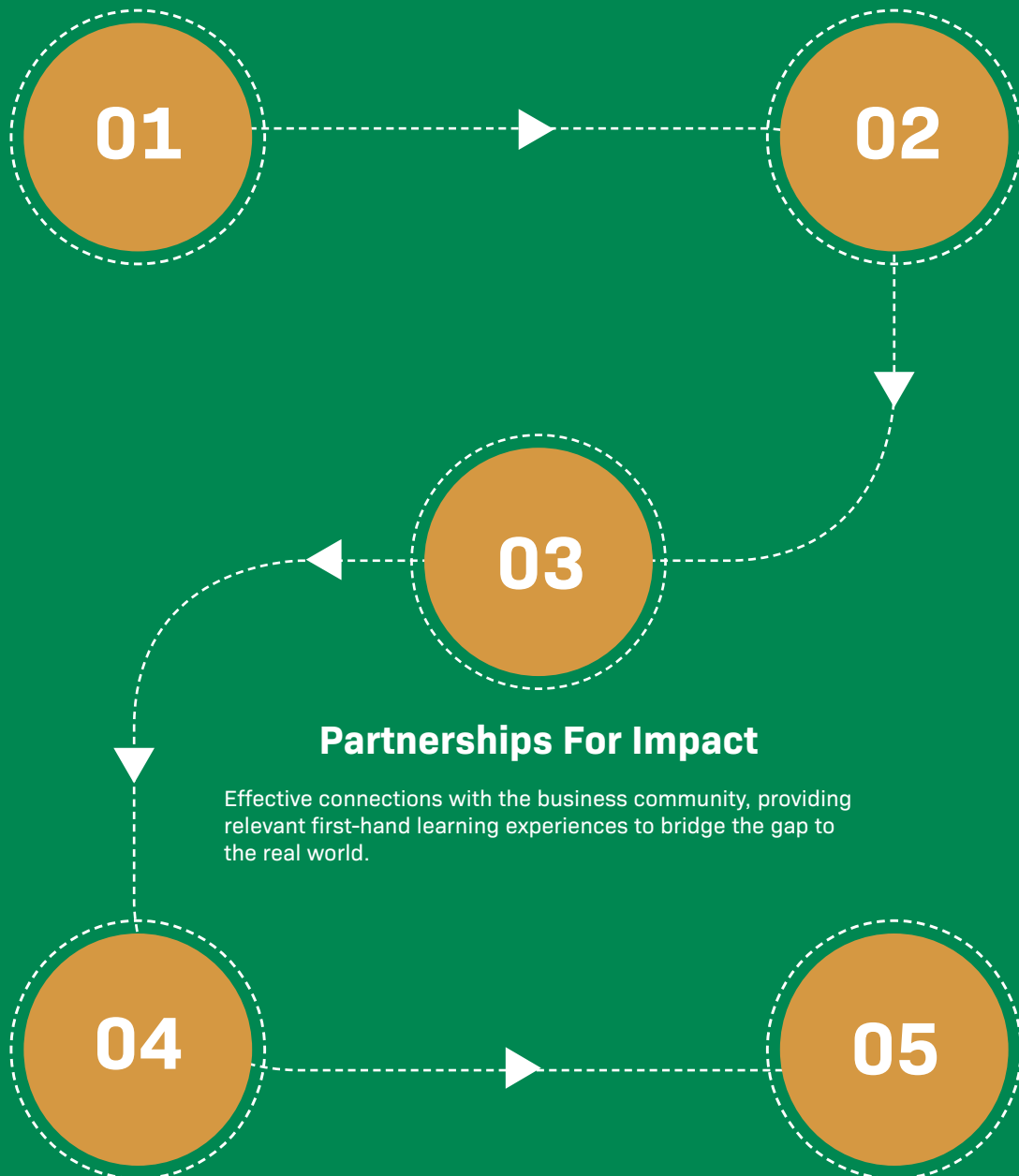
Expanding Our Reach

Moving to Camp NorthEnd

In 2018 we opened our new building headquarters and Capstone facility in CAMP North End, with a vision to impact 100,000 students by the year 2022.

Building on Opportunity

The new TowneBank Opportunity HQ is home to JA BizTown, JA Finance Park, Junior Achievement of Central Carolinas administrative offices, and expanded programs and services.



Partnerships For Impact

Effective connections with the business community, providing relevant first-hand learning experiences to bridge the gap to the real world.

By The Numbers

Our new location offers strengthened organizational stability. We are ultimately motivated by the ability to impact over 100,000 students with valuable social capital, real-life experiences, and career pathways.

Answering The Call

For JACC, the call to action is clear. Our proven programming directly impacts many of the root causes of economic immobility and directly aligns with the recommendations set-forth by the Opportunity Task Force and now the challenges that the pandemic have been exacerbated.

Building On Opportunity

Thank you to all of our partners that invested in our “Building On Opportunity” capital campaign. We were able to expand our Capstone programs and provide multi-used space for the community. The new TowneBank Opportunity HQ is home to JA BizTown, JA Finance Park, Junior Achievement of Central Carolinas administrative offices, and expanded programs and services.

New State of the Art Training Center and NUCOR Board Room



JA Finance Park, Sponsored by SPX FLOW



JA BizTown, Sponsored by Ally Financial



Our Leading Partners

Our partners are integral to our success. Without them, JA would not be able to reach the thousands of students we serve each year. Our partners make it possible for us to engage our students in hands-on learning in very real-world environments that create opportunities for transformational change in the hearts and minds of our young people. We recognize all those who have invested in creating opportunity for our students and thank them for supporting our mission.

Signature Partners





Additional Valued Partners

\$30,000 and Up	Adam's Outdoor Advertising ▪ Alston & Bird ▪ LPL Financial Charitable Foundation, Inc.
\$20,000 - \$29,000	Edifice ▪ Ernst & Young LLP ▪ The Hartford (Southeast Division) ▪ Merchant Foundation ▪ Newman's Own Foundation ▪ Provident Benevolent Foundation ▪ SPX
\$10,000 - \$19,000	Charlotte Hornets Foundation, Inc. ▪ Clifton Larson Allen, LLP ▪ CommScope ▪ Dickson Foundation ▪ Dixon Hughes Goodman ▪ ESPN, Inc. ▪ Forsite Development inc. ▪ Founders Federal Credit Union ▪ Grant Thornton ▪ Lending Tree ▪ The Luke and Meadow Foundation ▪ Mariam & Robert Hayes Charitable Trust ▪ Moore & Van Allen PLLC ▪ Philip L. Van Every Foundation ▪ PNC Bank ▪ Spiracle Media ▪ The Springs Close Foundation, Inc. ▪ Williams & Fudge
\$5,000 - \$10,000	INSP, LLC ▪ JP Morgan Asset Management ▪ KeyBank National Association ▪ Suntrust Foundation ▪ Target Corporation ▪ Truiliant Federal Credit Union

By The Numbers



**14 School
Districts**



178 Schools



**27,564
Students**



**11,788
Title 1 Students**



**2,183
Volunteers**



**166
Corporate Volunteers**



**55
Community Volunteers**



**9,824
Contact Hours**



**1,038
Classrooms**

	Total Students Served	Total Title 1 Students Served	Percentage
2015 - 2016	42,429	12,203	29%
2016 - 2017	43,332	16,649	38%
2017 - 2018	44,438	21,061	47%
2018 - 2019	48,682	23,471	48%
2019 - 2020	*27,564	11,788	43%

*Students served data is impacted by school closings due to COVID-19



I have been apart of four different Junior Achievement programs and I learned something valuable in each one of them.

---Melissa S. (6th Grader)



Participating with the JA programs was one of my most rewarding volunteer experiences.

---Patricia T. (Corporate Volunteer)

Innovative Opportunities

2019-2020 was a pivotal year for Junior Achievement as we faced the challenges of school closings at our busiest time due to Covid-19. In order to continue to serve the community, our organization pivoted to create distance learning program opportunities during school closings. This innovative launch led to numerous pilots that were developed to test our ability to deliver our programs in a virtual learning environment to scale. The pandemic required JACC to respond and adapt quickly and through innovation we have expanded our service delivery options.



- Focused on helping young women expand career connection and opportunity
- Social Capital - connecting young women to professional women in the community
- Virtual program offering sponsorship and virtual volunteer engagement opportunities



- Evaluate the risks and benefits of saving and investing.
- Explain the advantages and disadvantages of using credit and debit cards.
- Create a successful budget using hypothetical life situations.



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 **Allstate**
You're in good hands.

- Virtual Career Exploration Fair
- Engage high school students in connecting with possible career pathways
- Equip students with knowledge required to obtain employment
- Sponsorship and brand opportunities



- Identify personal interests, skills and career possibilities.
- Create career pathway research poster presentation and digital career notebook.
- Learn social and soft skill competencies relating real-life experiences to job skills and preparing students for their future careers.



Partner Today for Tomorrow

Through a generous partnership with Junior Achievement of Central Carolinas you will help young leaders identify, navigate and achieve a fulfilled future. We are honored by and grateful for your financial investment to ensure we continue changing lives and building futures together! For more information contact Sarah Cherne at scherne@jacarolinas.org.



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1701 N Graham Street #100
Charlotte NC 28206

P

704-536-9668
Main

W

www.jacarolinas.org
info@jacarolinas.org