



Junior
Achievement[™]
of Central Carolinas

2021-22

**IMPACT
REPORT**

Message From The CEO

Students need Junior Achievement more than ever.

The uncertainty and stress of recent years is weighing on our students. More than half of teens across the U.S. say they feel unprepared to finance their futures, according to the 2022 [JA Teens & Personal Finance Survey](#). The problem is amplified in our own backyard. Upward mobility is a critical issue facing Charlotte and North Carolina.

Yet, there's reason to be hopeful and celebrate the impact that the Central Carolinas community has had on the lives of students. During the 2021-22 school year, more than 22,400 students engaged in Junior Achievement programs, which is a strong recovery from the interruption caused by COVID. We returned to classrooms and re-opened the doors of the JACC TowneBank Opportunity HQ to give thousands of students experiential learning opportunities in financial literacy, work readiness, and entrepreneurship. Thanks to the support of a passionate business community, JA programs reached a significant portion of students from high-needs schools in the Charlotte area.

Delivering on the JACC mission is only possible through strong partnership with educators, businesses, and community leaders. I joined this student-first organization in February 2022 and have been impressed by the commitment in the community and JACC team. Together, we will grow the impact and transform students' financial health and economic futures.

Gratefully,



Dorothy Gorman
President & CEO



Our Why



Mission

JA inspires and prepares young people to succeed in a global economy.



Vision

We envision a world in which young people have the skillset and mindset to build thriving communities.

By The Numbers



147,703

Instructional Contact Hours



22,484

Students served in 482 classes across Alleghany, Ashe, Cabarrus, Charlotte-Mecklenburg, Chester, Fort Mill, Gaston, Lancaster, Madison and York counties



862

Learning Experiences

Empowering Students In Our Region



JA BizTown and JA Finance Park

After completing 17 in-classroom lessons, middle school students visit JACC TowneBank Opportunity HQ. Here, they apply what they've learned in a hands-on interactive simulation. Each program allows students to strengthen their skills in:

- **Financial Literacy:** Students are given life personas and challenged to build a budget and determine wants vs. needs in JA Finance Park®. From this, they see how their choices have daily and long-term impacts.
- **Work Readiness:** In both simulations, students have interactions with corporate volunteers who provide insight on potential career pathways.
- **Entrepreneurship:** Students learn for themselves what it takes to operate a business, taking on roles such as CEO, CFO, Marketing Manager and more in JA BizTown®.

Classroom and Virtual Experiences

JACC delivers program offerings that align with the goals and needs of our community. In 2021-22, K-5 and 9-12 students in the Central Carolinas took part in several key learning opportunities:

- **JA In A Day:** Partnering with a local elementary school, youth leaders in our High School Heroes program teach basic financial literacy definitions and concepts to K-12 students.
- **JA Personal Finance 2.0:** High school students explore fundamental elements of personal finance and prepare to make informed financial decisions upon graduation. This curriculum supports districts implementing an Economic and Personal Finance course, now required for all NC graduating students.
- **JA Inspire Virtual Career Fair:** During a virtual career expo, students explore high-growth, high-demand industries, career and learning experiences offered by local employers, and continuing education opportunities.



Grateful For Our Volunteers



2022 Volunteer Community Mural

*Presented by the Charlotte Hornets Foundation & Bank of America Week of Service
Artwork by Raman Bhardwaj in collaboration with ArtPop Street Gallery*

It is with the support of hundreds of volunteers that we are able to deliver first-class experiences to our scholars. We are grateful to the faithful partners new and old that help deliver our mission in the classroom and at our learning facility in Camp North End.
We are all better together.



Impact On Every Level

"I learned about saving money, job responsibilities and how to take care of your money."

Emilia, 6th Grade

"When I'm older I'll know more about this kind of stuff and won't struggle when it happens."

Greenly, 8th Grade

"The volunteers were amazing and so patient with my students. They kept them engaged and were helpful. My students really enjoyed this, thank you!"

Elementary Teacher at Thomasboro Academy



"I genuinely had the time of my life! This was such an amazing opportunity for all of us, I can't wait to see how the next group goes."

JACC Volunteer

Thank You To Our Supporters

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