JUNIOR ACHIEVEMENT IMPACT REPORT 2023

visit us at MyJA.org
2022

Real-World Learning Today, Success Tomorrow

At Junior Achievement of Greater Washington, we’re on a mission to prepare students to be future ready. As part of our vision to create Exponential Tomorrows for students, we partner with schools and businesses to bring them hands-on, practical experiences that go beyond textbooks.

Student Potential, Multiplied

In the 2022-23 school year:

38,604 students equipped with real-world skills

1,084,397 instructional hours provided

150 Greater Washington schools served

5,765 volunteers inspired Greater Washington students

JA Alumni experience real-world success:

30% more likely to have a college degree

20% higher earnings

2.5x more likely to start a business
Building Skillsets and Mindsets

**FINANCIAL LITERACY**
We prepare young people for lifelong financial health with hands-on learning experiences that expose them to careers that build earnings, plus smart ways to save, spend and invest.

**WORK READINESS**
We prepare students for the future of work through hands-on business experiences that explore possible careers and develop skills needed for success in college, trade school or the workforce.

**ENTREPRENEURSHIP**
Students cultivate an entrepreneurial mindset for tomorrow by practicing it today: developing a product or service, financing their startup, marketing their brand and delivering to market.

**Students Served by County**

<table>
<thead>
<tr>
<th>County</th>
<th>Students Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery County, Maryland</td>
<td>11,955</td>
</tr>
<tr>
<td>Prince George's County, Maryland</td>
<td>10,680</td>
</tr>
<tr>
<td>Fairfax County, Virginia</td>
<td>14,151</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>1,017</td>
</tr>
<tr>
<td>Additional Counties</td>
<td>801</td>
</tr>
</tbody>
</table>

Up to 10,000 students by 2027 (See p. 11)
Reinventing High School

Our national education system is not keeping pace with the demands of the global economy. Many students are disengaged and unprepared to navigate today’s complex world and workplaces. 3DE is a redesign of the high school model that is proving the transformation of public school is possible. Exploring real-world situations, students practice skills they’ll need in business and life through case studies, start-ups and consultancies.

3DE Year by Year

Energizing classroom concepts with real-world experiences

9TH & 10TH GRADES
Case Challenges
Students work in teams on real-time business case challenges, pitching their solutions and receiving coaching from business leaders.

11TH GRADE
Case Studies
Students build real-world competencies through a series of case studies and by creating their own start-up ventures in preparation for our annual Market Day.

12TH GRADE
Consultancy Project
Students apply what they have learned to the real world, testing their problem-solving skills by immersing themselves in a consultancy with a local partner.

“The school asked us to kick off homecoming week with a fashion show and I was able to represent my brand, No Error. I was handing out business cards and felt so professional! Once you have the mindset, it really opened my eyes to what’s to come after high school. I want to go to college to study architecture and business management.”

Erica, Student
Frank W. Ballou Senior High School

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Innovative and Proven

3DE INCREASES STUDENT ACHIEVEMENT

-17% fewer cases of chronic absenteeism
+26% higher graduation rate
+29.2% higher rate of first-year college enrollment

3DE BUILDS POSITIVE SCHOOL CULTURE

+23.5% of students feeling a sense of belonging
+65.2% of students seeing the relevance of school
100% of teachers and principals would recommend 3DE

*3DE students compared to non-3DE peers

3DE Schools

PRINCE GEORGE'S COUNTY PUBLIC SCHOOLS
Potomac High School
Surrattsville High School

DISTRICT OF COLUMBIA PUBLIC SCHOOLS
Frank W. Ballou Senior High School

EXPANSION
Two additional schools launching in 2025
JA Finance Park®

Equipping Middle and High School Students for Financial Success

In the 2022-23 school year:

36,588 students completed the experience

658,584 instructional hours provided

JA Finance Park Alumni:

82% agree they have a strong financial footing

84% agree that their experience with Junior Achievement helped with their financial literacy

Learning to Earn, Spend and Save

JA Finance Park gives middle and high school students a crash course in the realities of earning, spending and saving money. In-classroom lessons culminate in a daylong experience at one of our JA Finance Park locations, where volunteers mentor students as they navigate real-life situations while managing a personal budget. It’s an eye-opening and memorable experience that students consistently say increases their understanding of what’s needed to manage lifelong financial health.

Students learn to:

• Appreciate the importance of a budget and what it should include
• Create a successful budget using hypothetical life situations
• Understand how to save and invest
• Evaluate risk and recognize insurance as a way to minimize it
• Understand taxes and how they affect everyone
• Recognize the advantages and disadvantages of using credit and debit cards
• Identify personal interests, skills, work preferences and values
• Identify career interests

“I have learned how to budget my money and pay myself first. I plan to use these skills later so I can manage my money and have a stable life. Making a budget based on myself and my family was difficult. This was hard because I had to spend more money on my kid, but as a kid in real life, I think of myself first. Groceries were very expensive in my opinion. I had to spend more than I expected.

Ilya K., 8th grader
South County Middle School

Finance Park Locations

Montgomery County, MD
Prince George's County, MD
Fairfax County, VA
Coming Soon:
The JA Discovery Center, Washington, DC
JA Entrepreneurship Experiences

Cultivating the Next Generation of Entrepreneurs

In our entrepreneurship pathway, students experience first-hand what it takes to conceptualize, build and manage a business.

JA Company Program®

In cohorts during the school year, students learn to lead by building a business from concept to launch while volunteers and mentors provide real-world guidance.

JA Entrepreneurship Summit

Each summer, JA of Greater Washington hosts this summit that blends a start-up boot camp with a “Shark Tank”-style competition. Students design and pitch ready-to-launch, socially conscious businesses addressing a real-world problem to a panel of esteemed members of the business community.

Students learn to:

- Design, launch and run a company
- Apply entrepreneurial thinking to school, work and life
- Develop critical collaboration skills
- Pitch to investors for seed money
- Sell products and services in a market-style environment
- Manage financial records
- Prepare for life after high school

The Entrepreneurship Summit is tailored for teens and encourages them to become entrepreneurs. A lot of adults think that teenagers can’t change the world, but at the Summit, we’re proving them wrong. It’s our future, so why can’t we start changing it now?

Mary M., Entrepreneurship Summit alumna

JA alumni are 2½ times more likely to start a business than the general population
Volunteer: Help Students See What’s Possible

Volunteer mentors and coaches from business and the greater community are vital to helping students see what their futures could look like and how to get there. By coaching, mentoring and sharing their experiences, JA volunteers provide a real-world connection to careers and opportunities students never imagined before.

In the 2022-23 school year:

5,765 volunteers inspired Greater Washington students

27,900 hours of volunteer-led student engagement

JA Alumni:

56% say they are currently in a career or job, or have worked in a similar position, to the one their JA volunteer had. (Alumni Survey Report 2021-22)

JA and KPMG: Empowering Tomorrow’s Leaders through Lifelong Learning

KPMG employees in the Washington, D.C. metro have a strong commitment to promoting lifelong learning, which makes their longtime collaboration with JA of Greater Washington the perfect match. Their people share a sense of purpose in the work they do, and a strong commitment to community service and inclusion and diversity. As a bonus, their over 3,000 local employees benefit from the team-building experience of volunteering as they bond over their shared interest in helping students develop financial literacy, work readiness and entrepreneurship skills.

KPMG has worked with JA of Greater Washington for more than 20 years. In that time, KPMG has invested more than $1.2M, collectively impacting tens of thousands of Greater Washington area students. At the national level over the past 10 years, KPMG US, KPMG Foundation and KPMG employees have contributed over $10M to JA USA and JA Areas.

“For those considering volunteering with JA, there is a role for everyone – whether you volunteer to spend a full day with students at JA Finance Park or an hour mentoring a student. It is incredibly rewarding to be able to engage with the students and see the excitement on their faces when the JA curriculum comes to life.”

Matt Schwartz, KPMG Partner, Sales Enablement Leader

Matt Schwartz, KPMG Partner, Sales Enablement Leader, is a board member for JA of Greater Washington and leads the KPMG National JA Network comprised of more than 80 board and junior board members serving JA Areas.
Volunteer Opportunities

**JA FINANCE PARK**

*Time commitment: 4½-5½ hours on a school day*

*Locations: Fairfax County, Montgomery County, Prince George’s County*

Middle and high schoolers gain insight into their financial futures as they are guided through a hands-on, real-world simulation of managing a personal budget and exploring careers. Volunteers mentor students as they experience responding to the inevitable changes and challenges life can bring.

**JA COMPANY PROGRAM**

*Time commitment: varies depending on role and event*

*Locations: Across Greater Washington*

Volunteer business professionals teach high school students how to lead by building a business. They guide students as they learn how to become entrepreneurs by putting their ideas into action, launching and operating a real business with other students, and connecting with the business community.

**JA ENTREPRENEURSHIP SUMMIT**

*Time commitment: varies depending on role*

*July 29 - August 2, 2024*

*Location: Prince George’s County, MD*

Volunteer business professionals teach high school students how to lead by building a business. They guide students as they learn how to become entrepreneurs by putting their ideas into action, launching and operating a real business with other students, and connecting with the business community.

**3DE**

*Time commitment: 3-7 hours of coaching and 2-4 hours of judging over 1-2 days*

*Locations: Prince George’s County and Washington, DC*

Leveraging public-private partnerships, 3DE volunteers engage high school students in the classroom to provide real-world education, rooted in case studies, and expand equitable access to economic opportunities.

**JA GOLF CLASSIC**

*April 29, 2024*

*River Creek Golf Club, Leesburg, VA*

Led by JA of Greater Washington’s Associate Leadership Council, this event offers golf enthusiasts a unique opportunity to network and have fun while supporting the mission of Junior Achievement.

**THE WASHINGTON BUSINESS HALL OF FAME**

*November 20, 2024*

*The Anthem, Washington, DC*

For over three decades, the Hall of Fame has served as Greater Washington’s signature lifetime achievement award. This event honors our region’s most accomplished leaders and celebrates the impact they have had on our local economy, communities and quality of life.

**PLAY4JA**

*Year-round*

Play4JA is a fun and easy peer-to-peer fundraising initiative that allows organizations and corporations to raise funds through trivia, cooking sessions, happy hours and more – all to support JA of Greater Washington’s transformational work.
Exponential Tomorrows

A $65 million campaign to reengineer education for greater impact

Building on 50+ years of partnering with schools and businesses in Greater Washington, we have a blueprint to make education more relevant, more inspiring and more impactful than ever.

Our Plan

BUILD THE JA DISCOVERY CENTER

Expand JA’s reach in DC to 10,000 students annually. Work readiness, financial literacy and entrepreneurship skills will come to life for students at this national flagship facility through interactive experiences led by business and community volunteers.

EXPAND 3DE

Replicate this proven model in up to 7 schools by 2027. We will bring this bold redesign of the high school model to 10,000 students annually, infusing learning with real-world relevance and skill-building so students are prepared to succeed.

GROW WITH OUR REGION

Position JA to scale and prepare regional youth for success. We will be ready for the demands of our rapidly growing, diverse region by strengthening and scaling best-in-class programming such as JA Finance Park, JA BizTown® and Entrepreneurship programs.

JA OF GREATER WASHINGTON IN 2027

- 60,000 students reached annually
- 3.3 million hours of hands-on, high-impact education annually

*Outcomes and dates are tentative and dependent on the pace of funding and other variables.

Be Part of the Transformation of Education
Volunteer. Invest. Partner.

www.exponentialtomorrows.org
The JA Discovery Center
An Investment in DC Students

Located two miles from the White House, the JA Discovery Center represents an exponential expansion of JA’s partnership with District of Columbia Public Schools and will serve as the new headquarters of JA of Greater Washington. Additionally, it will bring new life to the historic Embassy Building No. 10 in DC’s dynamic and diverse Columbia Heights neighborhood.

- **Students in DC public and charter schools** will benefit from learning experiences proven to increase college graduation rates, earnings and business start-ups among alumni, including JA BizTown, JA Finance Park and Entrepreneurship programs.

- **Up to 10,000 students annually** will see real-world skills brought to life through interactive experiences

- **2,500 volunteers** from the business and the greater community will engage with students
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Chair Elect
Kevin Smithson, Mid-Atlantic Managing Partner, PwC

Immediate Past Chair
Pamela Bentley, Chief Financial Officer, GCM Grosvenor

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Neil Smith, Partner, CrossCountry Consulting

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*As of April 1, 2024

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