

Our Promise

Junior Achievement (JA) provides engaging, sequenced, and scalable learning experiences that are proven to have a long-term impact and are broadly available to youth in Colorado and Wyoming. These experiences ensure young people develop the skill sets and mindsets to leverage opportunities created by our free-market economy so they can lead “choice-filled” lives.



85%

of alumni say JA played an important role in fostering the belief that they could achieve their goals.

2024/25
Volunteers:
3,000

2024/25
Budget:
\$6.4 million

2024/25
Students:
83,000

2025/27 Priorities

Critical Targets

Strategies

Goals

Formalize Strategic Partnerships with School Districts

Align to a shared vision of student success in the delivery of authentic learning experiences

- 12 school district partnerships leading to sequenced and layered JA programming

Heighten Teacher Engagement & JA Program Effectiveness in the Classroom

Enhanced regional resources & supports for volunteers and educators to enhance student outcomes

- 2 million Instructional Contact Hours
- 250,000 students reached
- Increase market share

Optimize Donor & Volunteer Partnerships

Strengthen JA's ability to enhance learning & connectivity to real world experiences

- \$20 million raised for greater impact & expansion of student opportunities

Our Plan

Forever

Leave a Legacy

Making a legacy gift ensures that the future generation of students continue to receive critical financial education, attain work readiness skills, and foster an entrepreneurial mindset.

There are many ways to leave a legacy by giving through:

- Your will
- Marketable Securities
- Gift Annuities
- Other Assets

Tomorrow

Build the Vision

Our three-year strategic plan includes several new and critical initiatives that will only be possible if funding is available. These initiatives include:

- Merging with Economic Literacy CO
- Expanding rural outreach
- Developing New Classroom Programs to Meet Standards
- Translating Programming to Increase Inclusivity
- Exploring 3DE, a four year "JA High School" model

Today

Make an Impact

JA is a 501(c)3 nonprofit organization. Ongoing support from individuals and businesses enables JA to deliver its programs at no charge to students or schools. Any amount makes a difference:

- A gift of \$50 sponsors one student
- A gift of \$500 provides a scholarship for a student to attend summer camp
- A gift of \$5,000 provides JA programs to an entire grade

How Can You Help?

Volunteer Your Time!

Share your experience through JA Classroom Programs -- Volunteer for one of JA's Experiential Programs -- Participate in a fundraising Event

Invest in our Community's Future!

Make an individual contribution -- Become a corporate sponsor of a Program or Event -- Host an Event at the JA Free Enterprise Center

Invite Others to Engage!

Refer a Friend or Colleague -- Inform Us of Networking or Speaking Opportunities -- Introduce JA staff to Potential Partners



For more information
please visit
JARockyMountain.org
NONPROFIT TAX ID: 84-0430495

