



Junior AchievementTM

of Western New York

IMPACT REPORT 2021–2022

PUBLICATION OF THIS
REPORT IS MADE POSSIBLE
THROUGH THE SUPPORT OF



ABOUT JUNIOR ACHIEVEMENT

JA is one of the oldest youth-serving organizations to provide a three-pathway focus: entrepreneurship, workforce readiness, and financial literacy learning experiences. JA forms partnerships between the business community, educators, and volunteers—all working together to inspire young people to dream big and reach their full potential. Our dynamic program model distinguishes itself from other youth organizations through a unique approach—using community volunteers with business and financial knowledge to deliver programs. JA provides the training, materials, and support necessary to bolster the chances for student success. Classroom volunteers transform key concepts from program units into learning that empowers students to believe in themselves and succeed in a global economy.

Partnerships with school districts and other youth and education-focused organizations that complement JA learning experiences are instrumental to success. These partnerships are rooted in continuous innovation, long-term commitment, and compatibility goals of JA's workforce development, financial literacy, and entrepreneurship education programs. These are partnerships that believe in JA's powerful purpose, that recognize the value of JA's reach, and that are committed to nurturing the future economic potential of young people in our community.

Purpose

JA's purpose is to inspire and prepare young people to succeed in a global economy.

Pathways

Financial Literacy

Work and Career Readiness

Entrepreneurship

Core Values

Belief...in the boundless potential of young people

Commitment...to the principles of market-based economics and entrepreneurship

Passion...for what we do and honesty, integrity, and excellence in how we do it

Respect...for the talents, creativity, perspectives, and backgrounds of all individuals

Belief...in the power of partnership and collaboration

Conviction...in the educational and motivational impact of relevant, hands-on learning



2022 NATIONAL ALUMNI SURVEY FINDINGS SUMMARY

Feelings
about JA
Participation

91%

Motivated Me to Learn

18-to-34-Year
Olds Saving
for Retirement

*CFP Board Morning Consult

***40% 68%**

Average Americans

JA Alumni

Percentage
in Their
“Dream Career”

*MidAmerica Nazarene College

***25% 69%**

Average Americans

JA Alumni

Living
“Paycheck
to Paycheck”

*Lending Club

***64% 46%**

Average Americans

JA Alumni



SEE THE FULL REPORT

JA AT A GLANCE

63,568 Instructional Contact Hours

11,181 Students Served

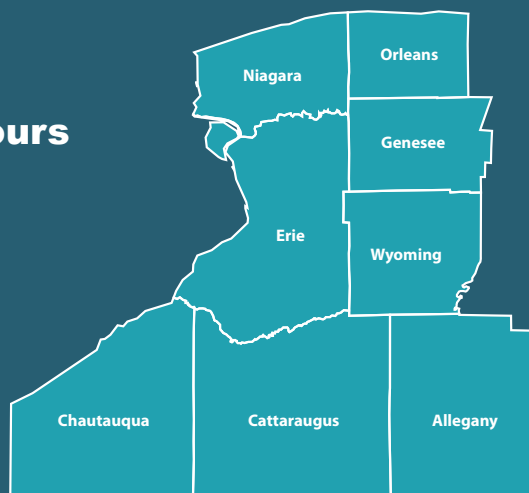
481 Learning Experiences

313 Educators

240 Volunteers

95 Schools

77 Firms/Partners



JA PATHWAYS APPROACH

Financial Literacy Pathway

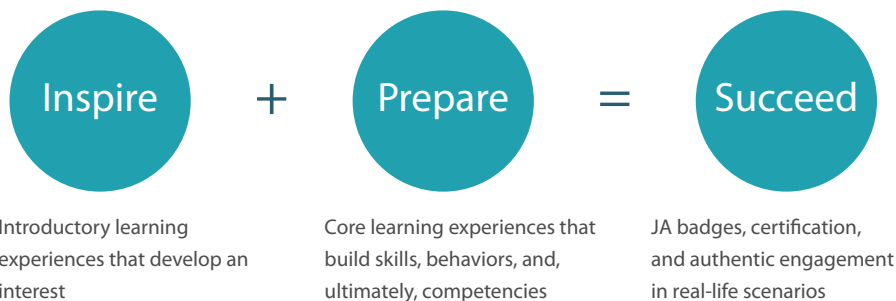
Work and Career Readiness Pathway

Entrepreneurship Pathway

The 100-year history of JA has led us to JA Pathways. This new strategic approach is a natural outgrowth of our past and will make us more prepared for the next 100 years. As a strong partner with schools and business, JA will provide more students with competencies that are critical to succeed in an increasingly complex and competitive world.

What Is JA Pathways?

Each JA Pillar becomes a JA Pathway: a continuum of progressive learning experiences, each inspiring, preparing, and ultimately enabling students to acquire and demonstrate the competencies needed to be financially capable, work and career ready, and/or entrepreneurially minded.



Elementary Programs (grades K–5) For students in kindergarten through fifth grade, JA's Elementary School learning experiences teach the basic concepts of business and economics. Through activities that build on lessons and learning standards across the school curriculum and from each preceding grade, students learn about their roles as individuals, consumers, and workers. They discover individual economic roles and the roles of families in the local economy. They also learn about responsibilities and opportunities within their economic community as they explore economic development, local businesses, and career opportunities.

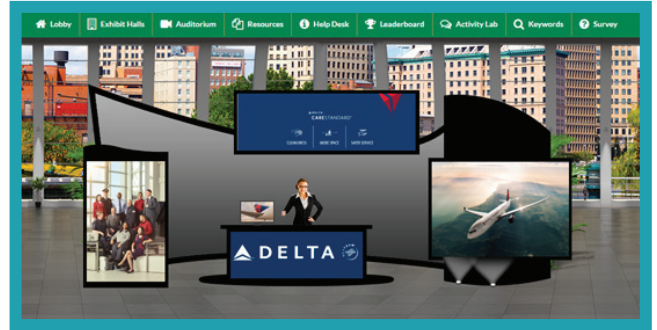
Middle and High School Programs (grades 6–12) JA's middle and high school programs build on concepts learned in elementary school and help teens make decisions about how to best prepare for their future.

See a complete list of all available programs [HERE](#)



JA INSPIRE

JA of Western New York and JA Central Upstate New York partnered with the region's employers as part of JA Inspire Virtual, a unique career exploration learning experience designed for middle and high school students. Aiming to inform students about careers and jobs at their companies during the virtual event, the career fair takes place in a visually rich virtual environment that mimics the dynamics of a live event. Features include a virtual lobby, exhibit halls with booths, a virtual auditorium, and a learning lounge. Within the virtual experience, students attend webinars and presentations, explore career booths, work readiness tools, and resources, and interact with career speakers and industry experts.



SEE THE FULL REPORT

PLAY4JA

Play4JA



Presented by

BANK OF AMERICA 

As we navigated out of pandemic-induced uncertainty in spring 2022, we are happy to report that the corporate supporters of JA's fundraising events remained loyal, creative and flexible. This resulted in a combination of virtual trivia, and private bowling get-togethers. Finally, in May 2022, we hosted a small bowl-a-thon. All of these events were conducted under the temporary "Play4JA" brand.



JA Staff



Falconer Central School District



Lakelet Capital and
Portfolio Companies





Presented by



STOCK MARKET CHALLENGE

High school students from across Western New York participated in two month-long challenges during the 2021–2022 school year. Through participation in the event, students discovered the benefits and challenges of investing in the stock market as part of a broader, long-term investment strategy.

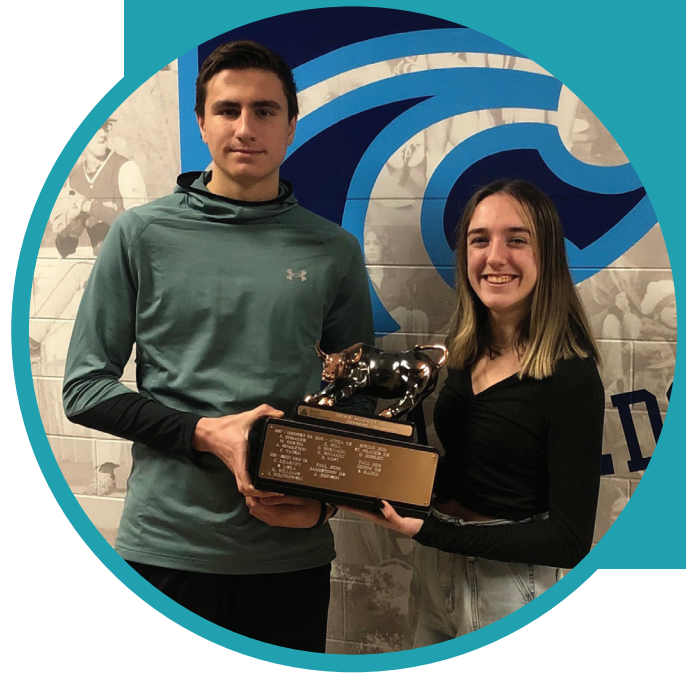
WINNERS

Due to the economy during this time, the stock market was really tricky to deal with...Luck turned in my favor, and I ended up winning. Great experience!

Donald Donnelly—Alexander High School (Spring 2022)

This year's JAWNY Virtual Stock Market Challenge was very fun, educational, and exciting. Before the virtual challenge, I knew close to nothing about the stock market, but after doing this, I now know a lot more and can invest in the future. It was very exciting to check the rankings every day and to watch my investment grow.

Sam Radka—Depew High School (Fall 2021)



Sam Radka and Aubrey Corbett of Depew High School



FAST FACTS
1,200 Students
26 Schools



BUFFALO NIAGARA SALES AND MARKETING EXECUTIVES (BNSME)/ JA PARTNERSHIP

As a partner with JA for 27 years, BNSME has supported our initiatives through a variety of different ways. The BNSME Annual Golf Outing has generously donated approximately \$270,000 over the past 27 years. Additionally, members volunteer in JA classrooms and at different JA events during the year.



WATCH THE VIDEO!

Lawley

INSURANCE | EMPLOYEE BENEFITS

PARTICIPATING SCHOOLS AND ORGANIZATIONS

Recognizing Schools and Organizations participating during the 2021–2022 fiscal year.

Erie

PUSH Buffalo
Akron Central School District
 Akron High School
Alden Central School District
 Alden High School
Amherst Central School District
 Amherst Central High School
 Smallwood Drive Elementary School
 Windermere Elementary School
Buffalo Public Schools
 BPS 195 City Honors School
 BPS 197 Math Science Technology Preparatory School
 BPS 207 Lafayette International High School
 BPS 208 Riverside Academy
 BPS 301 Burgard High School
 BPS 302 Emerson School of Hospitality
 BPS 45 International School
 BPS 92 Build Community School
 BPS 93 Southside Elementary School
 BPS 131 Academy School At 44 & Ltep
 The New Buffalo School of Culinary Arts & Hospitality Management #355
Cheektowaga Central School District
 Cheektowaga Middle School
 Union East Elementary School

Clarence Central School District
 Clarence Senior High School
Depew Union Free School District
 Depew High School
Diocese of Buffalo Ed Office
 Cardinal O'Hara High School
 Catholic Academy of Niagara Falls
 Christ the King School
 Immaculate Conception School
 Our Lady Blessed Sacrament School
 Saint Christopher School
 Saint Francis High School
 Saint Mary School - Swormville
 Saint Peter Roman Catholic School
 Saint Stephen School
 Saints Peter & Paul School
 Southtowns Catholic School
East Aurora Union Free School District
 East Aurora High School
Grand Island Central School District
 Grand Island Senior High School
Hamburg Central School District
 Hamburg High School
Kenmore - Town of Tonawanda Union Free School District
 Benjamin Franklin Elementary School

Lindbergh Elementary School
 Kenmore East High School
 Thomas Edison Elementary School
Lackawanna City School District
 Martin Road Elementary School
 Truman Elementary School
Maryvale School District
 Maryvale Intermediate School
 Maryvale Primary School
New York State Charter Schools
 Charter School For Applied Technologies
Orchard Park Central School District
 Orchard Park High School
Springville Griffith Institute Central School District
 Griffith Institute Middle School
Sweet Home Central School District
 Sweet Home Middle School
Tonawanda City School District
 Fletcher Elementary School
 Tonawanda Middle - High School
West Seneca Central School District
 Allendale Elementary School
 Northwood Elementary School
 West Seneca East Senior High School
 West Seneca West Senior High School

Winchester Elementary School
Williamsville Central School District
 Dodge Elementary School
Chautauqua
 WNY P-TECH STEM College & Career Academy
Falconer Central School District
 Falconer Middle/Senior High School
 Fenner Elementary School
 Temple Elementary School
Fredonia School District
 Fredonia Senior High School
Frewsburg Central School District
 Frewsburg Junior Senior High School
 Robert H Jackson Elementary School
Jamestown Public Schools
 Carlyle C Ring Elementary School
 Clinton V Bush Elementary School
 Jamestown High School
 Jefferson Middle School
 Persell Middle School
 Samuel G Love Elementary School
 Washington Middle School
Westfield Central School District
 Westfield Central School

Genesee

Alexander Central School District
 Alexander Middle High School
Batavia City School District
 Batavia High School
 Jackson Primary School
 John Kennedy Intermediate School
Diocese of Buffalo Ed Office
 Saint Joseph School - Batavia
Elba Central School District
 Elba Central School
Le Roy Central School District
 Le Roy Junior Senior High School
 Wolcott Street School
Oakfield Alabama Central School District
 Oakfield Alabama Junior Senior High School
Pavilion Central School District
 Pavilion Central Middle High School
Pembroke Central School District
 Pembroke Junior Senior High School
Niagara
Diocese of Buffalo Ed Office
 Desales Catholic School
Lockport City School District
 Emmet Belknap Intermediate School
 George Southard Elementary School

Lockport High School
Niagara Falls City School District
 Niagara Falls High School
North Tonawanda City Schools
 North Tonawanda High School
Ripley Central School District
 Ripley Central School
Royalton Hartland Central School District
 Royalton Hartland Middle School
Orleans
Medina Central School District
 Clifford Wise Middle Intermediate School
Wyoming
Attica Central School District
 Attica Senior High School
Warsaw Central School District
 Warsaw Central Middle High School
Yorkshire - Pioneer Central School District
 Pioneer High School

VOLUNTEER COMPANIES

Recognizing volunteer companies during the 2021–2022 fiscal year.

AAA Western and Central New York
 ACV Auctions
 Bank of America/Merrill Lynch
 BankonBuffalo
 Batavia Business Improvement District
 Batavia High School
 Bryant & Stratton College
 Buffalo State College SBA
 Business Beactive, LLC.
 Chase
 Chautauqua Striders
 Citizens Bank
 Clarence Community & Schools Credit Union

Community Volunteer
 Courier Capital LLC
 Curbell, Inc.
 Davis Financial
 Deloitte & Touche LLP
 Ebenezer Railcar Services, Inc
 Equitable Advisors
 Ernst & Young LLP
 Evans Bank
 Excelsior Orthopaedics
 Falconer Central School District
 Falconer Printing & Design
 Falconer Rotary
 First Niagara Bank

Five Star Bank
 Fredonia State University of New York - Technology Incubator
 Freed Maxick CPAs P.C.
 GEICO
 Genesee County Business Education Alliance
 Genesee County Career Center
 Genesee County Chamber of Commerce
 Gentech Scientific LLC
 GM Lockport Operations
 Goodwill Of WNY
 Highmark Blue Cross Blue Shield Of Western New York
 HSBC Bank USA, N.A.

Hunt Real Estate Corporation
 Independent Health
 Ingram Micro Inc.
 Jefferson Middle School
 Junior Achievement of WNY
 KeyBank, N.A.
 KPMG LLP
 Lake Shore Savings Bank
 Lawley
 Lockport High School
 M&T Bank
 Mass Mutual Financial
 Medaille College
 Media One Radio Group

Monofrax LLP
 Moog, Inc.
 NOCO Energy Corporation
 Northwest Bank
 NWN Dairy, Livestock & Field Crops Team
 Pawlik Marketing
 Peace Wesleyan Church
 Perry's Ice Cream Company
 Push Buffalo
 PwC
 Sinatra & Company Real Estate, LLC
 Society of St. Vincent De Paul
 SUNY Erie Community College

Support Enterprises Inc.
 The Chautauqua Center
 The Homecare Partners
 The Resource Center
 Tompkins Community Bank
 Travelers Insurance
 United Way of Greater Rochester
 Wallen & Associates
 Weinberg Financial Group
 Wells Fargo Advisors
 YWCA Jamestown
 YWCA Westfield

Top Organizations by Volunteers

Travelers Insurance	18	Community Volunteer	9
Citizens Bank	14	Independent Health	9
Batavia High School	12	Ingram Micro Inc.	8
KPMG LLP	11	Bank of America/Merrill Lynch	8
HSBC Bank USA, N.A.	10	Five Star Bank	7
M&T Bank	10		



DONOR SUPPORT

JA is pleased to recognize those that supported financially during the 2021–2022 fiscal year.

Corporate Donors

President's Club (\$25,000 plus)

Anonymous
Delta Air Lines, Inc.
The Lenna Foundation
Wells Fargo Foundation

Founder's Circle (\$10,000–\$24,999)

Bank of America Foundation
Bryant & Stratton College
Buffalo Niagara Sales & Marketing Executives
Chautauqua Region Community Foundation, Inc.
First Niagara Foundation in partnership with KeyBank

Five Star Bank
Genesee Valley Educational Partnership
GM Lockport Operations
Grigg-Lewis Foundation
HSBC Bank USA, N.A.

Linde LLC
M&T Charitable Foundation

NFADA Charitable Foundation

Ralph C. Sheldon Foundation, Inc.
Reid Family Foundation, Inc.
Rich Family Foundation
Travelers Foundation

Trustee (\$5,000–\$9,999)

Erie County Youth Bureau
JPMorgan Chase Bank, N.A.
KeyBank Foundation
Northern Chautauqua Community Foundation
Northwest Bank
Perry's Ice Cream Company

The UPS Foundation
Tops Friendly Markets, Inc.
United Way of Buffalo & Erie County
United Way of Northern Chautauqua Co., Inc.
WSF Industries, Inc.

Partner (\$2,500–\$4,999)

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BankonBuffalo
Children's Foundation of Erie County, Inc.
Cummins Inc. Jamestown Engine Plant
Erie County Legislature
Ernst & Young LLP
Evans Bank

Excelsior Orthopaedics
Holmberg Foundation, Inc.
KPMG LLP
Lawley

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National Grid
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The Cameron & Jane Baird Foundation

The Ralph F. Peo Fund administered by the Community Foundation of Greater Buffalo

United Way of Greater Rochester
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Investor (\$1,000–\$2,499)

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Curbell, Inc.
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Highmark Blue Cross Blue Shield of Western New York

Independent Health
Ingram Micro Inc.
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Shareholder (\$500–\$999)

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Blackstone Advanced Technologies LLC
Citizens Bank
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Financial Trust Federal Credit Union
L&M Wealth Management
NOCO Energy Corporation
Rosina Food Products Inc.

Send Your Kids To College
Stahlka Agency
Tri-Main Development

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Construction Exchange of Buffalo & WNY, Inc.
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North Star Supply Co., Inc.
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The Resource Center
Western Division Federal Credit Union
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L.A. Woolley, Inc.
Professional Furnishings & Equipment, Inc.

Individual Donors

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Mark Hoffman
Bonnie Kell

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Lamar Advertising of Buffalo NY
Outlet Liquor
Perry's Ice Cream Company
Rich Products
Ricky Scott
Six Flags Darien Lake
Tops Friendly Markets
West Herr Automotive Group

WHY JA? AND WHY NOW?

Work and Career: JA works with partners in the education and business communities to help ensure young people make more informed choices that lead to greater work and career satisfaction as adults. JA employs a pathways approach to teaching career and work readiness to young people.

According to a recent nationwide survey by Ipsos:

- 73 percent of JA alumni who graduated college say they work in a field they studied in college. Research by the Federal Reserve Bank of New York shows only 27 percent of college graduates say the same.
- 46 percent of JA alumni say JA positively influenced their career choices.

Financial Literacy: At JA, we view financial literacy as “the other literacy.” Just like we read and write every day, we all deal with money every day. But too often, financial literacy programs consist only of a one-semester elective course in middle or high school that skims the surface of basic concepts.

- 82 percent of JA alumni agree they have a strong financial footing.
- 84 percent of JA alumni agree that their JA experience helped with their financial literacy.

Entrepreneurship: One of the surprising outcomes of the pandemic’s impact on the economy is the surge in new business creation. In fact, the rebound in entrepreneurial activity disrupted nearly 40 years of lackluster small business growth, which had only worsened following the Great Recession of 2008.

The next generation also feels this sentiment, with research by JA and The Hartford showing that 60 percent of teens would prefer to start a business over having a traditional job.

- 51 percent of JA alumni say they have started or owned a business. According to Statista, 8.9 percent of Americans own businesses.
- 53 percent of Black JA alumni and 67 percent of Hispanic/Latino Alumni say they have started or owned a business.
- 27 percent of JA alumni say JA positively influenced their decision to start or run a business.



SEE THE FULL REPORT

JA SCHOLARSHIPS

Students that participate in any JA learning experience during their high school career are encouraged to apply for scholarships to support their post-high school journey. Congratulations to our 2022 recipients (below).

**JA of WNY Board of Directors
Scholarship: Ashlie Hansen,
Hamburg High School**

**John Lord Hettrick
Sr. Memorial
Scholarship:
Nishaant Jacobus,
Amherst High School**



FOR MORE INFORMATION
ON OUR LOCALLY AWARDED
SCHOLARSHIPS



JA board member John Hettrick III with Nishaant Jacobus

Junior Achievement of WNY STATEMENT OF ACTIVITIES

For Fiscal Year Ending June 30, 2022

REVENUE

Contributions	\$	434,432
Government		80,025
Special Events		144,581
Interest Income		-4,377
In-Kind Contributions		24,915
TOTAL REVENUE	\$	679,576

Net of Direct Expenses of \$26,977
Including In-Kind Contributions

EXPENSE

Program Expense	\$	498,916
Management and General		94,863
Fundraising Expense		87,478
TOTAL EXPENSE	\$	681,257
Change in Net Assets	\$	-1,681

The Full Set of Audited Financial Statements Are Available upon Request

JA OF WNY LEADERSHIP

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Director
Anna Fohrd

Senior Development
Manager
Lisa Roy

Events & Public Relations
Specialist
Katie Babcock

Education Director
Alycia Ivancie

Program Manager
Kara Hyman

Program Coordinator
-Chautauqua
Rebecca Johnson

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Joseph Burden
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