

Gen JA Campaign



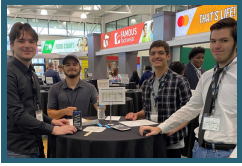
Gen JA includes every child and adult who has been involved in Junior Achievement programs past, present, and future.



FOR KIDS TO ACHIEVE MORE
IT TAKES YOU.

Your help with this \$3M campaign will help build the foundation of the next generation.

OUR OUTREACH IN 2023-2024



Over 1M impact hours of JA programs delivered to students in our area
736 schools participated in JA in our area

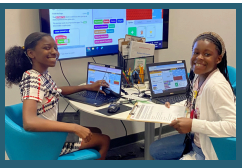


173,000+ students participated in JA

5,400 volunteers dedicated their time as role models



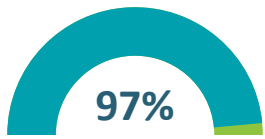
144 counties in Missouri, Illinois, and Indiana are served by Junior Achievement of Greater St. Louis



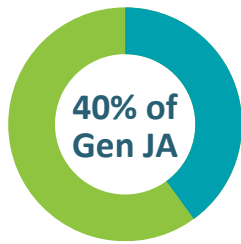
60+ programs are offered to our Pre-K through 12th grade students

JA'S IMPACT*

*Independent study conducted by a team at Washington University
For detailed report visit www.jastl.org/impact



97%
of Gen JA
Graduated high
school or earned
their GED



40% of
Gen JA
are involved in business
ownership



97%
of JA Alumni feel
satisfied with their
career
vs.



48%
of the general
population



1 out of 3 JA Alumni
work in the same job
as their JA volunteer

IMMEDIATE FUNDING NEEDS

JA has a critical need for your investment to continue its mission of empowering young people with the skills and knowledge necessary for economic success.

- JA provides essential financial literacy education, helping students understand budgeting, saving, investing, and managing money.
- JA prepares students for the workforce. Our programs help bridge the gap between education and employment.
- JA encourages entrepreneurial thinking and provides students with the tools to start their own businesses. This fosters innovation and can lead to job creation and economic growth.
- JA helps build stronger communities. Students who participate in JA programs often report increased confidence and better decision-making abilities.

Supporting Junior Achievement ensures that these valuable programs can reach more students and have a lasting impact on their lives and our communities.

RECOGNITION: BUSINESSES, INDIVIDUALS & FOUNDATIONS

No gift too big or too small, all donors will be recognized at JA. Donors who contribute gifts of \$10,000 or more during this six-month campaign will be acknowledged on a special commemorative wall display at JA.



Five Naming Opportunities also available, each at \$3M for 10 years:



“I’m still grateful of my time and experiences in JA. I’m extremely excited to pursue a career in business and I owe JA for helping me choose my major.”

T.G. - student



“This was the FIRST day of our school year that 100% of our students were engaged, happy, and learning. JA BizTown provides the experiences and opportunities that are so rich and meaningful for Title I schools. Thank you so much!”

-Teacher, Columbia School District

DESPITE THEIR DRIVE AND MOTIVATION, THESE KIDS
CAN'T DO IT ALONE.

IT TAKES
YOU.



DONATE HERE

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