

Achieve More

A campaign to empower students and build strong communities.



What is Achieve More?

The Achieve More Campaign enables Junior Achievement (JA) to reach more K-12 students in rural and suburban areas. All communities in JA's 25-county region need access to workforce readiness, financial literacy, and entrepreneurship programs that inspire and prepare their youth for success.

Why it Matters?

Ohio youth need a pathway to purpose and work satisfaction during a time of economic uncertainty. JA provides educational experiences for every grade level, preparing them for success in their lives and careers.

Junior Achievement Alumni Compared to American Adults (Ipsos*, 2022)

Key:



 Adults in their dream job



 18-29 year-olds financially independent from parents



How to Impact More Students

Launch the Junior Achievement Learning Center in Newark, OH

- JA's new Learning Center will open in early 2025, providing JA BizTown, JA Finance Park, JA Inspire, and in-the-classroom programming to more communities.

Enhance and expand elementary, middle, and high school student engagement

- The campaign's early stages allowed JA to renovate its Learning Center in Columbus. These renovations enhanced JA BizTown, designed for elementary students, improved safety, and created an engaging and inspiring environment.
- JA Finance Park is a new addition to the JA Learning Center in Columbus. It is designed to engage thousands of middle school students every year.
- JA Inspire is a new program that engages thousands of high school students. It is an innovative job fair hosted in Franklin and Muskingum County, reaching students in and around those counties.

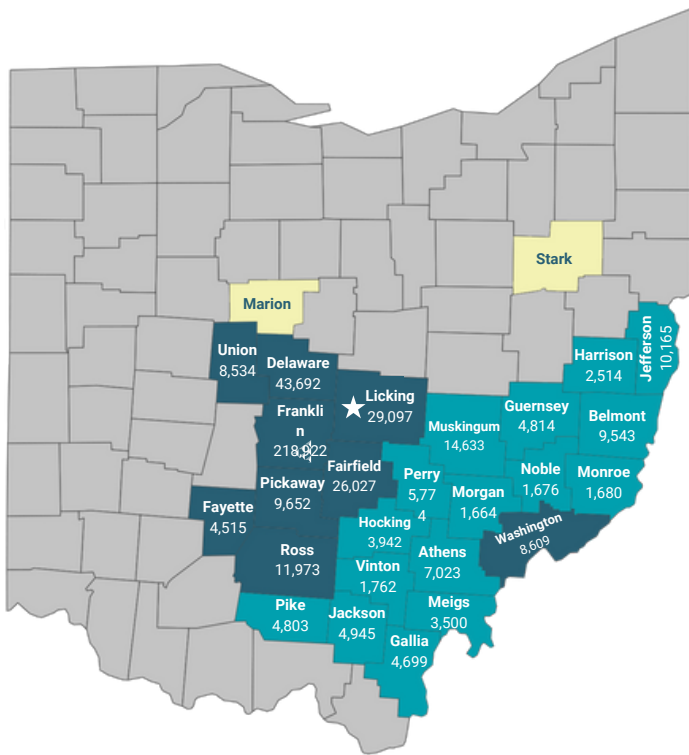
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Student Potential for JA of Central Ohio - 2023/24

Numbers represent K-12 students by county



Key:

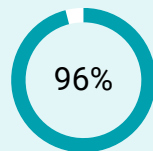
- Counties JA Currently Serves
- Counties Where JA Can Expand
- Counties JA Served Outside Area
- Junior Achievement Learning Center - Columbus
- Junior Achievement Learning Center - Newark Coming Early 2025

School Year 2022/23 Stats:

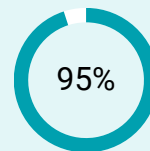
25,620 Students 11 Counties
 45 School Districts 2,918 Volunteer Experiences

Junior Achievement (JA) Alumni Survey

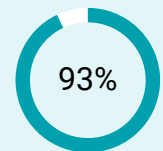
% of Alumni reported JA positively impacted their future choices and perceptions:
(Ipsos, 2020)*



Black alumni



Hispanic alumni



White alumni

*Survey information supplied by Ipsos - a 'Top 5' research firm