

ELEVATE

2025 JA OF NORTH FLORIDA ANNUAL REPORT

INSPIRING AND PREPARING YOUNG PEOPLE TO SUCCEED IN A GLOBAL ECONOMY SINCE 1963

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LETTER FROM OUR PRESIDENT & BOARD CHAIR

Dear Friends and Supporters,

As we reflect on Fiscal Year 2025, we are proud of how Junior Achievement of North Florida has continued to elevate its impact—broadening access, deepening relevance, and helping more students across our region believe in what's possible.

This year, the theme Elevate guided our efforts: elevating how students experience financial literacy, career readiness, and entrepreneurship education; elevating the voices of educators and volunteers; and elevating the partnerships that make this work possible. With a growing emphasis on experiential learning, more than 30,000 students engaged with JA programs that connect classroom concepts to real-world applications—developing the confidence and skills needed to take ownership of their futures.

Our success is rooted in collaboration. From corporate partners and school district leaders to classroom teachers and community volunteers, each of you plays a vital role in advancing our mission. Your support helps ensure that young people across North Florida—especially those from under-resourced communities—have access to hands-on learning experiences that prepare them for life beyond the classroom.

As we look ahead, we are excited to build on this momentum and continue expanding the reach and relevance of our work. Together, we will keep lifting students up—so they can envision, pursue, and achieve brighter futures.

With gratitude,

Shannon Italia, President Teff Machols, Board Chair









WE BELIEVE

That every child deserves a fair chance.

Do you believe that better begins now? That failing isn't something to be feared but a stepping stone to success? We do too.

At Junior Achievement, we believe in the power of kindness and the strength of working together. We believe that through perseverance, hard work, and education, we can shape a better future for all. We believe that teaching life skills like money management, ethics, and critical thinking is crucial for young people to thrive in today's world.

Alongside others in our community, your support ensures that young people have the skills, resources and opportunities they need to grow, lead, and thrive.

Together, we can make a difference by empowering success while building a brighter future for all.

Unique capabilities that **differentiate** our education solutions.



AUTHENTIC & ENGAGING REAL-WORLD CONNECTIVITY



TRACK RECORD
OF EXPERTISE IN
EXPERIENTIAL LEARNING



TRUST & CREDIBILITY
WITH SCHOOL DISTRICT
PARTNERS



UNDERSTANDING OF SKILLS
NEEDED FOR FUTURE OF
WORK

COMMUNITY IMPACT

34,969 STUDENTS SERVED

345
EDUCATORS SERVED

67
SCHOOLS SERVED

1,299 VOLUNTEERS

104,944
STUDENT CONTACT HOURS

53%
FREE & REDUCED LUNCH
STUDENTS SERVED

= AN ECONOMIC VALUE OF

\$3,651,002
TO NORTH FLORIDA

OUR PROGRAMS

Junior Achievement delivers age-appropriate, hands-on programs for elementary, middle, and high school students. Through engaging lessons led by trained volunteers, students explore financial literacy, career readiness, and entrepreneurship. Our programs are designed to be immersive and relevant, helping students connect classroom learning to real-world opportunities and develop the skills necessary for success in work and life.



K-5

Elementary School programs illustrate how people assume roles as individuals, workers, and consumers in an expanding environment that extends from the self to global relations.

JA Day



MIDDLE SCHOOL

Middle School programs promote the economics of households, businesses, and the world marketplace. An extra emphasis is placed on staying in school, including an examination of the personal and societal impact of not completing a high school education.

Some current programs include:

JA Career Speaker Series
JA Heroes



HIGH SCHOOL

High School programs focus on workforce preparation by preparing young people for their future roles, whether on the job or in continuing their education. Activities are geared toward real-world training through a series of programs that help students develop the knowledge, skills, and attitudes to become productive citizens and workers.

Some current programs include:

JA Take Stock in Your Future - Stock Market Challenge

JA Career Exploration Fair

JA Career Speaker Series

JA Heroes

JA DAYS

We partner with elementary schools in low-to-moderate-income communities to deliver engaging, one-day **learning experiences led by professionals from the community**. These classroom visits bring JA's curriculum to life, as presenters draw from their own careers to make concepts like financial literacy, career readiness, and entrepreneurship both relatable and memorable. The experience creates meaningful connections and helps students build knowledge, confidence, and see what's possible for their futures.













JA CAREER SPEAKER SERIES

The JA Career Speaker Series introduces students to a wide range of industries from experienced professionals. These guest speakers share insights about their career journeys, day-to-day work, and educational paths, helping students explore real-world opportunities and expand their understanding of what's possible. The sessions are interactive, with students encouraged to ask questions and engage in conversation around career pathways, postsecondary options, and the skills needed for success.





JA HEROES

JA Heroes is a leadership program that empowers high school student leaders to inspire and educate the next generation. After completing the JA Heroes curriculum, **students work in teams** of 2-3 to deliver a full day of fun, interactive JA lessons in local elementary classrooms - building confidence, communication skills, and a passion for service.



JA Heroes taught me that giving back to my community is important.



JA Heroes bettered my collaboration skills that will impact my ability to work on a team.



JA Heroes increased my soft skills such as being a better decision maker.



570 students participated in the JA Heroes program in the 24-25 school year.

oes program in the 24-25 sc	11001
A. Philip Randolph Career Academy	16
Allen D. Nease High School	16
Baldwin Middle Senior High School	36
Duncan U. Fletcher High School	140
Duval Charter Scholars Academy	15
Englewood High School	42
First Coast High School	19
Fort Caroline Middle School	70
Jean Ribault High School	31
Kipp Bold City High School	23
Kipp Voice Academy	32
Paxon School for Advanced Studies	13
Terry Parker High School	36
Westside High School	32
Westview K-8	32
William M. Raines High School	17

JA STOCK MARKET CHALLENGE



On December 11, 2024, Junior Achievement of North Florida hosted the JA Stock Market Challenge at EverBank Stadium. This capstone event followed classroom participation in JA Take Stock in Your Future, which engaged over 1,000 high school students in foundational lessons on investing, financial markets, and portfolio management.







The top-performing teams from sixteen schools, comprising more than 160 students, advanced to the live simulation, where they applied their knowledge in a high-energy trading competition. Through this immersive experience, students explored the complexities of investing, the impact of world events on financial markets, and the importance of long-term strategies and diversification

The JA Stock Market Challenge not only reinforces critical financial concepts but also sparks student interest in personal finance and money management, equipping them with skills that support future academic and career success.



JA FUTURE BOUND







JA of North Florida Sends Students to National Stock Market Competition

After standing out among 45 local teams in the **JA Stock Market Challenge**, two teams from Fletcher High School advanced to the national competition in Atlanta, bringing their classroom learning to life and representing Northeast FL with pride.

"This was an **amazing learning experience** for my Business
Academy students. They were given the opportunity to engage with students across the country."

Diedre McNair-Pickney
Business Education, Fletcher High School
2024 JA Educator of the Year





LEARNING CENTER



In FY25, Junior Achievement of North Florida moved forward in earnest with the launch of our plan to build the **JA Experiential Learning Center** (ELC)—a permanent, state-of-the-art facility that will transform how students engage with financial literacy, career readiness, and entrepreneurship education.

The Center is planned for a 2.8-acre site on Florida State College at Jacksonville's Downtown Campus, through a strategic partnership with FSCJ. We are currently working to finalize the site agreement, which will anchor this transformational project in the heart of Jacksonville's urban core.

We are in the silent phase of a **\$15 million capital campaign** and have raised over \$3 million to date. FY25 also marked the launch of design and permitting efforts, early program planning, and growing community engagement with civic, corporate, and philanthropic leaders.

In FY26, we will focus on securing additional lead gifts, finalizing the land agreement, and completing key pre-construction milestones. Our goal is to break ground by the end of FY26, with a soft launch anticipated during the 2027-2028 school year.

With the capacity to serve 30,000 or more students annually, the JA Experiential Learning Center will be a game-changing asset for Northeast Florida—advancing educational equity, economic mobility, and future-ready skills for generations to come.



Elevating Opportunity: The Experiential Learning Center



CAPITAL CAMPAIGN

Our Objective

Bring an innovative new facility to Jacksonville that connects business and education through hands-on career readiness, financial literacy and entrepreneurship programs.

Our Goal

Funding for facility design, build, and initial costs.

Proposed Timeline

Winter 2025 **Secure Site**

Summer 2025 Design, Engineering & Permitting

Summer 2026 Site Construction

Fall 2027 **Soft Opening**

Transforming the Student Experience

The Experiential Learning Center builds on JA's classroom-based, Florida state-aligned curriculum culminating in a day long simulation. The facility will offer:



JA BIZTOWN®

Interactive free-market simulation where students become business leaders, consumers, and employees.



JA FINANCE PARK®

Immersive experience where students make financial decisions based on a life situation (job, income, family).



JA Dream Accelerator

Interactive, responsive career exploration experience that inspires students to develop a path to meaningful career.

To Build A Brighter Future

JA uniquely bridges the gap between students' skillsets and the practical skills and knowledge needed to thrive in the global economy.

- Aligns with Workforce Readiness
 Bridges Economic Disparities
- Addresses Financial Literacy Gap
 Fosters Community Development

With Focus & Impact

BizTown and Finance Park deliver results with independently proven evidence.



An Innovative Facility in the Heart of the Business Community



Our Reach

There are **60,000+** students in our target grade levels within a 1-hour radius of downtown Jacksonville.

30,000+

4,000+

200+

Students Volunteers

Companies

*Experiential Learning Center estimated operational annual reach.

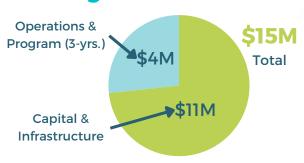
Facility

- ~30,000 square feet
- Separate **BizTown** and **Finance Park**
- Workforce-focused **Dream Accelerator**
- JANFL offices & meeting rooms

Storefronts

- ~32 corporate-sponsored storefronts
- Spans city's typical industries & services
- Showcases careers relevant to local business community

Budget Breakdown



Campaign Waterfall

# OF GIFTS	GIFT LEVEL	LEVEL TOTAL	CUMULATIVE
1	\$2.5M	\$2.5M	\$2.5M
2	\$1M	\$2M	\$4.5M
6	\$500,000	\$3M	\$7.5M
6	\$250,000	\$1.5M	\$9M
8	\$200,000	\$1.6M	\$10.6M
22	\$150,000	\$3.3M	\$13.9M
Many	<\$100,000	\$2M	\$15.9M

Recognition Opportunities

OPPORTUNITY	INVESTMENT	# AVAILABLE
Overall Center	\$2.5M	1
Biztown & Finance Park	\$1M	2
Dream Accelerator	\$500,000	1
Signature Common Areas	\$250,000-\$500,000	TBD
Individual Storefronts	\$150,000-\$200,000	30+
Meeting Space	\$50,000-\$100,000	TBD

Become a Founding Sponsor TODAY!

Pioneer the Future.

Leave a Legacy.



janflelc.org

YEAR IN REVIEW

SEPTEMBER 2024



The JA Golf Classic is an annual fundraising tournament that brings together community leaders for a day of golf and networking in support of JA's mission. In 2024, the event was presented by Title Sponsor Mercedes-Benz USA.

MAY 2025



PLAY4JA is an annual fundraising event where companies come together to team bond and raise funds for JA's mission. In 2025, Deutsche Bank employees gathered at Beach Bowl to support financial literacy in our community.

DECEMBER 2024



Sponsored by EverBank, the JA Stock Market Challenge is an annual student competition where high school students compete to grow the largest simulated investment portfolio. In 2024, the top two winning teams came from Fletcher High School.

MAY



The JA Hall of Fame is an annual celebration that honors outstanding individuals and organizations for their commitment to empowering young people. In 2025, we recognized Joe Hinrichs, CEO of CSX, as our Thompson S. Baker Award Recipient.

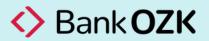
INNOVATIVE VOLUNTEERS

JA prepares young people for their futures by **connecting K–12 students with business professionals** who volunteer in the classroom. These volunteers deliver programs focused on career readiness, entrepreneurship, and financial literacy—serving as mentors who help students see the relevance of education and build essential life skills. In the 2024–2025 school year, **1,299 volunteers** brought JA to life across North Florida. We are deeply grateful for their time, passion, and lasting impact on students and communities.

TOP VOLUNTEER SOURCES FOR 2024-2025









































JA OF NORTH FLORIDA 2025
VOLUNTEER OF THE YEAR
JOHN LEMIRE
Bank of America



THANK YOU!

These organizations provided volunteers who helped bring JA programs to life during the 2024-2025 school year.

Top 100 volunteer sources listed. Companies in bold provided 10+ unique volunteers.

Ally Financial

Ameris Bank Availity

Aveda Institute

Bank of America Bank OZK

Baptist Medical Center Jacksonville Bluewater Maritime School CareerSource Northeast Florida Carlton Construction Chick-fil-A

Citibank

City of Jacksonville Community First Credit Union Concorde Career Institute

Crowley Maritime Corporation

CSX Corporation

Deutsche Bank

Edward Waters College Epic Flight Academy

Ernst & Young EverBank

Fidelity Investments

Fifth Third Bank

FIS Global

Fleet Readiness Center Southeast

Florida Air National Guard

Florida Blue

Florida Department of Law Enforcement Florida Fish and Wildlife Conservation Commission

Florida Rock & Tank Lines

Florida State College at Jacksonville

GE Aviation Unison Industries

Grant Thornton

Hancock Whitney

Haskell

International Brotherhood of Electrical Workers Jacksonville Electrical Training Alliance

Jacksonville Fire and Rescue Department

Jacksonville Jaguars

Jacksonville Jumbo Shrimp

Jacksonville Plumbers & Pipefitters Join Apprenticeship & Training Trust

Jacksonville Sheriff's Office

Jacksonville Transportation Authority

Jacksonville University

Jacksonville Zoo and Gardens

JaxParks Aquatics

Jaxport

JAXUSA

JEA

Jinko Solar

Johnson & Johnson Vision Care

Jones Lowry

JP Morgan Chase & Co

Jtech Institute

KC Petroleum

Logistic Services International

Macquarie Group Limited - Jacksonville

Marco's Pizza

Mavo Clinic

Mercedes-Benz USA

Miller Electric Company

Navy Federal Credit Union

North Florida Carpenters Training Center North Florida Sheet Metal Workers - JATC

Northeast Florida AHEC

Northeast Florida Builders Association Office of Agricultural Law Enforcement Paul Mitchell the School Jacksonville Pinnacle Financial Partners - Jacksonville

Pivot Beyond Accounting CPA's

PNC Financial Services

Publix Super Markets

PWC

Ring Power Corporation SHRM Jacksonville

Small Business Administration St. Johns County Sheriff's Office

State Attorney's Office - Jacksonville

State Farm Insurance

Suddath Global Logistics

Superior Construction

Synovus Bank

TD Bank

Tom Bush Family of Dealerships

Total Beauty Institute

Tulsa Welding School

U.S. Bancorp

U.S. Marines

United States Air Force Academy

United States Army

United States Coast Guard Military

Recruiting Office

United States Navy

Universal Technical Institute

University of North Florida

USAA

Voya Financial

Wells Fargo

JA OF NORTH FLORIDA COMPANY OF THE YEAR



We were proud to recognize **Crowley** as Junior Achievement of North Florida's 2024–2025 Company of the Year—a heartfelt thank you for a partnership that has quickly become a standout example of meaningful corporate engagement. This past year, Crowley supported our mission through dedicated in-classroom volunteers, generous resource sharing, and thoughtful leadership on our board. Their commitment has made a powerful impact on students and strengthened our ability to inspire the next generation.





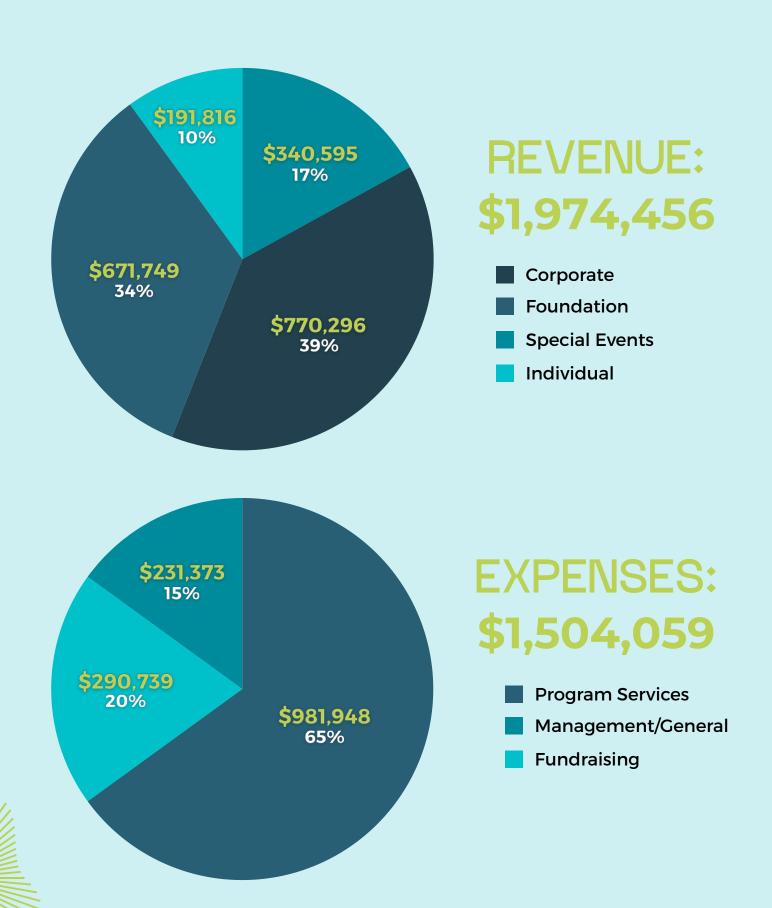




FINANCIALS



Unaudited Financials for Fiscal Year July 1, 2024 - June 30, 2025



GIVING LEVELS

\$250,000 AND UP

EverBank

Warren and Augusta Hume Foundation

\$75,000-\$249,999

Jessie Ball duPont Fund

\$50,000-\$74,999

Colleen & Chris Haley

Crowley

FIS Foundation, Inc.

James and Dorothy Baer Foundation

Mercedes Benz USA

Taco Bell Foundation

The Lucy Gooding Charitable Foundation

\$35,000-\$49,999

Citibank

Florida Rock & Tank Lines, Inc.

The UPS Stores

\$25,000-\$34,999

Fidelity Investments

Johnson & Johnson Foundation

\$20,000-\$24,999

CSX Corporation

Deutsche Bank

Publix Super Markets Charities, Inc.

Remmer Family Foundation, Inc.

Ring Power Corporation

\$15.000-\$19.999

Mary Ann Callahan

Miller Electric Company

Voya Financial

\$10,000-\$14,999

Adesis, Inc.

Baptist Health System, Inc.

Beaver Street Fisheries

BHE GT&S, LLC

Crystal Brown

Delores Barr Weaver Forever Fund

Florida Blue

Florida Blue Foundation

Jim Deats

Macquarie Group

Marco's Pizza

Southeastern Grocers, Inc.

Suddath Global Logistics

W.W. Gay Mechanical

\$7,500-\$9,999

Anonymous

Bank OZK

Fidelity Information Services, LLC (FIS)

Peggy Clark

Rob Sandlin

State Farm

Two Twelve Benefits

Wells Fargo

\$5,000-\$7,499

Bank of America

Congruent Wealth

EcoLab

Edna Sproull Williams Foundation

Elevate Solutions

First Coast Energy LLP

First Horizon Bank

Florida State College of Jacksonville

Foundation, Inc.

Gelest, Inc.

Hancock Whitney

Haskell

Heil Trailer International, Inc.

Hood Container

Island Transport

KPMG LLP

Leen Family Charitable Fund

Len & Lisa O'Neill

Nextran Truck Center

Norlee Group

Pivot CPAs

PNC Foundation

PriceWaterhouse Coopers

Richard & Hope Hana

Scott Finnegan

Shatara Troy

Snider Fleet Solutions

TD Charitable Foundation

The Ryder Charitable Foundation

The W.W. & Eloise D. Gay Foundation

Tom Nehl Truck Company

Travis Camp

Wellhouse Company

\$2,500-\$4,999

Accenture

Ally Financial

Citizens Bank

Clav Electric Foundation, Inc.

Ernst & Young, LLP

Guardian Life Insurance

Jacksonville Jaquars Foundation, Inc.

Lift Power, Inc.

Mansfield Oil Company of Gainesville, Inc

NLP Logix, LLC

Pinnacle Financial Partners

PNC Financial Services Group

Radifi

Regions Bank

SouthState Bank

TD Bank

The Jeff and Mary Edwards Donor Advised Fund

of the Jewish Foundation

Transworld Business Advisors

Triad Financial Services, Inc.

UNF Foundation

\$1,000-\$2,499

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Brian Fay

Carolyn Wedel

Carrie King

Craig McLaughlin

Jacksonville Port Authority (JAXPORT)

Jason Miller

Jeff Machols

Jeffrey Armstrong

John LeMire

Justin Mulhollan

Marianne Fearon

Marino Construction Group, Inc.

Mindy and Dave Hinaman Charitable Fund

New York Life Insurance Co

Principal Financial Group

Richard Stein Jr.

Susan & John Ryzewic

The Ann Pace Sutton Charity Fund

The Vestcor Family Foundation, Inc.

The Wawa Foundation

USAA



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Jacksonville

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Retired Owner, McGinnis & Associates

Management, CSX

Board Members as of June 30, 2025

OUR TEAM

At the core of our success is a team of experienced professionals with deep roots in education and youth development. Their expertise, combined with a shared passion for JA's mission, fuels our impact every day. We've built strong, trusted relationships with corporate partners who are deeply engaged in supporting our community. What sets our team apart is the genuine sense of purpose, collaboration, and care we bring to our work—creating a close-knit, mission-driven culture committed to empowering the next generation.





















Junior Achievement of North Florida, Inc.® 4049 Woodcock Drive, Suite 200 Jacksonville, FL 32207

(904) 398-9944 | janfl.org