

INNOVATE



Junior
Achievement™
of North Florida

2024 Annual Report

LETTER FROM OUR BOARD CHAIR & PRESIDENT

Dear Friends and Supporters,

As we reflect on the past year, we are filled with immense pride and gratitude for the incredible strides Junior Achievement of North Florida has made towards our vision of a world where young people have the skillset and mindset to build thriving communities. In FY24, we embraced the theme of innovation—a value that is not only essential to the future of work but also critical in shaping the minds of the students we serve.

This year, we saw firsthand how innovation transformed classrooms into dynamic learning environments where students explored financial literacy and career readiness in ways they never imagined. Through authentic and engaging real-world connectivity, our students took bold steps to turn ideas into action, equipping themselves with the tools and competencies needed to thrive in an ever-evolving world.

Our impact this year would not have been possible without the dedication of our volunteers, partners, and supporters, who share our commitment to preparing young people for a bright future.

As we look forward to the year ahead, we remain committed to being a catalyst for empowering the leaders of tomorrow. Together, we will continue to make a lasting impact on the lives of students across North Florida, sparking the self-motivation and confidence needed to achieve their dreams.

Thank you for being a part of this incredible journey.

Sincerely,

Shannon Italia, President
Jeff Machols, Board Chair



Shannon Italia



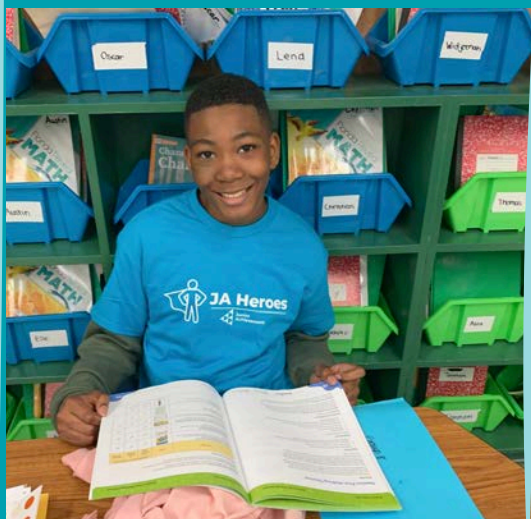
Jeff Machols

MISSION:

**JA INSPIRES AND PREPARES
YOUNG PEOPLE TO SUCCEED
IN A GLOBAL ECONOMY.**

VISION:

**A WORLD IN WHICH YOUNG
PEOPLE HAVE THE SKILLSET
AND MINDSET TO BUILD
THRIVING COMMUNITIES.**



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 steppingstone 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.

With your help, we can provide the youth we serve with the skills and support they need to reach their full potential and become the best versions of themselves.

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

28,190

STUDENTS SERVED

415

EDUCATORS SERVED

73

SCHOOLS SERVED

1,101

VOLUNTEERS

71,765

STUDENT CONTACT HOURS

59%

FREE & REDUCED LUNCH
STUDENTS SERVED

= AN ECONOMIC VALUE OF

\$2,268,492

TO NORTH FLORIDA

OUR PROGRAMS

We offer volunteer opportunities tailored to elementary, middle, and high school students, catering to both individuals and entire teams or divisions. There's no more rewarding experience than knowing you have ignited a child's inspiration. Join us and be a part of the journey to help students reach their full potential.



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 Personal Finance**
- **JA Take Stock in Your Future - Stock Market Challenge**
- **JA Career Fair**
- **JA Heroes**



PROGRAM HIGHLIGHTS

JA DAYS

We partner with elementary schools in low-to-moderate-income communities to bring volunteer professionals into classrooms for engaging, one-day events. These volunteers present JA's curriculum, using their real-world experiences to make complex concepts accessible and relatable to young students. The program aims to create meaningful connections by **inspiring students with personal stories** and practical insights. By the end of the day, students gain valuable knowledge and a sense of possibility for their futures.

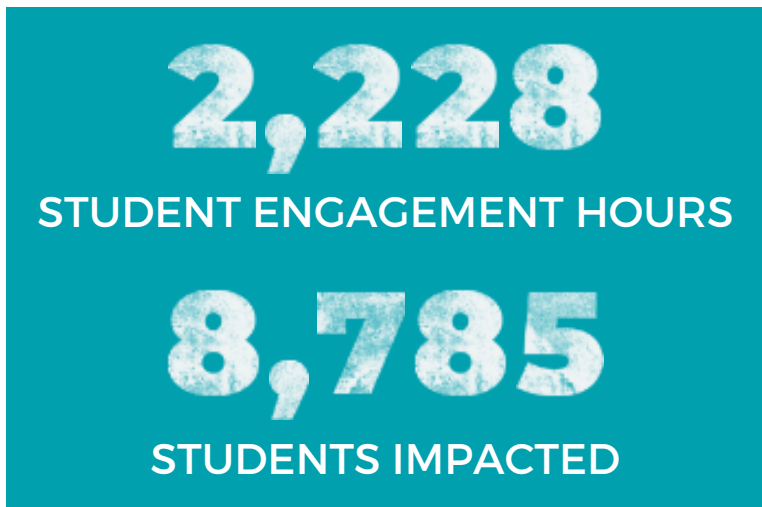


JA HEROES

JA Heroes offers **middle and high school students a hands-on opportunity** to cultivate presentation skills, embrace new challenges, and make a meaningful impact in not only the lives of the K-5 students they teach, but in their own lives.



The confidence, camaraderie, and sense of purpose that these students acquire when they become Heroes for the day leaves a lasting impression. These young learners **acquire vital knowledge related to JA's core principles** of financial competence, an entrepreneurial mindset, and work readiness. We also aim to empower elementary school students to remain committed to their education and show that opportunities are abundant for their future.



282 JA Heroes volunteered in K-5 classrooms in the 23-24 school year.

Englewood High School	65
Duncan U. Fletcher High School	46
Westview K-8	36
Kipp Voice Academy	30
Landmark Middle School	29
Fort Caroline Middle	27
Terry Parker High School	19
A. Philip Randolph Career Academy	17
Kipp Bold City High School	13



**JA OF NORTH FLORIDA
EDUCATOR OF THE YEAR
TIKILA SHAKESPEARE**

Duval County Public Schools
AVID Educator - Fort Caroline Middle School

"JA's commitment to empowering young people is truly inspiring. JA has not only enriched the educational experience of our students but has also been a source of invaluable support and resources for educators like me. Their innovative programs, mentorship opportunities, and real-world learning experiences have transformed the lives of countless students."

JA CAREER SPEAKER SERIES

The JA Career Speakers Series provides students with the **chance to gain firsthand experience** in various industries directly from seasoned business professionals. During this program, volunteer guest speakers visit the classroom, offering valuable insights into their careers, work experiences, and educational backgrounds. Students are encouraged to ask questions to **delve further into topics that pique their interest**. Key focus areas include career pathways, education, and post secondary opportunities.

City of Jacksonville



Crowley



DAY OF THE GIRL

Day of the Girl is dedicated to **celebrating, empowering, and inspiring** young students to dream big and achieve their full potential. The day features interactive, women-led workshops that focus on building self-confidence, financial management, career readiness, and an introduction to STEM careers.



JA STOCK MARKET CHALLENGE

November 8, 2023, JA of North Florida hosted the **JA Stock Market Challenge**. It began with over 700 students participating in JA Take Stock in Your Future classroom curriculum. The highest-performing teams from ten schools, comprised of over 170 participants, **engaged in a live competition** hosted at EverBank Stadium.



The **JA Take Stock in Your Future** program introduces high school students to the essentials of stocks, the influence of global events on stock markets, long-term investment strategies, and the decision-making process involved in diversifying investment portfolios. Following their theoretical knowledge, students apply their learning in a hands-on and immersive simulation known as the JA Stock Market Challenge. This experience allows students to explore both the advantages and complexities of investing in the stock market as part of a broader, sustained investment strategy, while also delving into the risks and rewards of trading. This program serves as a valuable tool to **ignite students' interest in personal finance** and the fundamental principles of money management, preparing them for their educational and professional journeys.

Thank you to our Title Sponsor  EverBank

DRIVING INNOVATION

These fundraising events help sustain our organization and elevate our mission impact.

Golf Classic - October 2023



25th Annual Hall of Fame Awards Luncheon - May 2024



HENRY BROWN
Owner/CEO Miller Electric Co.

"JA's goals align directly with our mission, helping people realize what's possible. When we hosted a job shadow, it was great to inspire future leaders to hold careers in electrical contracting."
-Henry Brown, 2024 Thompson S. Baker Award Recipient



Topgolf Fundraiser with Deutsche Bank - June 2024



INNOVATIVE VOLUNTEERS

JA inspires and prepares young people to plan for their futures. Our mission involves **mobilizing the business community to actively engage as volunteers** in K-12 classrooms, leading JA educational experiences centered on fostering work and career readiness, entrepreneurship, and financial literacy. These dedicated **JA volunteers assume the role of mentors**, positively influencing young people's perspectives on the value of education and the development of vital life skills.

In the 2023-2024 school year, an impressive total of 1,101 volunteers facilitated JA learning experiences across North Florida. We extend our heartfelt appreciation to our committed network of volunteers who contribute their time to enhance students' lives and uplift our communities.

TOP 10 VOLUNTEER SOURCES FOR 2023-2024



**JA OF NORTH FLORIDA
VOLUNTEERS OF THE YEAR
TREY STEPHENS & INDIA SULLIVAN**
Ally Financial

THANK YOU!

**JA OF NORTH FLORIDA
COMPANY OF THE YEAR
MERCEDES-BENZ USA**



THE FOLLOWING ORGANIZATIONS SUPPORTED EMPLOYEE VOLUNTEER ENGAGEMENT WITH JA IN 2023-2024.

6 Points QB Training
A. Philip Randolph Academies of Technology
Accenture
Adecco Group
Albany State University
Ally Financial, Inc.
Annie Ruth Foundation
Arby's Restaurant Group, Inc.
Army Florida Recruiting and Retention
Asheville Radio Group
Aspatria Institute
At the Table Life Coaching & Motivational
Speaking Services, LLC
Availity
Aveda Institute
B3 Cybersecurity
Bank of America/Merrill Lynch
Bank OZK
Beautiful Attributes, LLC
Berkshire Hathaway Energy Company
Berkshire Hathaway HomeServices
Better Design Co.
Bluewater Maritime School
Boeing Company
Borland Groover
CareerSource Northeast Florida
Chase Bank
Chi Eta Phi Sorority
Christ's Church Academy
Citibank
Citizens Bank
City of Jacksonville
City Year Jacksonville
Clay Electric Foundation, Inc.
Columbia Correctional Institute
Concierge Home Care
Concrete Rose, The Salon
Conser Moving
Crowley Maritime Corporation
CSX Corporation, Inc.
Daily's
Delores Barr Weaver Policy Center
Delta Air Lines, Inc.
Deutsche Bank
Dove Outreach Center
Duncan U. Fletcher High School
Duval County Public Schools
Ecolab
Edward Waters College
Embry Riddle University
Encore Claim Services
Englewood High School
Ensafe Jacksonville
Ernst & Young
ESPN
EverBank
FAMU
Fast Track Staffing
Federal Bureau of Investigation
Federal Deposit Insurance Corporation
Fidelity Investments
Fields Law
Fifth Third Bank
First Coast Terminals
First Horizon Bank

FIS Global Solutions
Flagler College
Fleet Readiness Center Southeast
Flightstar Aircraft Services
Florida Air National Guard
Florida Army National Guard-Jacksonville
Florida Blue
Florida Department of Corrections
Florida Department of Juvenile Justice
Florida Fish and Wildlife Conservation
Commission
Florida Rock & Tank Lines Foundation, Inc.
Florida State College of Jacksonville
Florida State Prison
Florida State University
Fort Caroline Middle School
FSCJ Aviation
FSCJ Stars Computing Corps
FSCJ Stepping Stones
Full Sail University
Georgia Southern University
Gold Star Adjusters
Goodwill Industries
Grand Canyon University
Hair Cuttery
Harbor View Advisors
Hogan Lane Daycare
Jacksonville Arts & Music School
Jacksonville Electric Authority
Jacksonville Electrical Training Alliance
Jacksonville Fire and Rescue Department
Jacksonville Icemen
Jacksonville Public Education Fund
Jacksonville Sheriff's Office
Jacksonville University
Jacksonville Zoo and Gardens
Jax Youth Exposure
JaxParks
Jaxport
JAXUSA
JEA
Job Corps
Johnson & Johnson Vision Care
JPMorgan Chase & Co.
Jtech Institute
Kaman Aerospace
Keiser University Jacksonville
KIPP Bold City High School
KIPP Voice Academy
Landmark Middle School
Lift Academy
Macquarie Group Limited - Jacksonville
Malivai Washington Kids Foundation
Mayo Clinic
Mayor's Youth at Work Program
Medcom
Mercedes-Benz USA
Methodist Children's Village
Miller Electric Company
Nassau County Animal Services
National Aeronautics and Space Administration
National Ready Mixed Concrete Association
Navy Federal Credit Union
North Florida Sheet Metal Workers - JATC

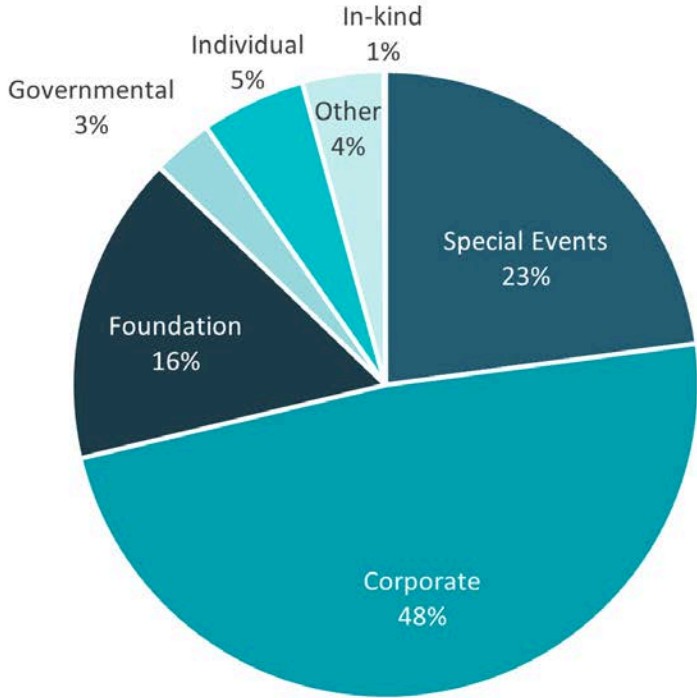
Northeast Florida AHEC
Nova Southeastern University Jacksonville Campus
Office of Agricultural Law Enforcement
Paul Mitchell the School Jacksonville
PGA Tour, Inc.
Pinnacle Financial Partners - Jacksonville
Pivot CPAs
PNC Financial Services
Publix Super Markets, Inc.
PwC
Radifi Credit Union
Regions Bank
Rotary International
RSM
Savannah State University
Shiva Robotics Academy
SHRM Jacksonville
Small Business Administration
SmartBank
South Georgia State College
South State Bank
Southeastern Grocers
Southern Illinois University
State Farm
Synovus Financial Corp.
TD Bank NA
TecWorks
Teen Leaders of America, Inc.
Terry Parker High School
The Stanley Realty Group
The United States Attorney's Office- Middle District
of Florida
Tom Bush Family of Dealerships
Total Beauty Institute
Training on Wheels
Trinity Baptist College
Tulsa Welding School
U.S. Bancorp
Ullmann Wealth Partners
United States Air Force
United States Army
United States Army Reserve, 345th Combat
Support Hospital
United States Coast Guard Military Recruiting Office
United States Marine Corps
United States Navy Recruiting
United Way of Northeast Florida
Universal Technical Institute
University of Florida
University of North Florida
University of North Florida's Center for
Entrepreneurship and Innovation
University or Northwestern Ohio (UNOH)
UPS
US Department of Homeland Security
USAA
Voya Financial, Inc.
VyStar Credit Union
W.W. Gay Mechanical Contractor, Inc.
Wellhouse
Wells Fargo
Westview K-8 School
William M Raines High School
WJCT-Channel 4

Companies in BOLD had ten or more unique volunteers in 2023-2024.

2024 Annual Report

FINANCIALS

Unaudited Financials for Fiscal Year July 1, 2023 - June 30, 2024



REVENUE.... \$1,756,805

Special Events.... \$402,142

Corporate.... \$849,424

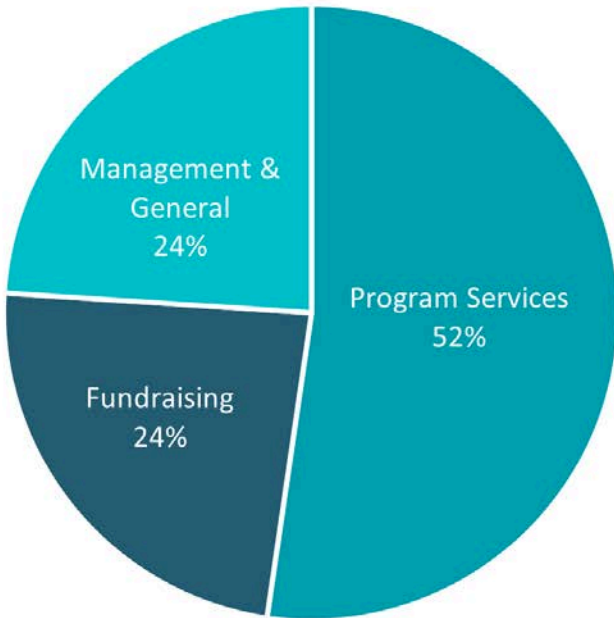
Foundation.... \$280,224

Governmental.... \$55,000

Individual.... \$94,772

Other.... \$73,743

In-kind.... \$1,500



EXPENSES.... \$1,367,970

Program Services.... \$715,695

Fundraising.... \$324,413

Management & General.... \$327,862

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Carl Bailey, Secretary
Actuary

Mary Ann Callahan, Past Chair
SVP Home Mortgage Operations,
Citizens

Scott Finnegan, Treasurer
SVP Finance & Treasury Officer,
Baptist Health

Tim Hamilton
SVP Commercial Banking,
Valley National Bank

Eric Loller, Vice Chair
VP, EverBank

Jeff Machols, Chair
Head of Sustainability, New York Life

Lisa O'Neill, Past Chair
Principal, RedHand Partners

Bob Wall, Past Chair
Retired Exec, Guidewell

Kevin Gannon
CFO, Suddath

Inyam Griggs
Surveillance Manager, Macquarie
Group

Chris Haley
General Partner, FINTOP Capital

Courtney Harris
Chief of Staff, Florida Blue

Jeremy Harris
Partner, EY

Kevin Holbrooks
Director, JEA

Joey Janssen
President, Two Twelve Benefits

Elaine Johnson
Founder, Excelan Advisors

Josh Johnson
Sr. Manager, Johnson &
Johnson Vision Care

Patty Keenan
Chief Talent Officer, Miller Electric

Treve Kinsey
VP, Transworld Business
Advisors

Jennifer Kirouac
VP, First Horizon Bank

Andrew Kurz
VP Sales, Ring Power

Kevin Leen
VP, Fidelity Investments

John LeMire
Director, Bank of America

Cody O'Steen
Project Manager, Vestcor

Luke O'Steen
Client Relations, Plan Analysts

Shehani Ranadewa
VP, Deutsche Bank

Nate Rozof
VP, FIS Global

Rob Sandlin, Past Chair
President & CEO, Florida Rock
& Tank Lines, Inc.

Evan Satterwhite
VP, Bank OZK

David Sillick, Past Chair
President, Sillick, Inc.

Trish Skoglund
Corporate Director of M&A,
Crowley

Jason Spencer
VP, Regions Bank

Richard Stein, Jr.
President, Wellhouse Company

Eric Swanson
Senior Manager Tax, KPMG

Shatara Troy
Managing Director,
BGI Ventures

John J. Wall, Ph.D.
Provost, Florida State College
Jacksonville

EMERITUS MEMBERS

Mike Clements
Clements Publishing

Fred McGinnis
Retired Owner, McGinnis & Associates

MEMBERS

Denise Boykin
VP Store Manager II, TD Bank

Crystal Brown
SVP, VOYA Financial

Lauren DeAlexandris
Head of Rail Car
Management, CSX

Jim Deats
Head of Wealth Operations, TIAA

Jeff Edwards, Past Chair
CFO, Beaver Street Fisheries

Nader Farhat
Managing Partner, PwC

Board Members as of June 30, 2024

GIVING LEVELS

\$75,000 AND UP

EverBank
Fidelity Foundation

\$50,000-\$74,999

Crowley
Mercedes-Benz USA
The Lucy Gooding Charitable Foundation

\$30,000-\$49,999

Citibank
Duval County Public Schools
Fidelity Investments
Jessie Ball duPont Fund
Saltchuk
Taco Bell Foundation
The UPS Stores

\$20,000-\$29,999

CSX Corporation
Deutsche Bank
Florida Rock & Tank Lines, Inc.
Johnson & Johnson Vision Care
Miller Electric Company
Publix Super Markets Charities, Inc.

\$10,000-\$19,999

Adesis, Inc.
Baptist Health System, Inc.
Beaver Street Fisheries
BHE GT&S, LLC
Bob Wall
Delores Barr Weaver Forever Event Fund
First Coast Energy, LLP
Florida Blue
JEA
Mr. & Mrs. Nathan Rozof
PNC Foundation
Remmer Family Foundation, Inc.
Ring Power Corporation
Southeastern Grocers, Inc.
Suddath Global Logistics
Turtle & Hughes, Inc.
Wells Fargo Foundation

\$5,000-\$9,999

ACI
Ally Financial
Amwins

Bank of America
Brooks Rehabilitation
Congruent Wealth
Ernst & Young, LLP
First Horizon Foundation
Florida State College of Jacksonville Foundation
Gelest, Inc.
Heil Trailer International, Inc.
Island Transport
Johnson & Johnson Foundation
JPMorgan Chase
KPMG LLP
Macquarie Group
Mayo Foundation for Medical Research & Education
Meg Rose
Ortec, Inc.
Pivot CPAs
Regions Bank
Scott Finnegan
Snider Fleet Solutions
SouthState Bank
State Farm
Synovus Bank
TD Bank
TD Charitable Foundation
The Edna Sproull Williams Foundation
The Ryder Charitable Foundation
Tom Nehl Truck Company
Two Twelve Benefits
US 1 Logistics, LLC
Valley National Bank
Voya Foundation
W.W. Gay Mechanical

\$2,500-\$4,999

121 Cares Foundation, Inc.
3D Digital
904 Partners
Arby's Foundation
Blue Water Industries
Brinkmere Capital Partners, LLC
CBRE
Cecil W. Powell & Company
Charity Golf International
Citizens Bank
Clarence Gooden
Clay Electric Foundation, Inc.
Ecolab
First Citizens Bank
Gallagher
GATE Petroleum
Graybar
Jackson Electric Supply Company

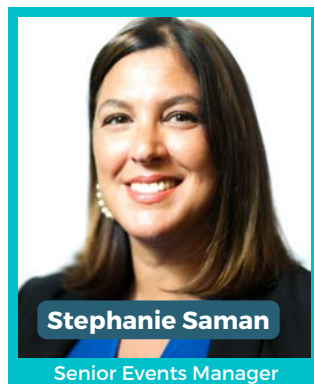
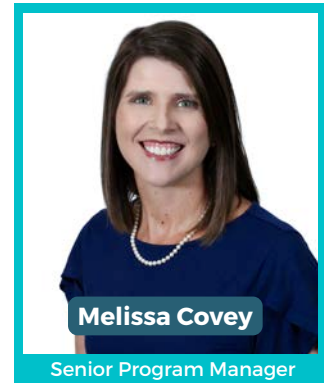
Jacksonville Jaguars Foundation, Inc.
Jacksonville Women in Business for Good
Jeff Edwards
Jeremy Harris
Jim & Tabitha Furyk Foundation
Jim Deats
Leadership Surge
Lift Power, Inc.
Lisa O'Neill
Lockton
Mack Trucks, Inc.
Mansfield Oil Company of Gainesville, Inc
Mary Ann Callahan
National Interstate Insurance Company
Nexttran Truck Center
NLP Logix, LLC
PGA Tour, Inc
Pinnacle Financial Partners
PNC Financial Services Group
PriceWaterhouse Coopers
RF-SMART
RS&H Elevate Fund
Sissine's
Stellar Group
Target Foundation
The Winston Family Foundation
TIAA
Treve Kinsey
UNF Foundation
Wellhouse Company

\$1,000-\$2,499

Andrew Kurz
Carl Bailey
Christopher Haley
Direct Auto Exchange
Fifth Third Bank
Inyam Griggs
Jacksonville Port Authority (JAXPORT)
Jason Miller
Jeffrey Armstrong
Jeffrey Machols
John & Susan Ryzewic
Ken Babby
Mike & Shannon Italia
Mindy and Dave Hinaman Charitable Fund
Nader Farhat
Richard Stein, Jr.
Rob Sandlin
Ryan Schwartz
Sawgrass Asset Management
Shatara Troy
Tim Murphy
Walmart #2920

OUR TEAM

At the core of our success is a wealth of experience, with seasoned professionals from the fields of education and youth development spearheading our mission. We have built trusted relationships with our corporate supporters, enabling them to engage with our community. What makes our team special is the passion we share for our work, as we wholeheartedly believe in the cause and are delighted to be on the front lines of change for youth in our area. We have fostered a profound sense of community, collaboration, and love within our team, making us a united and close-knit force working together for the betterment of our community.



DISCOVERY CENTER



BUILDING A BRIGHTER FUTURE.

Junior Achievement of North Florida's mission is to inspire and prepare young people to succeed in a global economy. We believe that every child deserves the chance for a remarkable future, and through our efforts on behalf of our youth, **we provide students with the tools, resources and inspiration** to reach for their dreams.

We have embarked on a journey to build a **state-of-the-art learning facility in Jacksonville** where students apply concepts they learn in the classroom, that align with Florida Education Standards, in a capstone immersive experience.

Once built, the Junior Achievement Discovery Center will provide experiential learning of financial literacy, work readiness, and entrepreneurship to **more than 10,000 students** each year.

JA BizTown and JA Finance Park, both known as JA Capstone Programs, combine classroom curriculum with a **hands-on experiential site visit** in this unique 'learning lab'. Students and teachers visit the center for a day-long simulation as the culmination of their preparatory classroom curriculum.

Used together, the classroom curriculum and hands-on experiences **help students begin to understand potential next generation pathways** at two pivotal times in their educational career.

JA BIZTOWN®

JA BizTown is an unmatched learning experience where fifth or sixth grade students interact within a simulated economy and take on the role of employee, taxpayer, and consumer.

JA FINANCE PARK®

JA Finance Park is an immersive program where young people create and maintain a household budget. Students have the rare opportunity to experience their personal financial futures today.

DISCOVERY CENTER

CAPITAL & INFRASTRUCTURE

\$11M

\$3M	»»»	Site Acquisition
\$7M	»»»	Design & Construction
\$500K	»»»	Technology
\$500K	»»»	Furniture, Fixtures & Contingency

OPERATIONS & PROGRAM EXPANSION

\$4M

\$1.5M	»»»	Personnel (3 years)
\$1.75M	»»»	Operations (3 years)
\$500K	»»»	Curriculum & Program Development
\$250K	»»»	Planning & Implementation

SCAN FOR MORE INFORMATION



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