



Junior
Achievement™
of East Tennessee

IMPACT

REPORT

2022-2023

OUR STORY OUR MISSION

Since 1969, JA of East Tennessee has been empowering the students in East Tennessee to see themselves as a change agent in their own lives. We work to increase work readiness skills, provide opportunities to experience career exploration first hand, develop an entrepreneurial mindset - and woven into all of these experiences are critical financial literacy concepts. These cornerstones are the basis of our curriculum that we use to give real-world experiences to students in 22 different school systems throughout our 17 county service area.

Economic mobility is the top priority of everything we do. Providing hands on opportunities to students to learn from community leaders- in partnership with the educators in our area- is a proven way to break down economic barriers and help students see a future for themselves as a change maker in their own life, and in the lives of others in our community.

In 2022/2023, JA of East Tennessee began exploring the areas of our 17 county service area to see what gaps are keeping students from accessing JA programs, which we know will lead to an increase in future success. As 2024 approaches, we have identified the areas of growth and will be working toward ensuring that students across our region will have programs that can provide students with the skillset and mindset to build thriving communities.



TOP IMPACT PROGRAMS 22/23 SY

8,750
JA BizTown

Following participation in the learning experience, students are able to:

- Discuss the roles they play as citizens, workers, and consumers in their community and in the free enterprise system.
- Discuss the importance of citizen rights and responsibilities in a community.
- Demonstrate a basic understanding of the free enterprise system.
- Build money management skills through a practical knowledge of economic concepts and banking practices.
- Display the soft skills necessary for successful participation in the world of work.

550
JA Company
Program

The JA Company Program empowers high school students to fill a need or solve a problem in their community and teaches them practical skills required to conceptualize, capitalize, and manage their own business venture. Community volunteers and mentors provide real-world guidance and experience to the student-led startup. Throughout the process of building their own company, students will be able to:

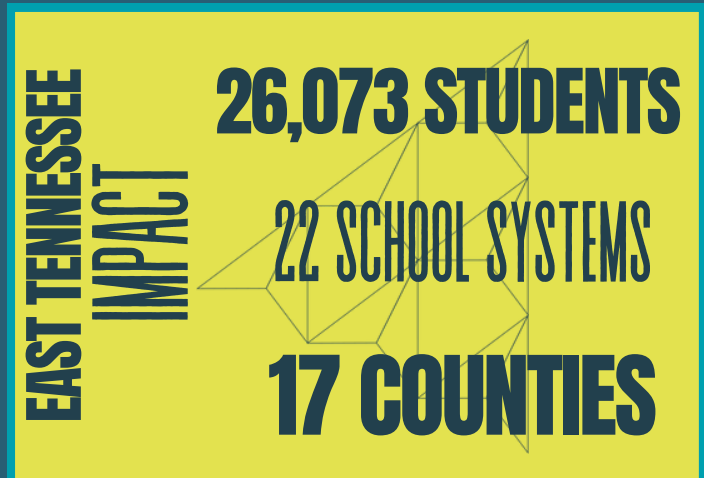
- Collaborate with team members.
- Communicate with multiple stakeholders.
- Develop entrepreneurial skills.

7,678
JA Inspire

JA Inspire is a powerful, interactive experience that brings together industry leaders and schools for an exciting look into fast-growing, high-demand careers available in our region. It is more than a career fair; it exposes students to diverse career pathways and helps launch them into their future - high school, college, careers & beyond!

JA Inspire includes:

- A tailored curriculum that takes students through the career exploration process
- Defining what is a career
- Skills assessment
- Researching the fastest growing industries and exploring careers of interest.



Alcoa City Schools
Anderson County Schools
Blount County Schools
Campbell County Schools
Claiborne County
Clinton City Schools
Cumberland County School District
Grainger County Schools
Greene County Schools
Hamblen County
Jefferson County Schools

Knox County Schools
Lenoir City Schools
Loudon County Schools
Maryville City Schools
Morgan County Schools
Oak Ridge Schools
Oneida Special School District
Rogersville City School District
Scott County Schools
Sevier County School System
Union County Public Schools



Drive **community impact** by providing youth access to **high impact learning opportunities** through a network of **engaged partners**

OUR 2024 GOALS

Drive Community Impact.

1

Deliver youth learning experiences to inspire and solve problems facing communities today. Working alongside our 22 different school systems to implement curriculum that focuses on the entrepreneurial mindset, also known as a problem solving mindset, while providing hands-on activities to increase connection to real life application.

2

Cultivate Increased Partner Engagement.

Foster community-level change through coalitions, collaboration, and partnerships that utilize all networks that will increase the impact across a students life.

3

Improve Operating Efficiency.

Create capacity for JA of East Tennessee's growth in student impact by growing partnerships that fully fund our high impact elementary school age programs to increase the access to middle and high school programs that are implemented in critical times in the student experience.

OUR PARTNERS

- 21st Mortgage Corporation
- 3M
- A New Hue, LLC
- A Place In The Sun
- Abacus Hive
- Accenture
- AF Group
- Alcoa Tenn Federal Credit Union
- All Occasions Party Rentals
- ALTAR'D STATE
- Amazon Smile
- American Express Foundation Employee Gift
- Anderson County Chamber of Commerce
- Apex Bank
- Arby's Foundation
- Architectural Graphics Inc.
- AstraZeneca
- BarberMcMurry Architects
- Bandit Lites
- Boys and Girls Club of the Tennessee Valley
- Buddy's Bar-B-Q
- Capstar Bank
- Carson Newman University
- Caterpillar Foundation
- CBBC Bank
- Charities Aid Foundation of America
- Children's Defense Fund
- Cirrus Aircraft
- City of Clinton
- Clayton
- Clayton Appalachia
- Coca-Cola Consolidated
- Connor Family Foundation
- Consolidated Nuclear Security
- Crossville Trophy & Gifts
- CUPA-HR
- Deloitte & Touche LLP
- Denark Construction, Inc.
- East Tennessee Foundation
- Edward Jones
- Elavon
- Elite Appraisal Group
- Elliott Advisory Group
- Empire Distributing
- Enterprise Holdings Foundation
- Est8te
- Express Employment Professionals
- Fairways and Greens
- Faris Properties
- Ferrara Candy Company
- Fidelity Investments
- Fillers Consulting
- First Citizens Bank
- First Horizon
- First National Bank of Tennessee
- FirstBank
- Foundation Mortgage
- Friends of Great Smoky Mtns National Park
- Hammer's Dry Goods
- Harper Auto Square
- Haslam College of Business
- HC Excell
- HF Capital
- Highland Telephone Cooperative
- HMM CPA's
- Holland Law
- Hollingsworth Entrepreneurial Foundation
- Home Federal Bank
- HUB International
- Huron Consulting Group
- Jabian Consulting
- JB&B Capital
- Joseph A. Hollingsworth Jr. Family Endowment Fund
- KaTom Restaurant Supply, Inc.
- Knox County
- Knoxville TVA Employees Credit Union
- Knoxville Utilities Board
- Lincoln Memorial University
- Marc Nelson Denim
- Meridian Trust and Investment Co.
- Metropolitan Knoxville Airport Authority
- Miller & Drozdowski P.C.
- Modern Woodmen of America
- Morgan Stanley Wealth Management
- InLieu Co.
- New York Life
- NEXTFLEX - IACMI
- Oak Ridge National Lab
- ORAU
- ORNL Federal Credit Union
- Pellissippi State Community College
- Ullrich Print Plus
- Petro's Chili & Chips
- Phillips and Jordan, Inc.
- Pilot Company
- Pilot Travel Centers, LLC
- Pinnacle Financial Partners, Inc.
- PNC
- Pugh & Company, PC
- Rather & Kittrell
- Ray Varner Ford
- Regions Bank
- Selective Insurance Company of America
- Sellers Realty
- Shred-it
- Simmons Bank
- SL Tennessee
- SmartBank
- Soaky Mountain Water Park
- SPB Designs LLC
- Springboard
- State Farm Mutual
- Stephenson Realty & Auction Co
- Stowers Machinery Corporation
- Strategic Acquisitions Group
- Taylor Martin Photography
- Taylor-Roman Photography
- Target Circle
- Team Foster HR Strategy, LLC
- Techmer PM
- Tennessee 811
- Tennessee Smokies
- Tennessee Valley Authority
- The Boyd Foundation
- The Chop House
- The Rogers Foundation, Inc.
- The UPS Store
- Timely Topics Club
- TIS Insurance Services
- Travelers Insurance
- Truist
- Trust Company of Knoxville
- Turnkey Technical Services
- UBS Financial Services
- UT Haslam College of Business
- University of Tennessee
- University of Tennessee Medical Center
- University of Tennessee Venture
- Uplands Village Real Estate
- Upper Cumberland FCU
- UPS Store
- US Bank
- US Cellular
- UT Federal Credit Union
- UT-Battelle
- Vanderbilt Mortgage and Finance, Inc.
- W.H. Swain Family Foundation
- Walmart
- Women of Haslam
- Y-12 Federal Credit Union
- Youth Achievement Foundation, Inc.

BE A CATALYST



Junior Achievement of East Tennessee is proud to have our growing endowment held by the East Tennessee Foundation. These funds represent a beacon of hope, illuminating the path towards our organization's future. The generosity of our endowment donors will continue to inspire generations of young learners to strive for greatness. These funds will serve as a catalyst, empowering our region with the ability to transform today's students into tomorrow's pioneers, champions & leaders.

Perpetuate your values
Invest in the future.





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