2025-2026 ANNUAL REPORT



Junior Achievement™
of East Tennessee

Junior Achievement™ of East Tennessee

OUR MISSION

Junior Achievement of East Tennessee inspires and prepares young people to succeed in a global economy and contribute to thriving communities through hands-on, standards-aligned learning experiences.

OUR IMPACT AT A GLANCE

38,913
Students Reached

229
Schools Served

2,270
Volunteer Partners

11,304
Students Attended JA BizTown

19,882
Students Received JA In-Class Programs

32
Counties Served









CREATING CHOICE-FILLED LIVES THROUGH PATHWAYS OF ECONOMIC MOBILITY

At Junior Achievement of East Tennessee, we believe every young person deserves a choice-filled life. Through K-12 programming, we help students develop the financial literacy, work readiness, and entrepreneurship skills they need to pursue their dreams. We connect young people to opportunities, experiences, and professional networks that help them imagine what's possible and then build a pathway to get there. Ultimately, we're creating economic mobility by helping students develop the confidence, capabilities, and connections they need to thrive.



JUNIOR ACHIEVEMENT BIZTOWN AT THE HOLLINGSWORTH CENTER FOR ENTREPRENEURIAL LEADERSHIP

Junior Achievement™ of East Tennessee

COMMUNITY PARTNERS

3M
Abacus Hive
All Occasions Party Rentals
Arnold Dwight England Foundation
ASAP of Anderson
Axle Logistics
Baker Donelson
Ballad Health
Bandit Lites
Bank of America
Bank of Tennessee
BarberMcMurry Architects
Baxter Properties
Bewley Properties, Inc.
Bill and Crissy Haslam Foundation
Blackburn, Childers & Steagall, CPAs
Boyd Youth Education Fund
Bristol Motor Speedway
Bristol Tennessee Essential Services
Bush Brothers
Champion Chevrolet GMC Cadillac
Charles Blalock & Sons
Children's Defense Fund
City of Bristol, TN
City of Clinton
Clayton Appalachia
Clayton
Coca-Cola Consolidated
Cohen Communications
Company Distilling
Connor Concepts
Denark Construction, Inc.
East Tennessee Foundation
East Tennessee State University
Eastman
Elle Boutique
Est8te
Executive Women International
Fidelity Investments
First Century Bank
First Citizens Bank
First Horizon
FirstBank
Friendship Enterprises
Green Llama
Hard Rock Bristol
Harper Auto Square
HC*EXCELL
HF Capital
HHM CPAs
Home Federal Bank
IHOP Sevier County
JA Street & Associates
KaTom Restaurant Supply, Inc.
KCDC
Knowledge Launch
Knox County Government
Knox Details
Kruggel Lawton CPAs
KUB
KVAT Food City
Lita Belcher Interior Design
Maddox Companies
Mahohey's Outfitters
Marcos Pizza
Market Square Ventures
Marsh
McGriff Insurance
Merit Construction
Metropolitan Knoxville Airport Authority
Miller Ventures
Mitch Cox Companies
NETWORKS Sullivan Partnership
NewEdge Wealth
Ogle Construction
ORNL Federal Credit Union
Patricia Nash Designs
Penn Station
Petros
Phillips
Pilot Company
Pinnacle Financial Partners, Inc.
Pugh CPAs
Regions Bank
R.T. Lodge
SageView Advisory Group
SL Tennessee
SmartBank
Spaces in the City
Springboard AV
State Farm Mutual
State of Tennessee
Steelcase, Inc.
Stowers Machinery Foundation
Strongwell Corporation
Swain Family Fund
Taco Bell
Team Foster HR Strategy
Techmer PM
The Boyd Foundation
The Chop House
The Cooper Group
The Hollingsworth Companies
The Rogers Foundation, Inc.
The Trust Company of Tennessee
The UPS Store
Travelers Foundation
Truist Bank
TVA
Ullrich Print Plus
United Southeast Federal Credit Union
United Way of Greater Knoxville
University of Tennessee
US Bank
UT-Battelle ORNL
UT Medical
Vanderbilt Mortgage and Finance
Walmart
Wm. Henry Fine Gentlemen's Clothing
WorkSpace Interiors
Y-12 National Security Complex
Youth Achievement Foundation

FREE ENTERPRISE LEGACY MEMBERS

HOLLINGSWORTH ENTREPRENEURIAL FOUNDATION

Clayton Foundation | cf

THE HASLAM FOUNDATION

THE HASLAM FAMILY FOUNDATION
Caring for our community

TOP VOLUNTEER FIRMS

THE UNIVERSITY OF TENNESSEE KNOXVILLE

BRISTOL TENNESSEE 1856

TRAVELERS

FIRST HORIZON

Y-12 National Security Complex

Nine in ten JA Alumni report that the program played an important role in shaping their belief they can achieve goals (89%), their personal development (88%), career path (88%), professional development (86%), or their decision to pursue further education (86%).

To learn more about how you can get involved, visit: easttennessee.ja.org

89% Achieve Goals

88% Career Choices

86% Further Education

OUR HIGHLIGHTS
2025-2026



JA BizTown Pop-Up
This past February, we launched our first JA BizTown Pop-Up in Bristol, TN, thanks to a TVA Workforce Invest Grant and community partners including BTES, Bristol Tennessee City Schools, and the City of Bristol.

This hands-on experience took our flagship JA BizTown experiential learning center on the road, providing students the opportunity to run a simulated city, explore careers, and develop workforce-ready skills through immersive learning.

Following the success of this inaugural event, JA BizTown Pop-Up will travel throughout our service area during the 2026-2027 school year, expanding access to career readiness education for even more students across the East Tennessee region.

JA Finance Park Groundbreaking
This summer, we officially broke ground on the Connections Building in Western Heights that will house our new JA Finance Park.

This experiential learning center will provide middle and high school programming centered on financial planning, career exploration, and entrepreneurship. The expansion takes place as part of the Knoxville's Community Development Corporation Transforming Western initiative and is expected to be completed in 2027.

Business Hall of Fame
This year, we celebrated the induction of new laureates to both our Tri-Cities and East Tennessee Business Hall of Fame. Brian Noland and Jerry Caldwell were the selected inductees for the Tri-Cities, and Cynthia Gibson, Heath Shuler, and the Blalock Family were the honorees for East Tennessee. We also recognized Nadim Jubran as our Emerging Leader in East Tennessee.

We were honored to celebrate each of these laureates and their impact on our region while raising funds to support our work to inspire and prepare the next generation of leaders.

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