



Inspiring Kids to

# DREAM BIG

2023/2024 Impact Report





# MISSION

JUNIOR ACHIEVEMENT OF CENTRAL FLORIDA (JACF) EMPOWERS YOUNG PEOPLE TO OWN THEIR ECONOMIC SUCCESS. OUR VOLUNTEER-DELIVERED K-12 PROGRAMS FOSTER WORK-READINESS, ENTREPRENEURSHIP AND FINANCIAL LITERACY SKILLS, AND USE EXPERIENTIAL LEARNING TO INSPIRE KIDS TO DREAM BIG AND REACH THEIR POTENTIAL.



## From the Desk of our President & CEO

DEAR FRIENDS,

“ I never imagined I’d come this far. But I kept my mind open to the possibilities. ”

These words from Darian Banks, an Orlando-based USTA tennis coach and athlete, capture the heart of what Junior Achievement stands for. This year, Darian volunteered at Lockhart Middle School through our Career Speaker Series, where he shared his journey, inspired students, and reminded them that their future holds limitless potential. For Darian, the highlight wasn’t just telling his story — it was watching students begin to see what they could become.

That’s what JA is all about: creating space for dreams to take shape and building the foundation for them to take flight. This year alone, we reached over 55,000 students across Central Florida, connecting classroom lessons to real-world relevance. The result? Greater engagement, stronger confidence, and clearer visions for the future.

JA isn’t just shaping students — we’re igniting entire communities. When 91% of the students we serve are economically disadvantaged, and 92% of JA alumni say our programs helped them believe in themselves, it’s clear: we’re not just inspiring dreams — we’re helping them come true.

And today, that mission has never been more urgent. Our youth are growing up in a world filled with rapid change, uncertainty, and both local and global challenges. They need more than encouragement — they need real tools, real opportunities, and real role models who believe in their potential. By investing in their dreams now, we lay the groundwork for a more equitable, innovative, and resilient future. It’s not just about changing lives — it’s about shaping the future of our communities, our economy, and our world. With your support, we’re building a generation equipped not only to succeed but to lead. Let’s continue to dream bigger — together.



Karen Revels



Karen Revels  
CEO & President

# Who we are



AT JUNIOR ACHIEVEMENT (JA) WE BELIEVE IN "POSSIBLE." EACH DAY, WE WORK TO HELP YOUNG PEOPLE DISCOVER WHAT'S POSSIBLE IN THEIR LIVES BY HELPING THEM CONNECT WHAT THEY LEARN IN SCHOOL WITH LIFE OUTSIDE THE CLASSROOM. EXPERIENTIAL LEARNING PROGRAMS EMPOWER YOUTH WITH CRUCIAL SKILLS LIKE FINANCIAL LITERACY, CAREER READINESS, AND ENTREPRENEURSHIP. THIS IGNITES THE SPARK OF POSSIBILITY - KNOWING IT'S POSSIBLE TO INVEST IN THEIR FUTURE, TO GAIN A BETTER UNDERSTANDING OF HOW THE WORLD WORKS, AND TO PURSUE THEIR DREAMS.

JA'S CURRICULUM ALIGNS WITH NATIONAL AND STATE EDUCATIONAL STANDARDS AND IS DELIVERED TO THOUSANDS OF STUDENTS IN CENTRAL FLORIDA EACH YEAR. IT IS PROVEN TO CREATE A POSITIVE IMPACT ON THE LIVES OF YOUNG PEOPLE.



**558**  
VOLUNTEER  
OPPORTUNITIES



**749**  
SCHOOLS

**604**  
UNIQUE  
EDUCATORS



**54,151**  
STUDENTS  
REACHED

## By the **NUMBERS**



**655,368**  
INSTRUCTIONAL  
CONTACT HOURS



\*Data as of June 30, 2024

\*JACF's impact numbers show an unrepresentative decrease from last year due to a necessary change in how we report data.

# Programs that make a difference



17,686

STUDENTS

participated in a one-of-a-kind career exploration fair

IMPACT

INCREASED STUDENT AWARENESS

Increased student awareness of career paths and academic relevance.

REPRESENTS

2.1%

of Junior Achievement Central Florida's (JACF) engagement



14,131

HIGH SCHOOL STUDENTS

mastered financial literacy concepts through hands-on simulations

“

I learned how to budget for real-life scenarios and feel more prepared for my future.

”

– Student Quote



**1,972**  
STUDENTS

gained practical financial and  
community infrastructure skills

**90%**  
OF PARTICIPANTS

felt more confident in their ability  
to contribute to their community

# Programs that make a difference

# PROGRAMS

## 3DE BY JUNIOR ACHIEVEMENT

3DE by Junior Achievement is an innovative four-year instructional model transforming high school education by embedding real-world case challenges from business partners into core academics. Active in select Orange and Osceola County schools, this “school within a school” approach builds problem-solving, business skills, and academic growth.



### KEY HIGHLIGHTS

**Students Reached:** 1,151 students

**Partnerships:** Students tackle real-world challenges presented by national partners such as Home Depot and Arby's, as well as local partners like Advent Health, Addition Financial, and more.

#### High Student Success Rates:

ATTENDANCE  
Chronic absenteeism trends improve year-over-year

POST-SECONDARY ENROLLMENT  
74.2% at Oak Ridge (Class of 2023) and  
70.7% at Osceola (Class of 2023)

GRADUATION RATES  
98.6% at Osceola HS / Oak Ridge HS is 100%

### OUTCOMES AT A GLANCE

**Academic Growth:** 3DE students outpace peers in ELA proficiency by 4.3% (9th grade) and 6.3% (10th grade).

**Engagement:** Attendance trends surpass non-3DE students, reducing chronic absenteeism.

**Post-secondary Readiness:** Graduates show a 65.9% higher enrollment rate compared to pre-3DE cohorts.





## TESTIMONIALS

3DE is like business school for high schoolers. It gives students a head start in life.

– Dr. Mark Shanoff, Superintendent, Osceola County Schools

Students develop creativity, communication, and self-direction skills, making them valuable team members even as high schoolers.

– Laura Nador, President, CHEP

I always knew I wanted to be part of the medical field, but not the specific area. When I joined 3DE, I did not know what to expect. As I continued engaging in case challenges, I grew a love for business and presenting solutions. Working with businesses like Jackson Healthcare and Orlando Health helped me realize my real passion. I will be majoring in Biology Pre-Med and minoring in Healthcare Administration. My goal is to start my own medical center in low-income areas.

– 3DE Senior at Oak Ridge High School



## NOTABLE ACHIEVEMENTS

### Home Depot National Case Competition:

Oak Ridge HS students showcased innovative solutions.

### Arby's National Case Competition:

Ocoee HS students qualified for this prestigious event.

### KPMG Internships:

There were 7 3DE students selected.

### iBuild Apprenticeship:

There were four 3DE students from Osceola HS who completed the program, two received awards; Rising Star Award and Master Builder Award.



# Events

## 46TH ANNUAL HALL OF FAME

Junior Achievement's Hall of Fame showcases leaders who have made exceptional contributions to our region's economic development as a result of their commitment to business excellence. Honorees were celebrated at our most prestigious event of the year on November 16, 2023.

### Laureates

Laureate induction to the Mid-Florida Business Hall of Fame is reserved for prominent business leaders who have made extraordinary and inspiring contributions to our community over the course of a distinguished career.



Dr. Debra Pace  
Former Superintendent,  
School District of  
Osceola County



Linda Landman-Gonzalez  
Orlando Magic

### Spirit of Achievement

Honors a local businessperson for their significant contribution to private enterprise.



Michael Brown  
Travel + Leisure Co.

### Entrepreneurial Vanguard

Recognizes a business owner's vision and courage.



John Rivers  
4R Restaurant Group  
and 4Roots Farm



## BOWL-A-THON

In FY24, the Bowl-a-Thon brought together 2,275 registered participants in a spirited display of community support and fundraising. This year's event saw outstanding contributions from key partners, with The Walt Disney Company and Disney WDI collectively raising \$156,576.82, and Schwab contributing an additional \$8,087.52. In total, the event generated an impressive \$164,664.34 in support of our mission.

To accommodate the enthusiastic turnout, we hosted the event across three bowling alleys: Boardwalk, Kissimmee, and Altamonte.

**\$164,664**

IN SUPPORT

of our mission

# Financial Overview

# REVENUE

FISCAL YEAR  
2023-2024  
REVENUE  
BREAKDOWN

**\$1.7M**  
CONTRIBUTIONS

**\$313K**  
PROGRAM  
INCOME

**\$431K**  
SPECIAL  
EVENTS

## REVENUE

Contributions	\$1,756,605.00
Program Income	313,810.00
Special Events	431,798.00
Miscellaneous Income	120,744.00
Investment Income	49,162.00

**Total Revenue \$2,672,119.00**

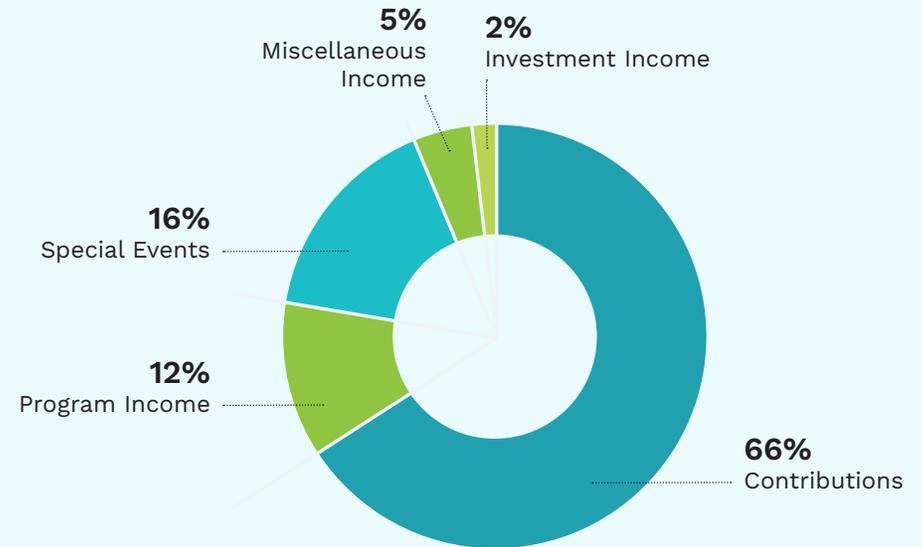
## EXPENSES

Program Services	\$1,828,050.00
Fundraising	156,989.00
Management & General	253,517.00
Special Events	159,597.00

**Total Expenses \$2,398,153.00**

**Increase in NET Assets from Operations 273,966.00**

## FY24 REVENUE



# Individual Donors & Family Foundations

## AMBASSADOR LEVEL

**\$100,000+**

**Dr. Phillips Charities**  
**The Walt Disney World Company**  
**VoluntEARS**

## FREE ENTERPRISE SOCIETY

**\$10,000-\$99,999**

**A. Friends' Foundation**  
**Harry and Liz Morehead**  
**Harry P. Leu Foundation**  
**Mike and Terry Davis**  
**Audrey and Patrick J. Knipe**  
**The Joe and Sarah Galloway Foundation**  
**United Way Affiliates**

## FOUNDATION LEVEL

**\$5,000-\$9,999**

Alice Ann Bien Memorial Foundation  
Ixchell Duarte  
Jennifer Williams  
John Rivers  
National Christian Foundation Orlando  
The Chesley G. Magruder Foundation, Inc.  
The Poinsette Foundation  
The Tompkins Family Foundation Inc  
Tomei Thomas

## ACHIEVEMENT LEVEL

**\$2,500-\$4,999**

Fran Korosec  
Tim Myers  
Troy Sands

## INVESTOR LEVEL

**\$1,961-\$2,499**

Diane C. DiFebbo  
Erik Weiner  
Heather Henderson  
Mandy Weitknecht  
Michael J. Hirsch  
Shanda Lee  
The Lee Foundation  
Tom McAleavey  
Waymon Armstrong  
William R. Lowman

# Corporate Partners

## AMBASSADOR INVESTMENT

**\$100,000+**

**Spotlight Energy**

## BLUE CHIP INVESTMENT

**\$50,000 - \$74,999**

**AdventHealth**

## CORPORATE INVESTMENT

**35,000 - \$49,999**

**CHEP / Massey Services, Inc.**

## DIRECTOR INVESTMENT

**\$25,000 - \$34,999**

Addition Financial  
Bank of America Charitable Foundation  
Fairwinds Credit Union  
First Horizon Bank  
JPMorgan Chase Foundation  
KPMG, LLP  
Orlando Health  
Skanska U.S.A. Building Inc.  
Truist Foundation  
The UPS Store

## FOUNDATION INVESTMENT

**\$15,000 - \$24,999**

Publix Super Markets Charities, Inc.  
Travel + Leisure  
Verizon

## PARTNERSHIP INVESTMENT

**\$7,500 - \$14,999**

4 Rivers Smokehouse  
Align Business Advisory Services  
CNA Financial Corporation  
CNL Charitable Foundation, Inc.  
Duke Energy Foundation  
Farmers Insurance  
KUA  
PCL Construction Services, Inc.  
Staples  
State Farm  
Taco Bell Foundation  
The Whiting-Turner Contracting Co.  
United Community  
Universal Orlando Foundation  
Valencia College West Campus

## ACADEMIC INVESTMENT

**\$5,000 - \$7,499**

Maddox Electric Company, Inc.  
IMEC  
PwC  
City National Bank  
EY  
Florida Blue  
GrayRobinson, P.A.  
Orlando Magic  
PNC Financial Services Group, Inc.  
Regions Financial Corporation  
Sunrise Bank  
Synovus Bank  
Thrifty Rents, Inc.  
Walt Disney World Company



## PATRONS INVESTMENT \$1,000 - \$4,999

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ADP  
ALESKOVSKY Architecture + Interiors  
Arc Technologies  
Avant Healthcare Professionals  
Bank of America Corporation  
BankUnited  
BNY Mellon  
BRIDG  
CareerSource Central Florida  
Central Florida Foundation, Inc.  
Charles Schwab & Company, Inc.  
CNL Financial Group, Inc.  
EXP US Services, Inc.  
Holland & Knight, LLP  
Intellisea  
JPMorgan Chase Bank

Lowndes, P.A.  
Merritt Business Solutions  
MLC Theming  
National Center for Simulation  
Nautique Boat Company, Inc.  
Universal Parks & Resorts  
Orcutt HHCP, LLC  
Pineloch Management Corporation  
Resource Consulting Group  
Rotary Club Of Orlando Foundation  
Schenkel Shultz  
Seacoast Bank  
ShuffieldLowman  
Shutts & Bowen, LLP  
WELBRO Building Corporation  
WESH 2

## THANK YOU TO OUR GENEROUS DONORS

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**Your unwavering support fuels  
our mission to inspire and prepare young  
people for success. Because of your  
generosity, thousands of students are  
gaining the skills, confidence,  
and vision to build brighter futures.**

# Our Boards

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**IMMEDIATE PAST CHAIR**  
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**3DE National Board**

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Osceola Campus Dean  
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Office Managing Partner  
**EY**

“ I hope students took away that anyone can start and grow their businesses, to be prepared for success to take longer than a microwave meal, to understand how to use their unique talents and interests to make a living for themselves and the value of curiosity and persistence. ”

– JALC Member Demetrie Luke of Inlighten Tutors served as a Career Speaker at Harmony High School

# MEMBERS

## VOTING MEMBERS

### Jay Althouse

Project Executive  
**DPR Construction**

### Nancy Alvarez

Anchor and Reporter  
**WESH 2**

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Chief Executive Officer  
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**Addition Financial Credit Union**

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**CORE Construction**

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**Hylant**

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Better Talent

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### Sophie Mondor

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## Contact Us

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Help shape the future by donating, volunteering, or partnering with Junior Achievement of Central Florida. Together, we can empower every young person to achieve their potential.

