

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

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

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.





66

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

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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

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

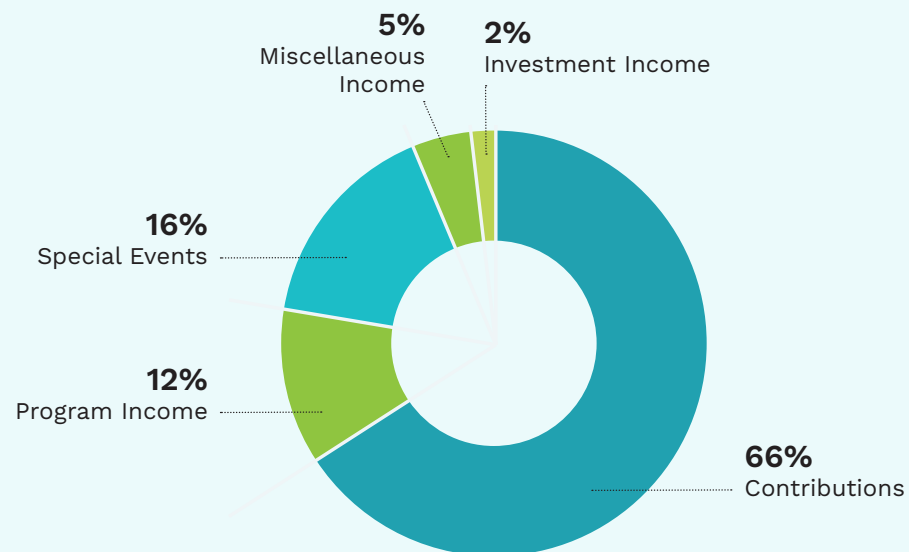
EXPENSES

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

PARTNERS

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

ADP	Lowndes, P.A.
ALESKOVSKY Architecture + Interiors	Merritt Business Solutions
Arc Technologies	MLC Theming
Avant Healthcare Professionals	National Center for Simulation
Bank of America Corporation	Nautique Boat Company, Inc.
BankUnited	Universal Parks & Resorts
BNY Mellon	Orcutt HHCP, LLC
BRIDG	Pineloch Management Corporation
CareerSource Central Florida	Resource Consulting Group
Central Florida Foundation, Inc.	Rotary Club Of Orlando Foundation
Charles Schwab & Company, Inc.	Schenkel Shultz
CNL Financial Group, Inc.	Seacoast Bank
EXP US Services, Inc.	ShuffieldLowman
Holland & Knight, LLP	Shutts & Bowen, LLP
Intellisea	WELBRO Building Corporation
JPMorgan Chase Bank	WESH 2

THANK YOU TO OUR GENEROUS DONORS

**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.**

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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

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