

2024-2025 IMPACT REPORT



**Junior
Achievement™**
of Greater Baton Rouge

Greetings,

Each day at Junior Achievement of Greater Baton Rouge, our team and Board of Directors work to help young people discover what's possible in their lives through programming focused on financial literacy, work readiness, and entrepreneurship.

We do this by helping them connect what they learn in school with life outside the classroom. We let them know it's possible to invest in their future, to gain a better understanding of how the world works, and to pursue their dreams. We show them that it's possible for tomorrow to be a better day.

This approach is more important than ever. Today's young people face challenges that didn't exist just a few years ago.

At JA, we don't just teach financial literacy, work and career readiness, and entrepreneurship. We promote hope. Our volunteers serve as positive role models and mentors for young people who might otherwise be disconnected. Our programs are shown to engage students on a social and emotional level with critical life skills that establish a firm foundation for them to achieve their potential as adults. We are proud to share that JA will serve over 25,000 students this year, but we cannot do this work alone.

As you review this update, we hope you consider investing in our future consumers, employers, and employees. We need our future leaders to ensure a sustainable economy and community. It is more important now than ever to ensure young people have the skillset and mindset to build thriving communities. Consider volunteering or making a gift to JA today to make a difference!

With gratitude,



Paula Dawson
President
Junior Achievement Greater Baton Rouge & Acadiana

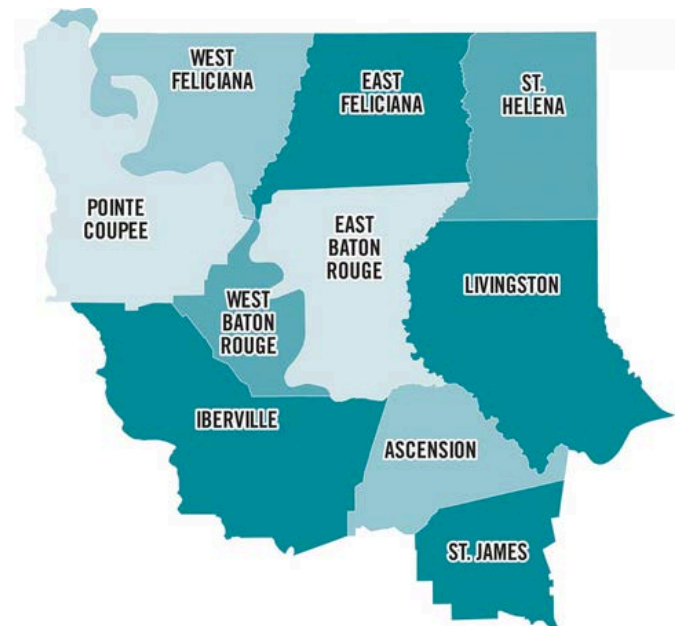


**Junior
Achievement™**
of Greater Baton Rouge

P O Box 77576
Baton Rouge, LA 70879

batonrouge.ja.org

Junior Achievement supports students in public, parochial, and private schools in the following 10 parishes throughout the Greater Baton Rouge Area



*To inspire and prepare
young people to
succeed in a global
economy.*

ABOUT JA

We are the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices.

Junior Achievement's programs in the core content areas of work readiness, entrepreneurship and financial literacy ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century.



A BRIEF HISTORY

Junior Achievement was founded in 1919 by Theodore Vail, president of American Telephone & Telegraph; Horace Moses, president of Strathmore Paper Co.; and Senator Murray Crane of Massachusetts. Its first program, JA Company Program®, was offered to high school students on an after-school basis. In 1975, the organization entered the classroom with the introduction of Project Business for the middle grades. Since then, Junior Achievement has expanded its activities and broadened its scope to include in-school and after-school students.

PURPOSE

To inspire and prepare young people to succeed in a global economy.

VALUES

- Belief in the boundless potential of young people
- Approach our work with passion, honesty, integrity, and excellence
- Seek out diverse backgrounds, perspectives, and talents in our staff and volunteers, and boards to reflect the geographies and communities we serve
- Teach principled, market-based economics and entrepreneurship that build a more sustainable world
- Nurture the power of partnership and collaboration
- Advocate for hands-on learning

JA PROGRAMS PROVEN SUCCESS

A new Ipsos survey found that nearly 1 in 5 Americans participated in Junior Achievement (JA) programs during K–12. Of those alumni, 76% recall a JA volunteer teaching them about money, jobs, or business—and 64% remember what they learned. Over half (56%) say they're now in a career similar to that of their JA volunteer.

JA alumna Destiny Maiden's journey shows the powerful, lasting impact of JA programs.

Destiny's story began at Forest Heights Elementary with JA in a Day. In middle school, she experienced JA Finance Park at McKinley, and by high school, she was paying it forward—teaching JA in a Day at Ryan Elementary as a DECA club member. She also competed in the Trust Your Crazy Ideas Challenge, winning both the local and state competitions.

Today, Destiny works at Southern Teachers & Parents Federal Credit Union and continues to give back as a community mentor. Her full-circle JA story is a powerful reminder of the difference your support makes in the lives of young people.



WAYS TO GET INVOLVED



Volunteer

Join us as we continue to grow and reach more students in our community. Your time is your most valuable gift. Click [HERE](#) to sign up today.

Financial Support

No gift is too small! Please consider making a gift today to sponsor a student's experience with financial literacy, work readiness training, and entrepreneurship programming. Click [HERE](#) to donate today.

Join Us for a JA Event

We invite you or your company to participate in our Annual TopGolf Challenge, Crawfish King Cookoff. Click [HERE](#) to learn about all the different events we host to benefit JA.

IMPACT

Greater Baton Rouge

2024-2025



Junior
Achievement™
of Greater Baton Rouge

90

Participating
Schools



1,687

Volunteers



25,399

Students
Served



140,601

Instructional
Hours



EXPERIENTIAL LEARNING

Junior Achievement's unique delivery system provides the training, materials, and support necessary to bolster the chances for student success. The impact is measurable, too. Students who participate in Junior Achievement programs demonstrate a significant understanding of economics and business concepts. We invite you to take a closer look at our programs!



CLICK HERE



**LEARN
MORE**

*About Our
Programs*

JA Junior Achievement™ In-a-Day

JA in a Day is a Junior Achievement (JA) program that delivers lessons to an entire grade level in a single day. The program aims to inspire and educate students about the connection between education and workplace success, and to help them understand how to make choices to meet their needs and wants. JA-in-a-Day programs include practical information about earning, saving, and sharing money.



Junior
Achievement™
of Greater Baton Rouge

discovery
center
Mobile



Junior
Achievement™

BizTown®



Junior
Achievement™

Finance Park®

JA BizTown and JA Finance Park blend classroom learning with a hands-on visit to a Discovery Center Mobile site. At JA BizTown, students run businesses, manage local government, vote for a mayor, and handle personal finances. At JA Finance Park, they're assigned a job and income, then build a monthly budget by exploring real-life expenses like housing, transportation, insurance, and more.



EXPERIENTIAL LEARNING



Junior
Achievement™
of Greater Baton Rouge

discovery
center
Mobile

JA Junior
Achievement™

Finance Park®

Participating Students



781

Instructional Hours

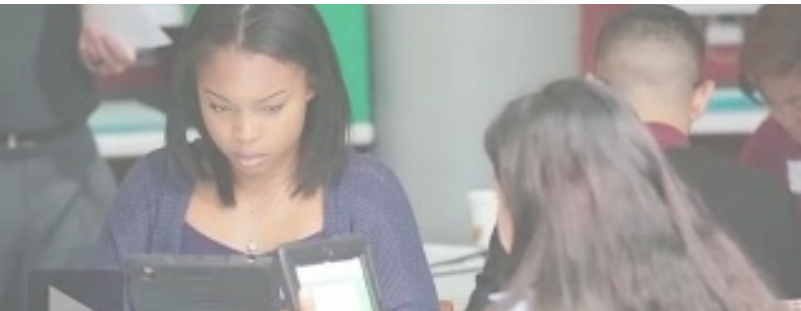


14,058

Volunteer Engagement



73



EXPERIENTIAL LEARNING



Junior
Achievement™
of Greater Baton Rouge

discovery
center
Mobile

JA Junior Achievement™
BizTown®

Participating Students



1,070

Instructional Hours



19,260

Volunteer Engagement



125



16
schools

EXPERIENTIAL LEARNING



Participating Students



863

Instructional Hours



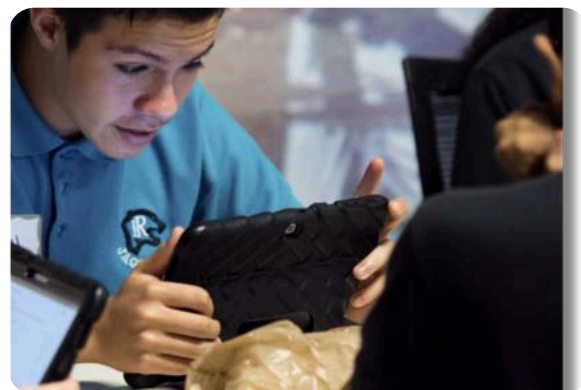
15,534

Participating Schools



10

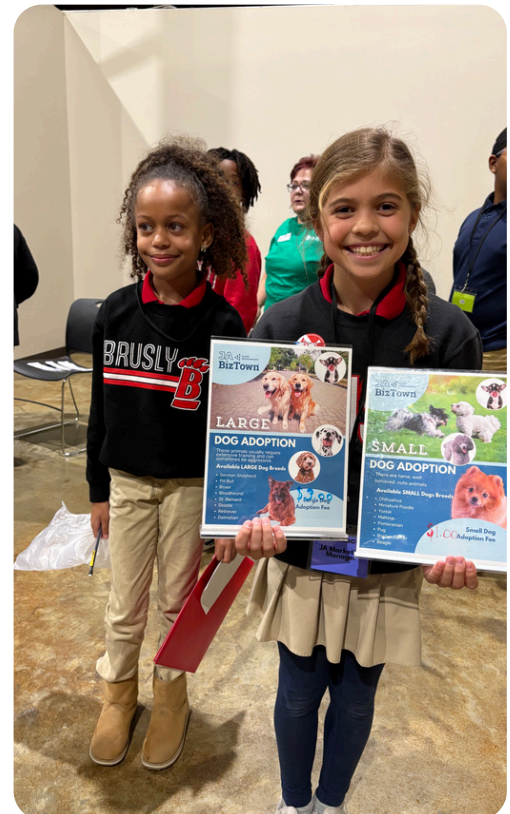
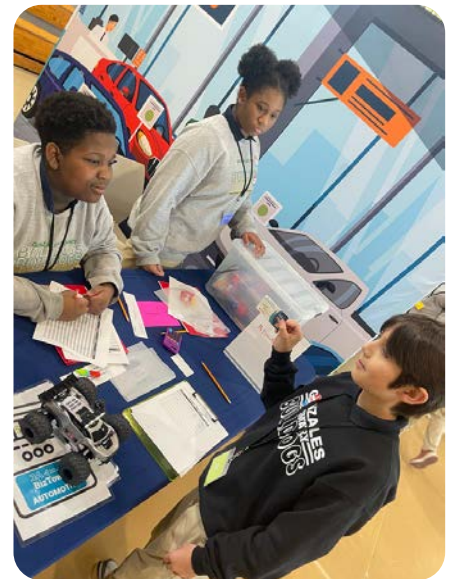
Finance Park Virtual helps students build a foundation on which they can make intelligent financial decisions that last a lifetime, including decisions related to income, expenses, savings, and credit. JA Finance Park Virtual offers educator-led, in-class lessons followed by a simulation.



JA BizTown IN ACTION



Real-World Lessons, Lifelong Impact



INSIDE FINANCE PARK



Where budgeting gets real.



LEARNING THROUGH MENTORING



Inspiring & Preparing
YOUNG PEOPLE TO SUCCEED

Junior Achievement's Leading Ladies and Mentoring Men programs connect students with dedicated mentors from our local community who inspire and guide them through lessons in career readiness, confidence, and life skills. With support from volunteers and partners, these programs continue to grow, providing impactful mentorship experiences that help students envision and prepare for bright futures.

WHAT STUDENTS ARE LEARNING?

- **Developing workforce skills**
- **Learning business and entrepreneurial thinking**
- **Developing their financial and money management skills**
- **Exploring career pathways**
- **Navigating their careers**



LEARNING THROUGH MENTORING



Students Mentored



1222

Volunteer Engagement



118

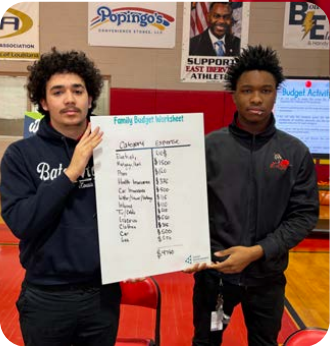
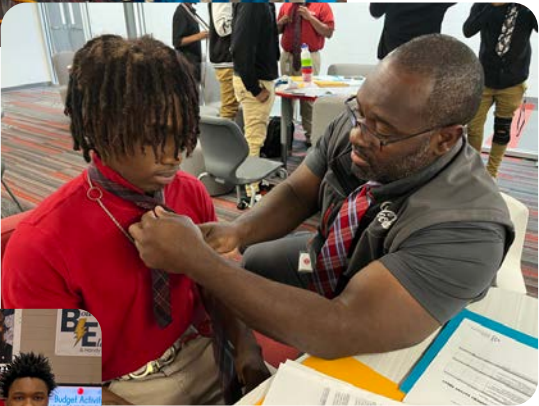
Mentor Hours



4888



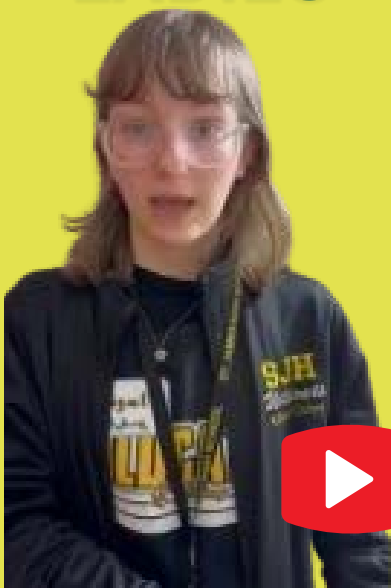
Junior Achievement™
of Greater Baton Rouge



LEARNING THROUGH MENTORING

One Voice. Every Story.

The Student Voice **LEADING LADIES**



The Student Voice **MENTORING MEN**



Please answer the following questions by circling the number that best rates your experience. (5 being the strongest)

This seminar will help me make future life decisions.	1	2	3	4	5
I am more prepared to ace my next interview.	1	2	3	4	5
I have a better understanding of how to fill out a resume.	1	2	3	4	5
This event helped me feel more confident about my future success.	1	2	3	4	5
My mentor was helpful during the event.	1	2	3	4	5

Would you be interested in participating in future Junior Achievement events? ☒ Yes ☐ No

Please list 3 things that you learned from the activities or mentors:

One thing I learned is how to fill out a resume. Another thing I learned is how to get better at public speaking. And the last thing is how to conduct BY SELF an interview.

What is one of your future goals?

To run a successful business.

Please list 3 things that you learned from the activities or mentors:

I learned to have a retirement account, to always believe in myself and work hard.

What is one of your future goals?

To have my own private clinic.



Junior Achievement™
of Greater Baton Rouge

LEARNING THROUGH MENTORING



Volunteer Reflection.



Thank You

Dear Volunteer Mentors,

On behalf of Junior Achievement, thank you for the time, heart, and guidance you gave during the 2024–2025 program year. Your willingness to share your experiences and wisdom made a lasting impact on the students you mentored.

Because of you, these young people gained confidence, insight, and real-world perspective that will stay with them for years to come. Your dedication truly makes a difference.

With heartfelt gratitude,

Becky Dantin, Education Manager



Volunteer Survey

How well did you enjoy this mentor event? Tell us a little bit about your experience...

anonymous	This is always a great experience. I enjoyed the opportunities to connect and engage with the students and to learn more about their lives, challenges, and opportunities.
anonymous	This kind of activities has been something that I've been wanting to participate in. It was a super fulfilling experience
anonymous	I enjoyed and look forward to participating again.
anonymous	I enjoyed the event.
anonymous	Experienced Mentors, Great Students ...the engagement was outstanding!
anonymous	It was amazing to interact with the younger generation. Showing them life skills that they might not have learned in another environment.
anonymous	I enjoyed the event. I will say that I feel I may have been a little over dressed which may have caused some of what of a disconnect with the young men. This is my first time in many years. I am interested in participating in more events.
anonymous	I was a little nervous at first but that did not last long and I thoroughly enjoyed this experience. I have been wanting to get into motivational speaking for a while now, to share my story on how to face major setbacks, and this was the first time I was able to speak on it briefly.
anonymous	BIG GROUP, BIG ENERGY ...everything went extremely well!



EVENT HIGHLIGHTS

This year, Junior Achievement celebrated a series of impactful and inspiring events that brought our mission to life in powerful ways. From the excitement of the Kings of Swing Topgolf Challenge to the Cajun experience of the Crawfish King Cookoff, each gathering united our community around the shared goal of preparing young people for success. These events not only raised critical funds but also deepened connections with volunteers, donors, and partners who make our work possible.



KINGS OF SWING
VENDORS & VENTURES TOPGOLF CHALLENGE



KINGS OF SWING

The Kings of Swing Topgolf Challenge brought together local leaders for a fun-filled evening of friendly competition and networking—all in support of Junior Achievement's in-school initiatives. With strong community turnout and generous sponsorships, the event raised \$47,000 to bring JA programs to more students across the region. [CLICK HERE](#) to see everything you missed.



CRAWFISH KING COOKOFF

The 11th Annual Crawfish King Cookoff brought together local chefs and crawfish lovers for a fun-filled day of competition and community spirit. Presented by **BASF**, the event raised an impressive \$151,515 to fuel Junior Achievement's programs. With great food, lively music, and strong support from the community, the cookoff highlighted the importance of teamwork, giving back, and empowering future leaders.

For photos, videos, and more event highlights, check out the Crawfish King Cookoff Facebook [HERE](#). Don't forget to click the **FOLLOW** button for all things Crawfish King.



BOARD MEMBERS 2024-2025

Molly Q. Alexander

Government Affairs Coordinator, The
Law Department
State Farm

Kelsey Amato

Marketing & PR Director
Performance Contractors

Joni Barrick

Market Manager
Capital One Bank

Julius Bedford Jr.

Managing Partner
Bernhard Capital

Jared Bercegeay

Ascension Parish School Board
Board President

Wendi Berthelot

Director of Audit & Assurance Svcs.
LaPorte CPAs and Business Advisors

Keith Biedenharn

Sales Manager
Coca Cola United

Brett Blanchard

Market President
BancorpSouth

Allison Byrd

Retail Business Development
Gulf Coast Bank & Trust

Philip Cerniglia

Finance Manager (Interim)
Methanex USA, LLC

Anita Coyle

Senior Vice President / Senior
Relationship Manager
Bank of America

Jerry Denicola

SVP, Commercial Banking
Group Mgr.
Hancock Whitney

Larkin Dooley

Construction Manager
Johnson Controls

Shane Firmin

Director of Workforce
Development
Brown & Root

Derek Foret

Partner
Hannis T. Bourgeois

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EBR School Board

Renee Graff

Operations Controller
Investar Bank

Dana Hart

Director
Flores MBA Program LSU

Amy Jones

Chief Technology Officer
EBR School System

Anthony Kumse

Portfolio Manager
Regions Bank

Jessica Lovejoy

KPMG

Kelvin Luster

SVP, Community Development
Director, Home Bank

Vic Mallory

Vice President
The First Bank

Derek Matherne

Vice President
First American Bank & Trust

Layne McDaniel

President
LRM CPA, LLC.

Tine Neames

SVP, Commercial Banking
IBERIABANK/First Horizon

Chris Peters

Controller
Window World

Philip Plaisance

CFO
Buquet & Leblanc

Parker Sanderson

Controlling Leader
BASF



COMMUNITY CHAMPIONS



This spring, our partners at Jersey Mike's and The UPS Store stepped up in a big way to support Junior Achievement's mission. During Jersey Mike's Month of Giving, local stores raised an incredible **\$30,000**, helping us inspire and prepare even more students across Greater Baton Rouge.

Not to be outdone, participating UPS Store locations brought in **\$4,992** through their in-store campaign—showing that every dollar truly adds up to make a difference.

We're so grateful for the generosity and commitment of these community-minded businesses. Their efforts are more than just fundraising—they're investing in the future of our students.

SNAPSHOTS OF IMPACT



From memorable student events to standout community moments, these highlights showcase the energy, impact, and connections built throughout the year. Whether through conferences, programs, or unforgettable snapshots, each moment reflects the heart of our mission in action.





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Achievement™**
of Greater Baton Rouge