

20 **IMPACT** 25 **REPORT**

START SMALL
GROW BIG

BY  **THE UPS STORE**  Junior Achievement™

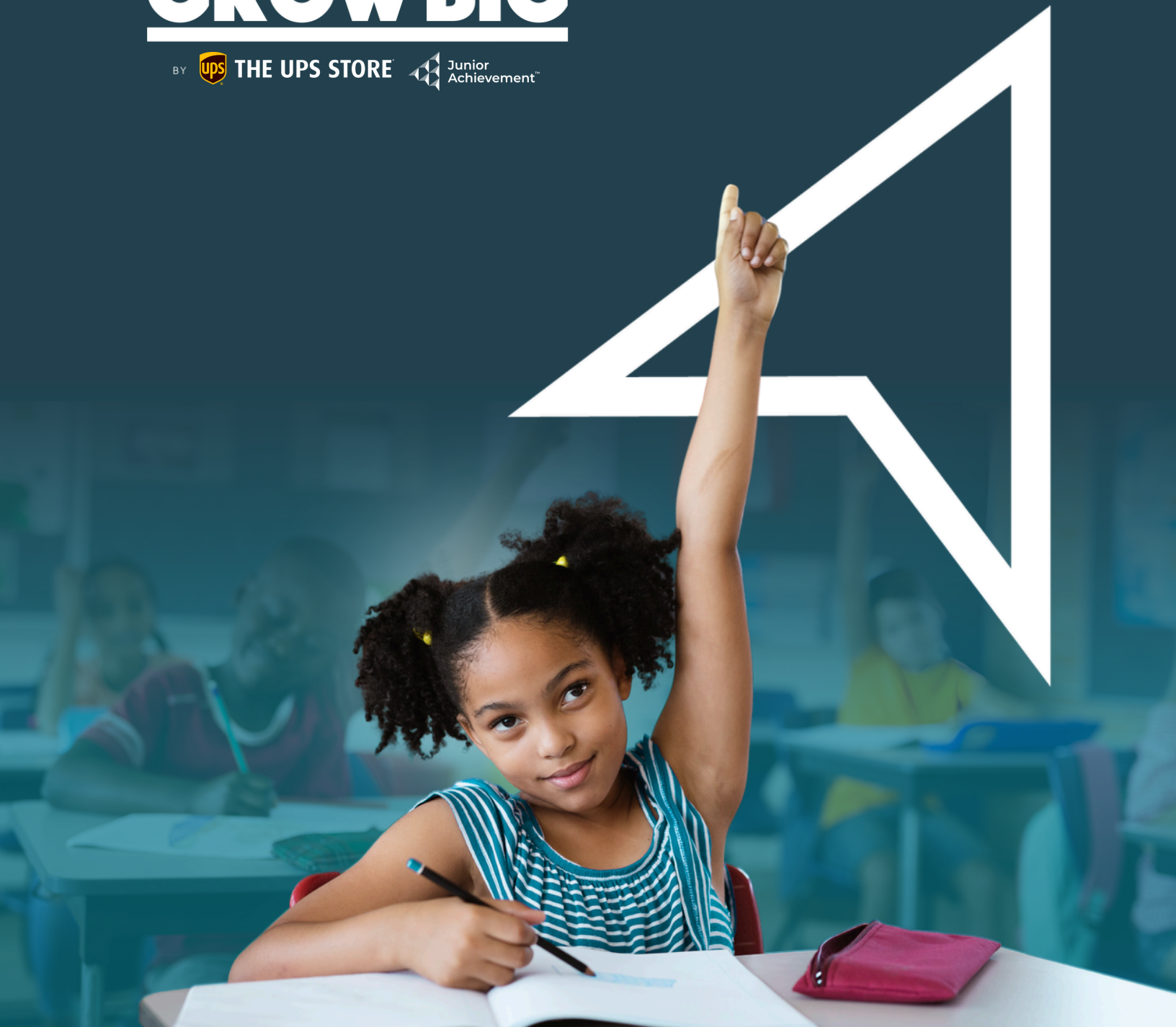


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MADE POSSIBLE BY

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PARTNERSHIP SUMMARY

In a transformative collaboration, The UPS Store, Inc., and Junior Achievement USA came together in 2022 to launch the Start Small, Grow Big program.

This innovative initiative empowered future small business owners through local Junior Achievement (JA) entrepreneurial learning experiences. In 2025, with the incredible support of **5,500** The UPS Store® locations across the country, the program raised an impressive **\$2.6 MM** in donations, benefiting **99** local Junior Achievement Areas.

Here, we celebrate the remarkable impact these contributions have had on JA youth nationwide.



Junior
Achievement™
USA

Member of
JA Worldwide

START SMALL GROW BIG

BY  **THE UPS STORE**  Junior
Achievement™

Start Small, Grow Big is a customer-giving program across more than 5,500 The UPS Store locations, supporting local JA communities.

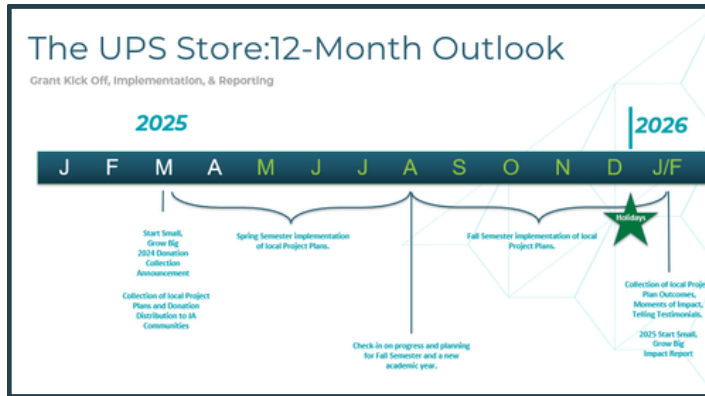
By donating at checkout, customers help fund JA programs that create meaningful impact in the communities they serve. These donations play a pivotal role in supporting JA programs, directly benefiting communities where the contributions are received.



IMPACT

CYCLE

This timeline highlights the Start Small, Grow Big campaign, detailing the distribution of donations, local implementation efforts, associated events, and the annual collection of impact metrics, stories, and images.



OUTCOMES*

87%

COLLEGE READY

87% of Gen Y & Z JA alumni say that they continued their education after high school, crediting Junior Achievement.

+90%

STRENGTHENED CRITICAL THINKING

Nine in ten JA alumni say that Junior Achievement helped them improve their critical thinking skills (90%).

92%

FUTURE READY

92% of JA Alumni agree, "As technologies like automation and AI change jobs and the economy, students who participate in JA are going to be better prepared for the future."

SPOTLIGHT

Like many of the JA Areas across the country, JA of Northern California staff visited several of The UPS Store owners and their employees in their regions to personally thank them for their support of JA's mission and share all the wonderful things happening locally with JA!



JA OF NORTHERN CALIFORNIA

START SMALL, GROW BIG CAMPAIGN NATIONWIDE IMPACT

+164,000 Youth Impacted

+2,300 Schools Engaged



*Verified Calendar Year 2025 Impact Metrics

The donation collection period occurred from February to July 2024, and the campaign resumed from October 1 to December 2024 across 5,400+ The UPS Store locations. Funds collected amounted to \$2,296,505.70 and were distributed to 99 JA Area local teams in Q1 of 2025.

* SOURCE: IPSOS JA ALUMNI SURVEY (MARCH 31, 2026)

TESTIMONIALS

REAL VOICES. REAL IMPACT.



The Start Small, Grow Big campaign between The UPS Store and Junior Achievement USA is rooted in the belief that big futures begin with small steps. Through this partnership, students gained access to real-world learning experiences that build confidence, spark entrepreneurial thinking, and prepare them for what's next.

These stories reflect the meaningful impact of this collaboration—shared by the students, educators, and volunteers who experienced firsthand how empowering young people with practical skills today helps them grow into tomorrow's leaders.

INFLUENTIAL MENTORSHIP

For many The UPS Store teams, getting involved with their community through Start Small, Grow Big campaign has afforded meaningful moments.

JA OF NORTHERN CALIFORNIA SAN FRANCISCO

“Junior Achievement is doing something incredible! Teaching students financial awareness and real-life skills that schools often overlook. It's amazing to see young people gaining the tools they need to navigate the real world before they even graduate high school.”

– **SHERYL ROSS**
THE UPS STORE
#6515 OWNER



JA OF NORTHERN CALIFORNIA

JA OF GREATER WASHINGTON WASHINGTON, D.C.

“I think the students really understood how this connects to real life — what it actually feels like to work with a set budget based only on the money coming in, to question whether it will be enough, and to decide how to allocate funds to cover their bills. It was truly a reality check for them.”

– **TONIA CLARK**
THE UPS STORE CENTER ASSOCIATE



JA OF GREATER WASHINGTON



TRANSFORMATIVE IMPACT

Start Small, Grow Big campaign has opened the door for countless JA students to experience meaningful opportunities that spark growth and create lasting impact.

JA OF CENTRAL MARYLAND BALTIMORE

"Through this program, I have witnessed firsthand the engagement, energy, and enthusiasm of our students as they connect their classroom learning to real-life experiences. The knowledge and skills they have gained through Junior Achievement have empowered them to create their own individual businesses. These students now possess the tools and confidence to be successful business owners-not only in the future but right now, as youth entrepreneurs. This program has provided our city's youth with an invaluable experience, equipping them with priceless knowledge and practical skills that will serve them for a lifetime."

- DELANA PENN, EDUCATOR
DIGITAL HARBOR HIGH SCHOOL

JA OF GREATER MIAMI MIAMI

"I am truly grateful and am extremely excited to see the future that this experience will build. Before coming into contact with JA, I would come to school and want to start a business but wasn't exactly sure how to. Now having worked with the JA Company Program, I can say with confidence that this program helped me connect with others and work together towards a common goal, learning valuable lessons along the way!"

- AIMEE, STUDENT
CORAL GABLES SENIOR HIGH



JA OF GREATER WASHINGTON WASHINGTON, D.C.

“I think one of the biggest takeaways for the students was the credit report component, and the partnership really helped bring that to life in a meaningful way (...) Through this experience, they began to see how important it is to take care of their credit—paying bills on time, budgeting wisely, and prioritizing savings.

At the start, many didn't fully grasp how critical saving is, but by the end of the exercise, several were saying, “We have no money left.” That realization made the learning stick. The partnership truly enhanced the experience, helping students connect these financial concepts to real-life decisions and long-term success.”

– MICHAEL BREault, THE UPS STORE CENTER ASSOCIATE

JA OF WESTERN PENNSYLVANIA BRIDGEVILLE

“Every year at the EmpowerHer Summit, I see young women's faces light up with the realization that they can truly shape their own futures. It's the most rewarding event I get to be a part of and can't wait to come back again!”

– RACHEL ARTISE, THE UPS STORE #5155 OWNER



JA OF WESTERN PENNSYLVANIA

SHAPING THE LEADERS OF TOMORROW

The Start Small, Grow Big program made it possible for JA youth to access enriching educational opportunities.

“I always figured starting a business was something you did later in life or after college, or after you figure it all out. JA program on entrepreneurship changed that for me. I realized I don't have to wait. I can start now, with the ideas I already have and with what JA prepared me with”

– **LISA**, STUDENT
WESTERN HIGH SCHOOL

“Yesterday, I had a lot of fun and learned a lot of new things. I struggle with trying to think of possible career paths for me, and yesterday I found some guidance, the website we used helped you find possible paths to go down. I was very interested in the manufacturing process described to us, that also got me interested in a future career working with manufacturing. It is very motivating to see woman in men dominated fields, and it helps me strive to want to do something just as powerful.”

– **RILEY**, STUDENT
QUABOAG REGIONAL HIGH
SCHOOL

STRENGTHENING EDUCATORS

TESTIMONIALS

JA educators were able to provide valuable learning experiences in their classrooms thanks to the generosity of the Start Small, Grow Big program.

“Junior Achievement provides my students with real world opportunities to apply their entrepreneurial and business management skills beyond the classroom. The impact on students is immeasurable, and for me, it reaffirms my purpose as an educator every time.”

— **NIKI BROWN**, EDUCATOR
CORAL GABLES SENIOR HIGH SCHOOL



JA OF GREATER MIAMI MIAMI

JA OF OREGON & SW WASHINGTON

PORTLAND



“Participating in JA BizTown gives our students a valuable opportunity to start thinking about life beyond the classroom. They learn about banking, the economy, and the job application process, all while working together in a team to run a business for a day. My favorite part is watching students thrive in this real-world setting and seeing how seriously they take their roles. JA BizTown is truly a highlight of the year—an experience they'll always remember.”

— **KYLER PACE**, EDUCATOR
ARCHER GLEN ELEMENTARY SCHOOL

For many educators and school leaders, Start Small, Grow Big campaign has brought resources into their classrooms to equip the next generation of leaders.

JA OF MIDDLE TENNESSEE

NASHVILLE

“

“Running the JA Titan simulation in our Business Development and Incubation class allowed students to connect a lot of the theory that we had already discussed to real life. When making their business decisions, students were encouraged to think critically about how each change would impact their company, which is exactly what we want them to do in the future. JA Titan was a good first step to prepare students for actually coming up with their own companies and products in the spring semester.”

– **EDUARDO NUNES**, EDUCATOR
POPE JOHN PAUL II PREP

”

JA OF NORTH CENTRAL OHIO

CANTON

“

“The JA Company Program is the defining experience of our senior marketing class, bridging the gap between textbook theory and real-world application. By allowing students to launch and lead actual businesses, they gain an unfiltered look at the challenges and triumphs of entrepreneurship. With the exceptional support and framework provided by JA, our seniors walk away with the practical leadership skills and the entrepreneurial mindset needed to thrive in any career path they choose.”

– **AJA TOMPOT**, EDUCATOR
LAKE HIGH SCHOOL

”

The generosity of the Start Small, Grow Big campaign made valuable learning experiences available to all JA youth.

JA OF SAN DIEGO

SAN DIEGO

"As a parent and spectator, I appreciated the opportunity to observe the students during their BizTown field trip. This was one of the most anticipated trips for the students, and their focus and engagement throughout the day reflected that. The venue itself was breathtaking, and it was impressive to see the wide variety of real businesses represented, giving students a realistic glimpse into the working world. I was especially entertained to see the company I work for represented as The UPS Store, helping students connect classroom learning with real-world businesses. Overall, BizTown offered a valuable, hands-on learning experience that encouraged teamwork, responsibility, and practical problem-solving."

– ANGELA SHEPPARD

ACCOUNTING SPECIALIST, UPS

JA OF RHODE ISLAND

PROVIDENCE

"The best part of my day was interacting with the students and getting them engaged in business. I love business ownership and get excited when others like it as much as I do. I prepared students to succeed in their future by explaining career options such as jobs vs. entrepreneurship."

– BRYAN LEBLANC

THE UPS STORE
#0504 OWNER



JA OF CENTRAL OHIO

CONNECTING COMMUNITIES

THE UPS STORE & JA

For many team members, this partnership marked their first introduction to Junior Achievement, and the experience left a lasting positive impression.

JA OF NORTHERN CALIFORNIA

SAN FRANCISCO

“I just want to sincerely thank you for the invitation to JA Finance Park Pop Up. I’ve been with The UPS Store for nine years, and this was my very first time experiencing one of these events. It was incredibly exciting to see the program in action and to watch the students so engaged and enthusiastic about learning real-world financial skills. The energy in the room was truly inspiring. I only wish I could have stayed all day to take in even more of the experience!”

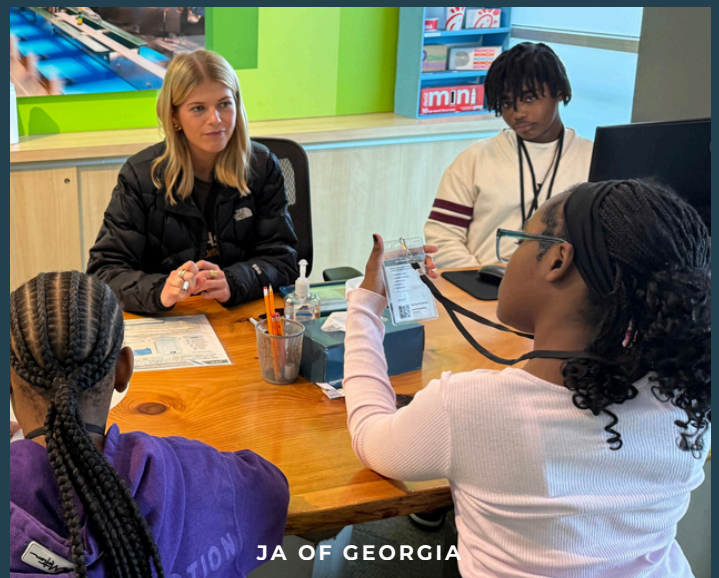
– SHAYNA, THE UPS STORE CENTER ASSOCIATE

JA OF SOUTHERN NEVADA

LAS VEGAS

“Volunteering with JA was a wonderful experience. I was motivated to participate because I wanted to help students develop important life skills, and it was incredibly rewarding to see them gain exposure to what the real world might be like. Assisting with their financial literacy gave me the chance to make a meaningful impact on their learning and confidence.”

– VOLUNTEER, THE UPS STORE CENTER ASSOCIATE



JA OF GEORGIA

TOMORROW'S CHANGE- MAKERS

For all JA youth learning experiences were afforded thanks to the generosity of the Start Small, Grow Big Program.

JA OF NORTH
CENTRAL OHIO
CANTON

“

“My most influential JA experience has been serving as CEO of my business, Uniquely You. Through this role, I’ve grown as a leader while helping others feel unique and valued. JA has taught me essential life skills—from managing finances and tracking sales to promoting on social media and attracting customers. I’ve learned how to delegate tasks, motivate my team, and make smart decisions for our business. Selling at markets across North Central Ohio strengthened both our brand and my confidence. The ups and downs of this experience have shaped me into a stronger leader and person.”

– **LAUREN**, STUDENT, LAKE HIGH SCHOOL

”

“

“This program gave me the opportunity to better understand my strengths and recognize how I can use them to grow both personally and professionally. It helped me build confidence in who I am and taught me how to present myself in a polished, professional manner. Most importantly, I developed strong communication skills—learning how to express my ideas clearly, collaborate effectively, and carry myself with confidence. These experiences have prepared me with tools that will help me succeed in the real world and in my future career.”

– **EMMA**, STUDENT, RENO HIGH SCHOOL

”

JA OF NORTHERN NEVADA

RENO



2026 ROSE PARADE®

When The UPS Store float “**Sharing Skills for Success**” rolled through the Rose Parade, it did more than captivate a national audience — it earned a **GUINNESS WORLD RECORDS™** title for the world’s largest animatronic fish, featuring a breathtaking 18-foot-tall, fully articulated seahorse that moved its head, eyes, fins, and tail in lifelike motion while bringing the mission of Junior Achievement USA and 3DE by JA to life on a national stage.

The record-setting design combined engineering innovation and artistic creativity, reinforcing The UPS Store’s commitment to hands-on learning and big possibilities.

The float’s towering seahorse symbolized the real-world skills students build through JA — teamwork, confidence, problem-solving, and entrepreneurial thinking. Four outstanding 3DE students from Dominguez High School rode on the float, demonstrating what’s possible when young people have access to career-connected learning and mentorship.

In addition, The UPS Store, in collaboration with JA USA, hosted a national contest for JA Students. Two students were awarded the grand prize: an all-expenses-paid trip to Pasadena, California, to attend the Rose Parade and the Rose Bowl Game.

Through its **Start Small, Grow Big** partnership with Junior Achievement, The UPS Store continues to invest in empowering students nationwide — with the Rose Parade serving as a visible, high-impact celebration of that commitment in action.





IMPACT METRICS

The table below depicts the impact felt across local communities implementing primarily High School Entrepreneurship Learning Experiences & 3DE by JA.

JA Area Office	HQ City	JA Learning Experiences	Youth Impacted	Schools Engaged	Volunteers Activated
JA - Rocky Mountain	Denver	JA Dream Accelerator	355	4	45
JA of Alabama	Birmingham	JA Be Entrepreneurial Suite	1,500	11	4
JA of Alaska	Anchorage	JA Be Entrepreneurial	312	7	5
JA of Arkansas	North Little Rock	JA Launch Lesson	250	1	1
JA of Central Maryland	Baltimore	JA Company Program and the Entrepreneurship Accelerator	160	9	5
JA of Central Upstate New York	Rochester	JA Titan of Business, JA Entrepreneurial Youth Summit	594	32	125
JA of Dallas	Dallas	JA Company Program	138	1	7
JA of Delaware	Wilmington	JA Company Program, JA Company Program Competition	115	6	12
JA of Eastern North Carolina	Raleigh	JA Company Pop-up, JA Launch Lesson, JA Career Success	143	4	21
JA of Greater Baton Rouge & Acadiana	Baton Rouge	JA Leading Ladies / JA Mentoring Men	1,466	10	180
JA of Greater Boston	Boston	JA Company Program	84	18	28
JA of Greater Kansas City	Kansas City	3DE by JA	328	3	78
JA of Greater Miami	Coral Gables	JA Company Program	75	1	3
JA of Greater New Orleans	New Orleans	JA Catalyst, JA Idea Accelerator, JA Launch Lessons	1,542	20	16
JA of Greater St. Louis	Chesterfield	JA Be Entrepreneurial, JA Career Success, JA Marketing Principles 1	1,400	4	15
JA of Hawaii	Honolulu	JA Be Entrepreneurial, Company Program, JA Business and Technology, JA Marketing Principles	348	4	19
JA of Kansas	Topeka	JA Be Entrepreneurial (Think Like an Entrepreneur)	6	1	1
JA of Kentuckiana	Louisville	JA Job Shadow, JA Company Program, JA Launch Lesson, JA Be Entrepreneurial, and JA Titan	346	9	2
JA of Maine	Portland	JA Titan	594	33	145
JA of Memphis and the Mid-South	Memphis	JA Be Entrepreneurial, JA Business Technology 1&2, JA Career Success, JA Entrepreneurial Mindset; JA Launch Lesson	956	10	11
JA of Middle Tennessee	Nashville	JA Be Entrepreneurial, JA Career Success, JA Company Program, JA Titan, JA BizTown	915	12	103
JA of New Mexico	Albuquerque	JA Titan, JA Launch, JA High School Heroes	150	5	5
JA of New York	New York	JA Be Entrepreneurial, JA Inspire (Launch Lesson)	392	7	13
JA of North Central Ohio	North Canton	JA Company Program, JA Be Entrepreneurial	42	1	11
JA of North Florida	Jacksonville	JA Launch Lesson, JA Titan, JA Be Entrepreneurial	956	6	4
JA of Northeastern New York	Albany	JA Titan and JA Be Entrepreneurial	457	7	8
JA of Northern Nevada	Reno	JA Career Success, JA Be Entrepreneurial, JA Personal Finance	400	3	8
JA of Northwestern Ohio	Toledo	JA Titan and 5th Year	75	18	20

JA Area Office	HQ City	JA Learning Experiences	Youth Impacted	Schools Engaged	Volunteers Activated
JA of OKI Partners	Cincinnati	JA Be Entrepreneurial	354	12	17
JA of Rhode Island	Warwick	JA Be Entrepreneurial (Think Like an Entrepreneur), JA Be Entrepreneurial (Rapid Business Planning), JA Business Communication	133	5	3
JA of Sacramento	Sacramento	JA Launch Lesson, JA Be Entrepreneurial	335	8	11
JA of South Dakota	Sioux Falls	JA Titan, JA Company Program, and JA Be Entrepreneurial	196	6	13
JA of South Florida	Coconut Creek	3DE By JA 11th grade	83	2	28
JA of Southeast Texas	Houston	JA Company Program, JA Be Entrepreneurial, E2: Entrepreneurship & Area-Wide Pitch Competition	7,231	7	300
JA of Southeastern Michigan	Detroit	JA Entrepreneurial	258	10	2
JA of Southeastern Pennsylvania	Philadelphia	JA Career Success, JA Launch Lessons, JA Be Entrepreneurial, JA Titan	303	5	20
JA of Southern California	Los Angeles	JA Launch	756	8	28
JA of Southern Colorado	Colorado Springs	JA Career Success, JA Titan, and JA Business Communications, and JA High School Heroes	179	7	1
JA of Southern Massachusetts	New Bedford	JA Company Program, JA Titan	67	5	15
JA of Southwest Florida	Ft. Myers	JA Project Launch and JA Personal Finance	299	2	4
JA of Southwest New England	Hartford	JA Be Entrepreneurial (Rapid Business Planning)	78	5	13
JA of Tampa Bay	Tampa	3DE JA BizTown	25,100	4	20
JA of the Chisholm Trail	Fort Worth	JA Company Program, JA Be Entrepreneurial, JA Career Success, JA Career Exploration Fair	1,696	17	43
JA of the Desert Southwest	El Paso	JA Launch Lesson during JA Inspire, JA Be Entrepreneurial	100	3	6
JA of the Michigan Great Lakes	Grand Rapids	JA Economics 2.0, JA It's My Future - Soft Skills, JA Be Entrepreneurial, JA Pitch Day, JA Titan, JA Company Program	364	16	10
JA of the Midlands	Omaha	JA Economics for Success, JA Be Entrepreneurial	329	6	11
JA of the Palm Beaches & Treasure Coast	West Palm Beach	JA Launch Lesson, JA Job Shadow	6,095	8	7
JA of the Triad	Greensboro	JA Launch Lesson	252	5	25
JA of Utah	Salt Lake City	JA Company, JA Be Entrepreneurial, JA Career Speakers, JA BizTown, JA Finance Park	12,570	176	217
JA of Western Massachusetts	Springfield	JA Be Entrepreneurial, JA Company Program, JA Company Pop Up, JA Marketing Principles, JA Economics, JA Career Success, JA Be Entrepreneurial Creative Problem Solving, JA Career Speaker Series, JA	853	21	39
JA of Western New York	Williamsville	JA Titan, JA Be Entrepreneurial (Creative Problem Solving, Think Like an Entrepreneur, and Rapid Business Planning), JA Entrepreneurial Mindset	110	3	2
JA of Western Pennsylvania	Bridgeville	JA EmpowerHer Summit	387	28	60
JA of Wisconsin	Milwaukee	3DE	225	2	8

Note: Per JA USA policy, JA Areas must provide final reports for pass-through gifts of \$5,000 or more, containing verified community impact metrics. The JA Areas listed above fall under this category.



IMPACT METRICS

The table indicates specifics of the impact felt across local communities with Experiential Learning Facilities implementing JA BizTown & JA Finance Park .

JA Area Office	HQ City	Experiential Learning Model	Youth Impacted	Schools Engaged	Volunteers Activated
JA North	St. Paul	JA BizTown	692	3	112
JA of Arizona	Tempe	JA BizTown	993	17	272
JA of Central Carolinas	Charlotte	JA BizTown	9,858	90	1,752
JA of Central Florida	Orlando	JA BizTown	2,277	25	197
JA of Central Indiana	Indianapolis	JA BizTown	13,728	194	2,574
JA of Central Ohio	Columbus	JA BizTown and JA Finance Park	5,692	43	1,169
JA of Central Virginia	Richmond	JA Finance Park	122	2	18
JA of Chicago	Chicago	JA Town, JA Be Entrepreneurial, JA Career Success, JA Launch Lesson	4,806	46	84
JA of East Tennessee	Clinton	JA BizTown	198	160	99
JA of Georgia	Atlanta	JA BizTown, 3DE	1,429	11	173
JA of Greater Hampton Roads	Virginia Beach	JA Finance Park	755	12	44
JA of Greater South Carolina	Columbia	JA Finance Park Mobile	700	24	119
JA of Greater Washington	Washington	JA Finance Park	126	1	15
JA of New Jersey	Edison	JA BizTown	711	12	66
JA of Northern California	Walnut Creek	JA Finance Park, JA Be Entrepreneurial, JA Company Program	1,247	13	200
JA of Northern Indiana	Fort Wayne	JA BizTown, JA Finance Park (Entry), JA Finance Park (Advanced)	15,929	199	2,005
JA of Oklahoma	Tulsa	JA Finance Park	525	6	44
JA of Oregon and SW Washington	Portland	JA BizTown	5,709	74	1,608
JA of S. Central Pennsylvania	York	JA BizTown	10,637	138	2,000
JA of San Diego County	San Diego	JA BizTown	567	5	56
JA of South Texas	San Antonio	JA Finance Park	682	9	77
JA of Southern Nevada	Las Vegas	JA BizTown	1,508	9	315
JA of the Bluegrass	Lexington	JA BizTown and JA Finance Park	236	6	23
JA of Washington	Auburn	JA BizTown, JA Finance Park, JA Mobile Finance	13,372	587	2,031

Note: Effective November 30, 2025, JA of Rocky Mountain (Denver, CO) consolidated with JA of Southern Colorado (Colorado Springs). The combined organization will operate under the name Junior Achievement-Rocky Mountain (JA-Rocky Mountain).

Note: Per JA USA policy, JA Areas must provide final reports for pass-through gifts of \$5,000 or more, containing verified community impact metrics. The JA Areas listed above fall under this category.



JA OF GREATER WASHINGTON



JA OF KANSAS



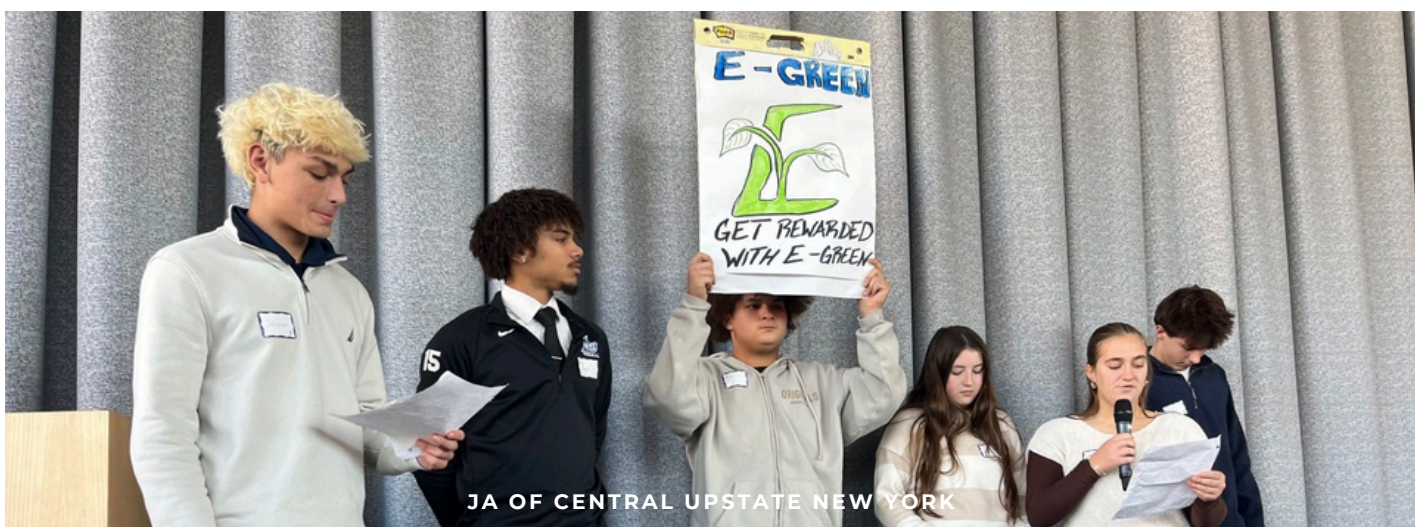
IMPACT METRICS

The table below indicate estimates of the impact in local communities implementing High School Entrepreneurship Learning Experiences.

JA Area Office	JA Area City, State	Estimated Youth Impacted
JA of Brazoria County	Lake Jackson, TX	175
JA of Central Illinois	East Peoria, Illinois	250
JA of Central Iowa	Des Moines	85
JA of Chattanooga	Chattanooga, TN	40
JA of Eastern Iowa	Cedar Rapids, IA	42
JA of Greater Fairfield County	Shelton, CT	40
JA of Lincoln	Lincoln, NE	500
JA of Mahoning Valley	Girard, Ohio	28
JA of Middletown Area	Middletown, Ohio	3653
JA of North Central Michigan	Midland	157
JA of North Louisiana	Shreveport	10,000
JA of Northeastern Pennsylvania	Wilkes-Barre	8123
JA of Ocoee Region	Cleveland, TN	25
JA of South Central Kentucky	Bowling Green	52
JA of Southwest Virginia	Roanoke, VA	250
JA of Southwestern Indiana	Evansville, Indiana	4
JA of the Eastern Shore	Salisbury, MD	30
JA of the Heartland	Moline	63
JA of the Michigan Edge	Jackson, Michigan	10
JA of the Space Coast	Cocoa Beach, FL	17,000
JA of West Kentucky	Owensboro, Kentucky	21,000
JA of Western New York	Buffalo, NY	100



JA OF NORTHERN INDIANA



JA OF CENTRAL UPSTATE NEW YORK

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Per JA USA policy, JA Areas must provide final reports for pass-through gifts of \$5,000 or more, containing verified community impact metrics. The JA Areas listed above do not fall under this category, instead they were required to submit projected youth impact numbers.



Inspiring Tomorrow's Entrepreneurs

The UPS Store Start Small, Grow Big campaign grant supported the implementation of the 3DE model in six JA Areas: JA of Georgia, JA of Greater Kansas City, JA of South Florida, JA of Southern California, JA of Tampa Bay and JA of Wisconsin. Students gained hands-on experience in entrepreneurship by conducting market research, pitching ideas to judges, and developing launch strategies. With guidance from business professionals, they honed strategic planning, adaptability, and communication skills to effectively influence key decision-makers.

JA OF SOUTHERN CALIFORNIA

LOS ANGELES



"This is my first year hearing and teaching 3DE with my juniors. The students in my class have stood out when tasked with presenting their ideas and collaborating with their peers. It has been a great experience to see students identify the various businesses they would like to create. Our volunteers were instrumental in guiding students through their ideas and supporting them while explaining revenue information and possible roadblocks."

MATTHEW REEVES

Educator | Dominguez High School

JA OF GREATER KANSAS CITY

KANSAS CITY



"What I'm thankful for about 3DE is how interactive it is. It's very hands on. The difference with 3DE is that you actually get to visit places and businesses that other students don't get to go to in their lifetime. Getting these real-world experiences elevates the meaning of what we do. Today, we got to pitch our business ideas in front of real business people, and because of that I really appreciate 3DE."

JARRICK

Student | Northeast High School

JA OF SOUTH FLORIDA

COCONUT CREEK



JA OF TAMPA BAY

TAMPA BAY

3DE gives students opportunities they would not have otherwise. Seeing them collaborate and gain confidence in their skills is truly impressive.

ANTHONY

Educator | Lakewood High School



"[3DE] has changed my teaching style in a impactful way. I am more mindful of the things I ask my students to do, and I make sure to relate it outside the four walls of my classroom. It also made me aware of the different mindsets that are essential to succeed! Now, I purposefully incorporate these mindsets in my classes so that students can hone these".

ADRIEL DOMINGO

Educator | Charles W. Flanagan High School



EXPERIENTIAL LEARNING CENTERS



Experiential Learning Centers are high-impact, hands-on spaces where students step into real-world business, finance, and career roles—learning by doing in powerful, immersive ways. Beyond the classroom, they make real decisions, solve authentic challenges, and build the financial literacy, career readiness, and entrepreneurial confidence needed to shape their futures.

Below are highlights from Grand Openings across the country—made possible through the generous support of The UPS Store and the dedication of local teams bringing these transformative experiences to life.



START SMALL, GROW BIG BY THE UPS STORE

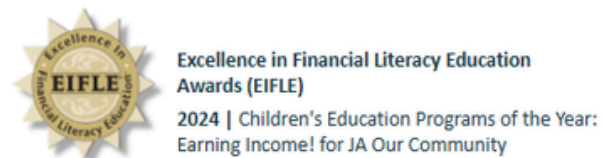
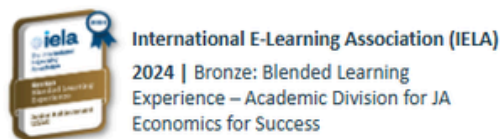
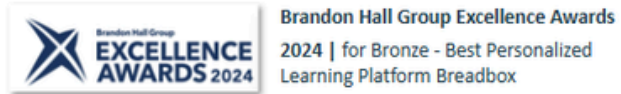
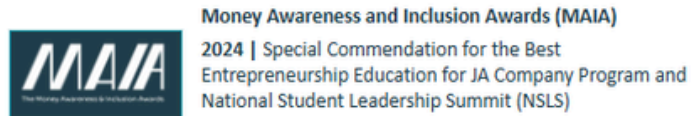
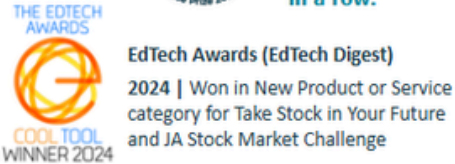
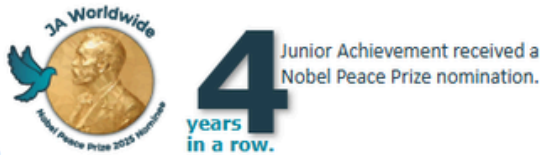
A SPECIAL PARTNERSHIP WITH JA

In a rapidly evolving economy, young people need more than academic knowledge—they need relevant, real-world learning experiences that help them see what’s possible for their futures. Junior Achievement reimagines education through experiential learning that connects students to economic opportunity, career pathways, and long-term mobility.

Through hands-on programs that build financial capability, entrepreneurial thinking, and career readiness, JA helps students understand how education translates into real-life decisions, confidence, and access to opportunity.

The UPS Store’s partnership with Junior Achievement reflects a shared commitment to investing in education that works—education that engages students, strengthens communities, and prepares the next generation to thrive in an ever-changing economy. Together, we are expanding opportunity and shaping brighter futures nationwide.

JA GLOBAL & NATIONAL RECOGNITION



WITH GRATITUDE

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2025 IMPACT

Donations
Collected
in 2024



For more information
please visit [JA.org](https://ja.org)

