



START SMALL GROW BIG

BY  **THE UPS STORE**  Junior Achievement™



2023 IMPACT REPORT

TABLE OF CONTENTS

Image acknowledgments are listed in accordance to placement on the page.

PAGE 1 | TITLE PAGE

JA of Wisconsin (left), JA of Northern California (middle),
JA of San Diego (right), JA USA (bottom)

PAGE 2 | ABOUT THE CAMPAIGN & PARTNERSHIP SUMMARY

JA of Arkansas (left)

PAGE 3 | JA IMPACT CYCLE

JA of Central Carolinas (top)

PAGE 4 | CAMPAIGN FOOTPRINT AND LOCAL STORY

JA of Northern California (bottom)

PAGE 5 | MOMENTS OF IMPACT

Row 1: JA of Georgia (right), JA of Western Pennsylvania (middle), JA of
South Texas (right)

Row 2: JA of Northern Indiana (right), JA of SE Pennsylvania (middle),
JA of Washington (right)

Row 3: JA of Chicago (bottom)

PAGE 6 | MEANINGFUL MENTORSHIP

JA of Arkansas (right), JA of New Jersey (left)

PAGE 7 | TRANSFORMATIVE IMPACT

JA of the Michigan Great Lakes (bottom)

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2023 IMPACT

DONATIONS
COLLECTED
IN 2022



TABLE OF CONTENTS

Image acknowledgments are listed in accordance to placement on the page.

PAGE 8 | COMMUNITY CONNECTION

JA of Northern California (bottom)

PAGE 9 | SUPPORTING THE NEXT GENERATION

JA of Georgia (bottom)

PAGE 10 | ELEVATING EDUCATORS

JA of South Central Pennsylvania (left), JA North (right)

PAGE 11 | FUELING THE FUTURE

JA of East Tennessee (left), JA of Central Indiana (right)

PAGE 12 | EQUIPPING EDUCATIONAL SPACES

JA of Greater Miami (left), JA of Central Ohio (right)

PAGE 13 | DYNAMIC DISCOVERY

JA of San Diego (bottom)

PAGE 14 | TOMORROW'S LEADERS

JA of Chicago (bottom)

PAGE 15 | 2024 ROSE PARADE® PRESENTED BY HONDA

Rows 1 & 2: JA of USA ft. Contest Winners from
JA of Central Carolinas and JA of Georgia

Row 3: JA of Southern California (bottom right)

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IMPACT
DONATIONS
COLLECTED
IN 2022



TABLE OF CONTENTS

Image acknowledgments are listed in accordance to placement on the page.

PAGE 16 | IMPACT METRICS

JA of Greater Washington (top)

PAGE 17 | IMPACT METRICS

JA of Oregon & SW Washington (top)

PAGE 18 | IMPACT METRICS

JA of South Florida (top), JA of New Orleans (bottom right)

PAGE 19 | EXPERIENTIAL LEARNING FACILITIES

JA of Middle Tennessee (right), JA Rocky Mountain (middle-left),
JA of New Jersey (middle-right), JA of Southeast Texas (bottom-left),
JA of Oklahoma (bottom-middle),
JA of Utah (bottom-right)

PAGE 20 | SOCIAL MEDIA APPRECIATION

JA of North Florida (top-left), JA USA (top-right),
JA of Middle Tennessee (bottom)

PAGE 21 | JUNIOR ACHIEVEMENT THANK YOU

JA of Sacramento (top-right),
JA of Georgia (middle-left),
JA of San Diego (middle-right),
JA USA (bottom)

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2023
IMPACT
DONATIONS
COLLECTED
IN 2022





ABOUT START SMALL, GROW BIG BY THE UPS STORE

Start Small, Grow Big is a customer-giving program across 5100+ The UPS Store locations benefitting local Junior Achievement communities.

As part of the Start Small, Grow Big program, customers have the opportunity to make a donation to Junior Achievement seamlessly during the checkout process at any of The UPS Store 5,100+ locations. These donations play a pivotal role in supporting Junior Achievement programs, directly benefiting communities where the contributions are received.

PARTNERSHIP SUMMARY

In an unprecedented collaboration, The UPS Store, Inc., and Junior Achievement USA successfully launched the Start Small, Grow Big program. This groundbreaking partnership aimed to support future small business owners through local Junior Achievement entrepreneurial learning experiences. Thanks to 5100+ The UPS Store locations nationwide this initiative raised a substantial \$1.6 million in donations, which were collected and distributed to 101 local Junior Achievement Areas.

The following is a reflection of the impact those donations had on JA youth nationwide.





Feelings about JA Participation

91%

Motivated Me to Learn

2022 IPSOS ALUMNI SURVEY

JA IMPACT CYCLE

This timeline depicts the inaugural Start Small, Grow Big campaign in action through donation distribution, local implementation, and annual collection of impact metrics, stories, and images.

2023

2024

J F M A M J J A S O N D J/F

Start Small, Grow Big 2022 Donation Collection Announcement

Collection of local Project Plans and Donation Distribution to JA Communities

Spring Semester implementation of local Project Plans.

Check-in on progress and planning for Fall Semester and a new academic year.

Fall Semester implementation of local Project Plans.

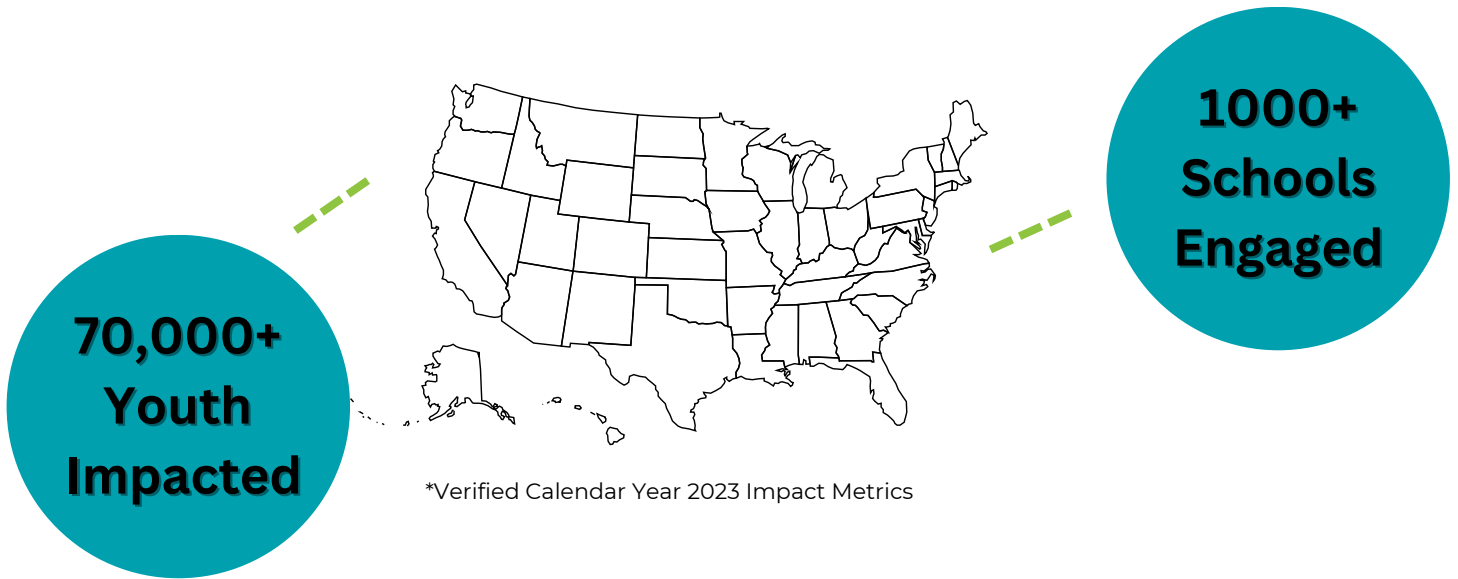


Collection of local Project Plan Outcomes, Moments of Impact, Telling Testimonials.

2023 Start Small, Grow Big Impact Report

START SMALL, GROW BIG NATIONWIDE IMPACT

Donation collection period one took place between August to December of 2022 across 5100+ The UPS Store locations. Funds collected amounted to \$1,601,368.26 and were distributed to 101 JA Area local teams in Q1 of 2023.



FRESNO STORY

Sheryl Ross, Owner of multiple The UPS Store locations in Fresno, has become an invaluable contributor to the JA of Northern California team. As a volunteer, she shared her entrepreneurial journey, inspiring young minds and emphasizing the importance of financial literacy and career readiness. Sheryl's dedication led to her inclusion in the Junior Achievement of Northern California Advisory Board, where she is now working to expand programs empowering the youth. Through the program, Sheryl continues to facilitate donation collection through her locations and has become a catalyst for positive change, leaving a lasting impact on the community's future entrepreneurs.



MOMENTS OF IMPACT TERRIFIC TESTIMONIALS

PROBLEMS WITH THE
WHEN WE CREATED THEM."
ERT EINSTEIN

THANK YOU

ups THE UPS STORE



MEANINGFUL MENTORSHIP

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

JA OF ARKANSAS

LITTLE ROCK

I had a wonderful experience speaking with JA High School [youth] about entrepreneurship and owning your own business. The students were attentive and engaged. I found it rewarding [and] hope that programs like these will give them confidence and direction in seeking their own future goals.

-Vince Powell
The UPS Store
Store Owner

JA OF NEW JERSEY

EDISON

I love working with kids, and I love coaching entrepreneurship.

[JA BizTown] was a great way to give back and have a lot of fun doing it. I was proud of [the students] rethinking the pricing [strategy] to their business for the day.

-Joshua Ireland
The UPS Store
Franchisee Consultant



TRANSFORMATIVE IMPACT

For many JA youth, Start Small, Grow Big has given them an opportunity to take in transformative experiences.

JA NORTH

ST. PAUL

We love coming to JA BizTown because it showcases jobs and industries that our students don't get to see every day. The curriculum is helpful to ensure students are prepared for the day, and we love that it comes with additional resources in case we want to dive deeper into any topics.

*–Kate Kluegel, Educator
Eagle View Elementary*

JA OF GREATER NEW ORLEANS

NEW ORLEANS

I entered the Trust Your Crazy Ideas Challenge as an unsuspecting student. In my time with the program, I learned valuable business strategies and how to [market] my product. I also learned how to put myself out there. One thing that's different about me is that I'm more confident. I learned that there's no reason to be afraid of taking risks. Yes, there are times where you will stumble and fall, but there are always people who have your back.

*–Kaya, Student
Benjamin Franklin High School*



COMMUNITY CONNECTION

For some The UPS Store Owners, Start Small, Grow Big has deepened community connections.

JA OF SACRAMENTO

SACRAMENTO

Didn't realize my impact until I saw how sad the kids were to see us go. Second only to that was how super attentive and curious they were. It's amazing how fascinated they can be with the most mundane aspect of our lives. One of my most memorable moments was when a student walked up to me and said, 'you are actually not a bad teacher'.

*-Tomi Ojo
The UPS Store
Store Owner*

JA OF NORTH CALIFORNIA

WALNUT CREEK

We [The UPS Store] want to continue to help support JA in any way possible for the children in our community that need JA's types of programs. Our youth need strong mentors and all of us have something unique to offer them with our experience and knowledge. We have the chance to prepare our incoming workforce and our future The UPS Store owners to be successful entrepreneurs and partners.

*-Sheryl Ross
The UPS Store
Store Owner*



SUPPORTING THE NEXT GENERATION

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

JA OF GREATER HAMPTON ROADS

NORFOLK

Getting the opportunity to meet and connect with all of these professional women to see what it's like as a woman in a field that's mostly male-dominated was really nice and I'd love to see more of it.

*-Megan, Student
Kempsville High School*

JA OF GEORGIA

ATLANTA

My experience with 3DE was amazing. I've learned many new things such as branding and what it means. I also got to hear people's personal stories and get new ideas of what career path I want to take.

*-Ke'Shaundra, Student
Tri-Cities High School*



ELEVATING EDUCATORS

For JA Educators learning experiences in their classrooms were afforded thanks to the generosity of the Start Small, Grow Big Program.

JA SOUTH TEXAS

SAN ANTONIO

The experience of completing the JA curriculum has been eye-opening. The students were really receptive to learning how to manage their income, and what money is left over. The [Finance Park] simulation only added to their experience and allowed them to budget based on real-life situations. They are now able to make connections to career, income, and their lifestyle. The JA staff and volunteers were amazing. We will be back.

*-Naomi Cloud, Educator
Anson Jones Middle School*

JA OF CENTRAL FLORIDA

ORLANDO

It was great to see students so engaged throughout the day. They were smiling and laughing as they worked together, learning about finances and responsibilities within the world of work. The volunteers were wonderful. One student even asked if they could come back for another BizTown day.

*-Daniel Picha, Educator
Princeton Elementary School*



FUELING THE FUTURE

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

JA OF MEMPHIS & MID-SOUTH

CORDOVA

JA Launch Lesson has provided my students with excellent resources that will help them to advance now and in the future. Recently, I had [volunteers] visit with my students during entrepreneurship month. Valuable information was shared relevant to entering into [various] industries.

*-Linda Williams, Educator
Cordova High School*

JA OF NEW JERSEY

EDISON

It's all about the kids and the future. The more financially prepared they are, the better their future. Watching the students learn in [BizTown], quickly adapt[ing] to the different roles within the environment was so encouraging. For example, Javier greeted everyone into [our business for the day] in the same way, 'Welcome; how can I help you'.

*-Jay Schlessinger
The UPS Store
Franchisee Consultant*



EQUIPPING EDUCATIONAL SPACES

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

JA OF THE TRIAD

GREENSBORO

Thank you for the opportunity to expose and introduce our students to so many wonderful career opportunities and great role models in our community. Thank you for giving them something to dream about and work towards. Thank you for generating interest and excitement about their future. Thank you for being a part of their journey and helping them to see themselves where you are!

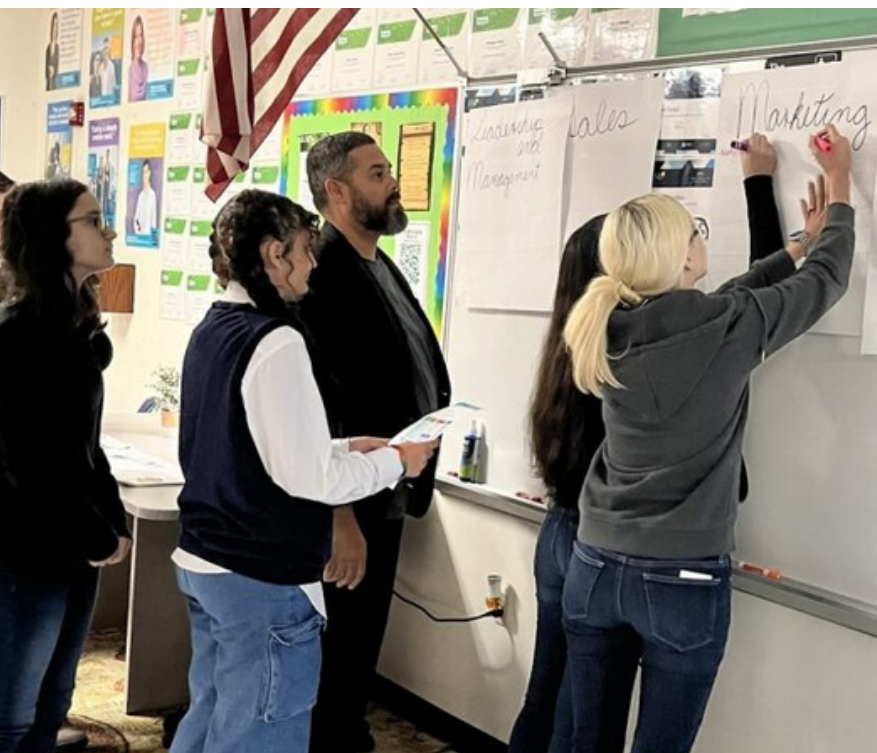
*–Chaundra Rogers, Principal
The Academy at Lincoln*

JA OF NORTH FLORIDA

JACKSONVILLE

As an educator, I've had the privilege of witnessing the impact of the JA Be Entrepreneurial program has had on my students. This program goes beyond traditional classroom learning, offering an immersive experience that instills a sense of entrepreneurship and business acumen.

*–Stephanie Amidon, Educator
Maclay High School*



DYNAMIC DISCOVERY

For some The UPS Store team members this was their first exposure to JA and they had a great experience.

JA NORTH CENTRAL OHIO

AKRON

The most influential JA experience is starting [my own] company. My company is made up of twelve [team members]. I have learned how to communicate through departments. I have learned where and how to look for the best deals for products. I have experienced things I would of never done if not for JA. I have also experienced talking in front of strangers and pitching our idea for the company.

*-Emily, Student
Barberton High School*

JA OF SAN DIEGO

SAN DIEGO

It was a great experience to work with kids and learn more about JA and what they do for the community. It does a great job giving a glimpse on how to operate a business and I think this is an experience all kids should have.

-Tommy Ho

*The UPS Store
Brand Specialist*



TOMORROW'S LEADERS

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

JA OF WASHINGTON

SEATTLE

I believe that JA Finance Park is an outstanding hands-on learning experience that every student should have the opportunity to experience. The hands-on approach combined with adult volunteers give students a real word experience with finance.

*-Diane Volz, Educator
Salk Middle School*

JA OF CHICAGO

CHICAGO

Today, I had an incredible opportunity to be part of the JA Career Speaker Series and spoke to a group of ambitious students at Lemont High School. Seeing how these aspiring leaders are setting big goals reminds me of why The UPS Store is passionate about supporting the next generation.

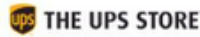
*-Sarah Casalan Bittle
The UPS Store
President*





START SMALL GROW BIG

Rose Parade® Contest



“Through Start Small, Grow Big, JA can support, thousands of young people, students like Aisha and Zachary, will have the opportunity to benefit from JA experiences throughout the U.S.”

– Jack Kosakowski, JA USA President & CEO



(above) Contest winners, Zac McCarter from JA of Central Carolinas & Aisha Diallo from JA of Georgia on Decorating Day with JA USA President & CEO.



(above) News segment interview & JA local Presidents from JA of Northern California and JA of Southern California join for the 2024 Rose Parade®.



(above) The Beat of Achievement float and JA of Southern California team at floatfest.

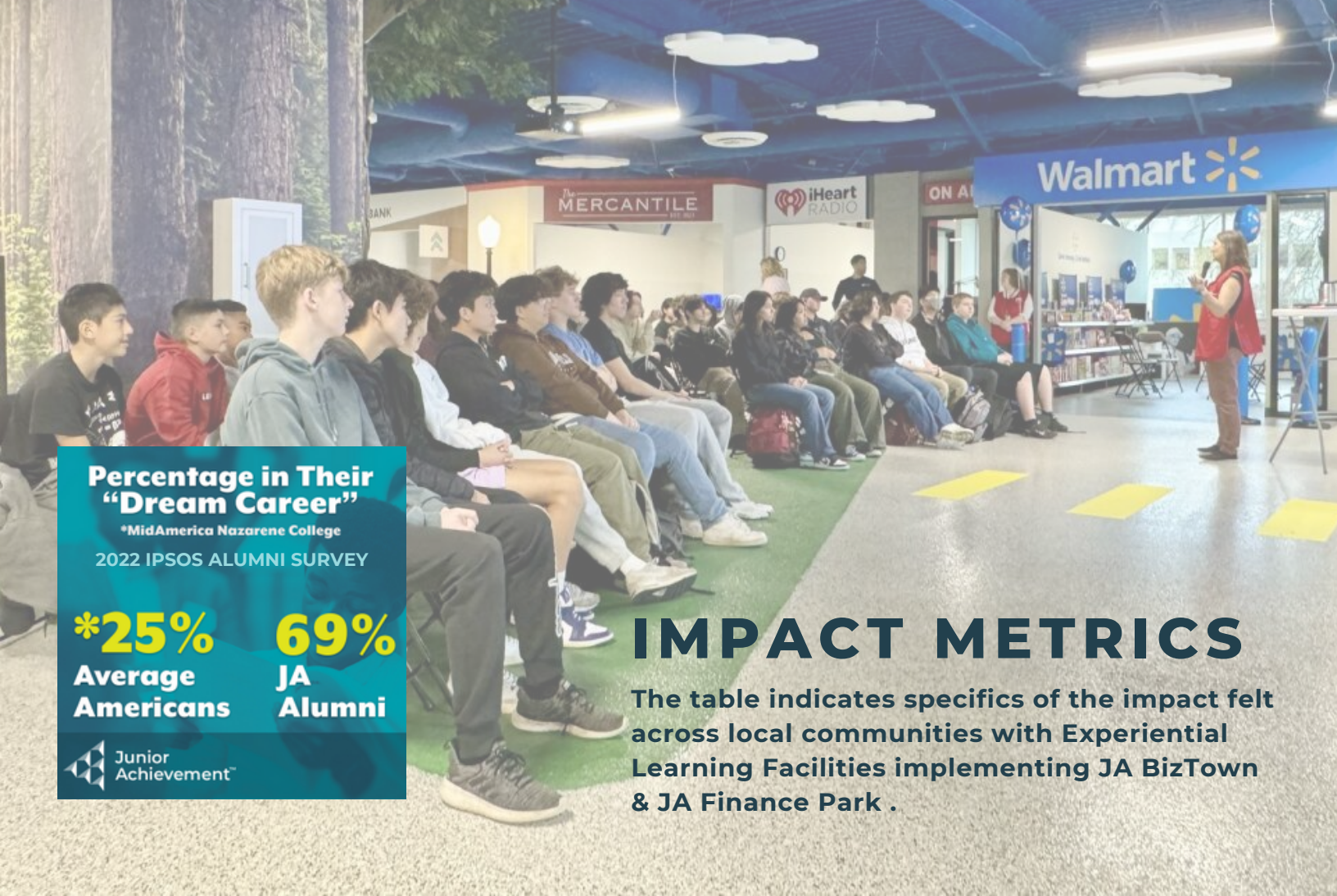


IMPACT METRICS

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

JA Area	HQ City	JA Learning Experience	Youth Impacted	Schools Engaged	Volunteers Activated	Avg School LMI %
JA of Alabama	Birmingham	JA Be Entrepreneurial, JA Launch Lesson, & JA Career Success	655	9	32	88
JA of Arkansas	Little Rock	JA Launch Lesson	64	1	2	100
JA of Central Indiana	Indianapolis	JA Career Ignite	1600	1	95	58
JA of Central Maryland	Baltimore	JA Company Program	140	4	1	52
JA of Central Ohio	Columbus	JA It's My Business	1811	11	66	29
JA of Central Upstate New York	Rochester	JA Be Entrepreneurial	188	6	53	75
JA of Central Virginia	Richmond	JA Career Success	79	3	2	51
JA of Chicago	Chicago	JA Company Program, JA Launch Lesson, JA Career Speaker	1857	14	21	70
JA of Delaware	Wilmington	JA Company Program & JA Company Program Competition	40	4	19	60
JA of Eastern North Carolina	Raleigh	JA Career Success	700	20	90	55
JA of Georgia	Atlanta	3DE by JA 11th grade	604	7	97	84
JA of Greater Cleveland	Cleveland	JA Launch Lesson	142	5	4	92
JA of Greater Fairfield County	Bridgeport	JA Be Entrepreneurial	52	1	0	51
JA of Greater Hampton Roads	Newport/Norfolk	JA Be Entrepreneurial, JA Company Program	872	37	54	77
JA of Greater Kansas City	Kansas City	JA Business and Tech, JA BusinessComms	140	1	1	79
JA of Greater Miami	Miami	JA Company Program	50	3	3	80
JA of Greater New Orleans	New Orleans	Trust Your Crazy Ideas Challenge	490	8	16	56
JA of Greater South Carolina	Columbia	JA Launch Lesson	954	18	2	74
JA of Greater St. Louis	Chesterfield	HS Entrepreneurship	1056	4	7	95
JA of Greater Washington	D.C.	JA Entrepreneurship Summit	62	57	82	61
JA of Kansas	Topoeka	JA Be Entrepreneurial	3158	62	400	75
JA of Kentuckiana	Louisville	JA Be Entrepreneurial & JA Career Success	304	2	1	71
JA of Memphis and the Mid-South	Memphis	JA Be Entrepreneurial & JA Launch Lesson	354	6	3	55
JA of New Mexico	Albuquerque	JA Be Entrepreneurial & JA Career Success	120	5	8	50
JA of New York	New York	JA Be Entrepreneurial Social Innovation Challenge	552	8	7	53
JA of North Central Ohio	Akron	JA Company Program	38	2	3	77
JA of North Florida	Jacksonville	JA Be Entrepreneurial	280	3	5	58
JA of Northeastern New York	Albany	JA Be Entrepreneurial, JA Titan, & JA Titan Competition	313	6	9	52
JA of Northern California	Walnut Creek	JA Company Program	1097	18	31	64
JA of Greater Boston	Boston	JA Company Program	94	26	30	43
JA of OKI Partners	Cincinnati	JA Be Entrepreneurial, JA Career Success	400	7	16	77
JA of Rhode Island	Rhode Island	JA Company Pop Up	32	32	3	52
JA of Sacramento	Sacramento	JA Launch Lesson, JA Career Speaker Series, JA Titan	594	8	17	54
JA of South Florida	Fort Lauderdale	JA Fellows	739	12	45	76
JA of Southeastern Michigan	Detroit	JA Launch Lesson	237	5	5	74
JA of Southeastern Pennsylvania	Philadelphia	JA Company Program	26	12	14	99
JA of Southern California	Los Angeles	JA Launch and JA Be Entrepreneurial	677	5	6	88
JA of Southern Colorado	Colorado Springs	JA Titan, JA Be Entrepreneurial, Youth Ventures, & JA Career Speakers Series	334	10	48	51
JA of Southern Nevada	Las Vegas	HS Entrepreneurship	308	7	20	100
JA of Southwest Florida	Naples	JA Be Entrepreneurial & JA Take Stock	158	1	1	100
JA of the Bluegrass	Lexington	JA Miss Business, High School Heroes, JA Launch Lesson, Ag Day	180	3	13	59
JA of the Chisholm Trail	Fort Worth	JA Ignite the Spark, JA Company Trade Fair, & JA Company of the Year Competition	1017	13	63	53
JA of the Michigan Great Lakes	Grand Rapids	JA Titan	183	8	14	56
JA of the Palm Beaches & Treasure Coast	West Palm Beach	JA Launch Lesson	1325	25	9	78
JA of the Triad	Greensboro	JA Career Speaker Series & JA Inspire	166	2	24	37
JA of Washington	Seattle	JA Be Entrepreneurial and JA Titan	153	3	6	55
JA of Western Massachusetts	Springfield	JA Company Program & JA Company Program Competition	154	2	5	73
JA of Western Pennsylvania	Bridgeville	JA Be Entrepreneurial & JA Career Success	203	22	27	64
JA of Wisconsin	Milwaukee	JA Titan & JA Titan Competition	421	13	38	52
Total			25173	542	1518	67

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.



Percentage in Their “Dream Career”
 *MidAmerica Nazarene College
 2022 IPSOS ALUMNI SURVEY

***25%** Average Americans
69% JA Alumni

IMPACT METRICS

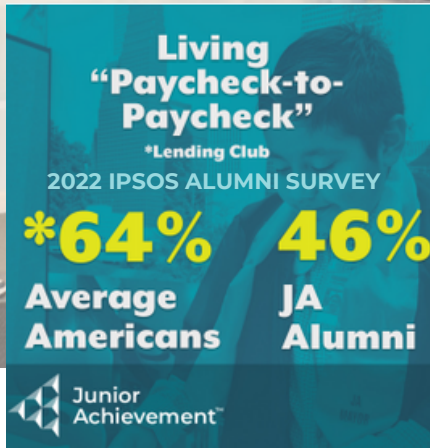
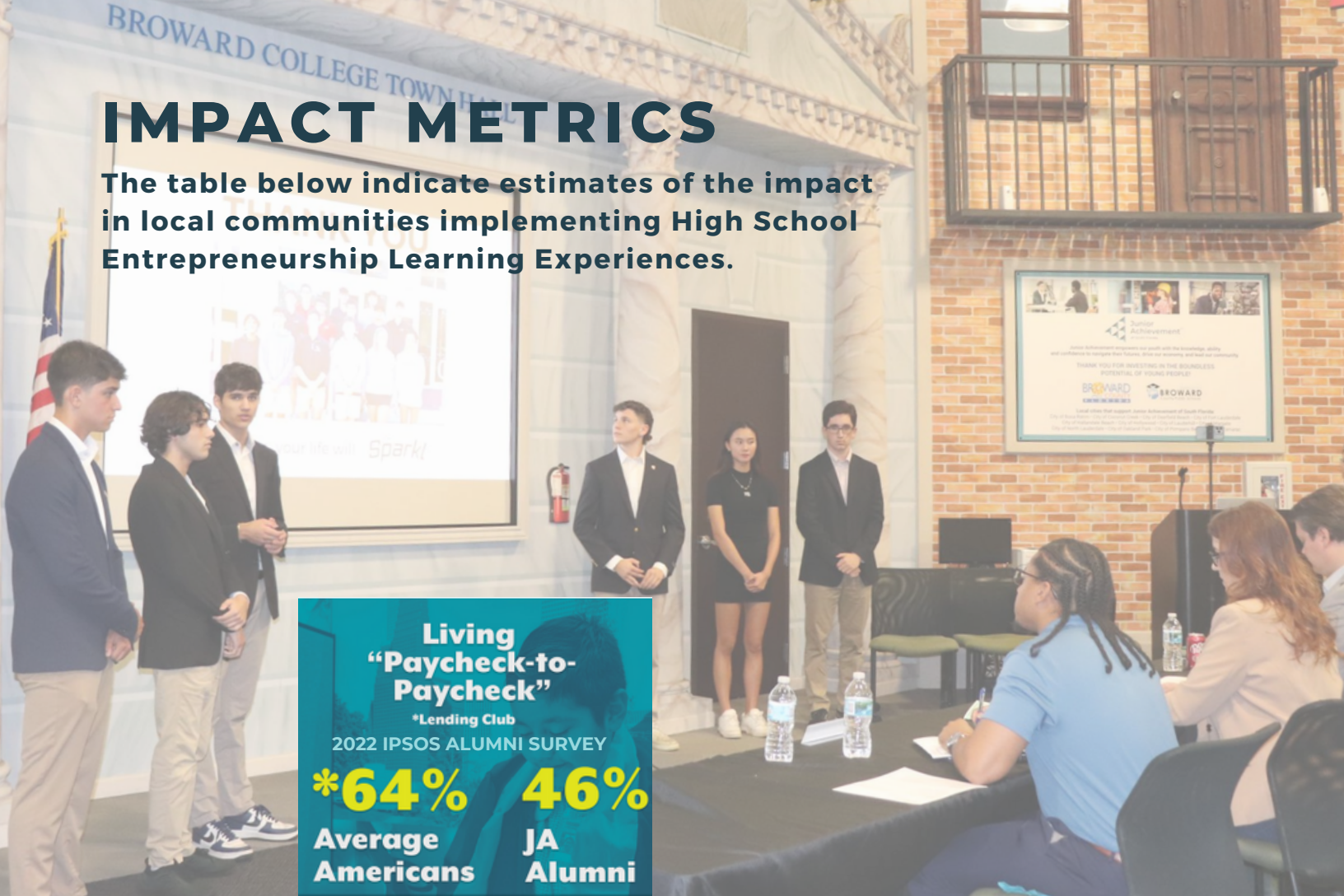
The table indicates specifics of the impact felt across local communities with Experiential Learning Facilities implementing JA BizTown & JA Finance Park .

JA Area	HQ City	Experiential Learning Model	Youth Impacted	Schools Engaged	Volunteers Activated	Avg School LMI %
JA - Rocky Mountain	Denver	JA Finance Park Kiosk	8097	75	750	45
JA North	St. Paul	JA BizTown Storefront	377	4	125	13
JA of Arizona	Tempe	JA BizTown Kiosk	824	11	165	78
JA of Central Carolinas	Charlotte	JA BizTown Storefront	7553	48	902	55
JA of Central Florida	Orlando	JA BizTown in a Box	100	1	11	33
JA of Dallas	Dallas	JA BizTown Programs	581	7	59	76
JA of East Tennessee	Clinton	JA BizTown Mailbox	3495	55	330	35
JA of Middle Tennessee	Nashville	JA BizTown Programs	9959	136	1190	62
JA of New Jersey	Trenton	JA BizTown Kiosk	693	10	106	58
JA of Northern Indiana	Fort Wayne	JA Finance Park Kiosk	7875	81	1001	54
JA of Oklahoma	Tulsa	JA Finance Park Storefront	386	7	40	55
JA of Oregon and SW Washington	Portland	JA BizTown Storefront	100	3	24	48
JA of S. Central Pennsylvania	York	JA BizTown Mailbox	250	2	24	0
JA of San Diego County	San Diego	JA BizTown Storefront	369	4	120	60
JA of South Texas	San Antonio	JA Finance Park Mobile	591	9	45	87
JA of Southeast Texas	Houston	JA Finance Park	750	3	21	72
JA of Tampa Bay	Tampa Bay	JA BizTown Storefronts	563	4	40	53
JA of Utah	Salt Lake	JA BizTown Storefront	2646	34	73	39
JA of Washington	Auburn	JA BizTown Programs	535	11	55	57
Totals			45744	505	5081	52

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



JA Area	HQ City	Estimated Youth Impact
JA of Northern Nevada	Reno	244
JA of the Heartland	Moline	35
JA of Northeastern Pennsylvania	Wilkes-Barre	80
JA of Middletown Area	Middletown	560
JA of Eastern Iowa	Cedar Rapids	44
JA of Chattanooga	Chattanooga	60
JA of Tri-Cities TN/VA	Kingsport	350
JA of Western New York	Buffalo	80
JA of Northwestern Ohio	Toledo	100
JA of the Midlands	Omaha	93
JA of South Dakota	Sioux Falls	150
JA of Southwest New England	Hartford	20
JA of Southwestern Indiana	Evansville	264
JA of Mahoning Valley	Girard	45
JA of Brazoria County	Lake Jackson	100
JA of North Louisiana	Shreveport	58
JA of West Kentucky	Owensboro	1050
JA of Southwest Virginia	Roanoke	200
JA of Ocoee Region	Cleveland	33
JA of Central Iowa	Des Moines	68
JA of Greater Baton Rouge & Acadiana	Baton Rouge	500
JA of Central Illinois	Peoria	103
JA of Southern Massachusetts	New Bedford	80
JA of Maine	Portland	17
JA of Alaska	Anchorage	100
JA of Mad River Region	Springfield	75
Totals		4509



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.

EXPERIENTIAL LEARNING FACILITIES

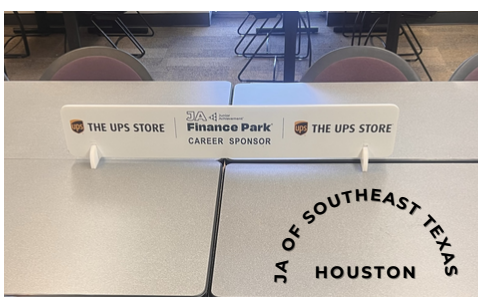
NASHVILLE STORY

This amazing group of students worked in The UPS Store all day. They were inclusive and supportive, diligently performing their roles, showcased the power of teamwork and empathy, leaving a lasting impression on the day's observers. The images tell a story of unity, resilience, and the remarkable potential of diverse teams in shaping a positive learning environment.



JA BIZTOWN & JA FINANCE PARK

START SMALL, GROW BIG, FUELING SIMULATION EXPERIENCES!



SOCIAL MEDIA APPRECIATION

The photos below depict social media recognition to The UPS Store and promotion of Start Small, Grow Big.

Junior Achievement of North Florida
796 followers
1w • Edited •

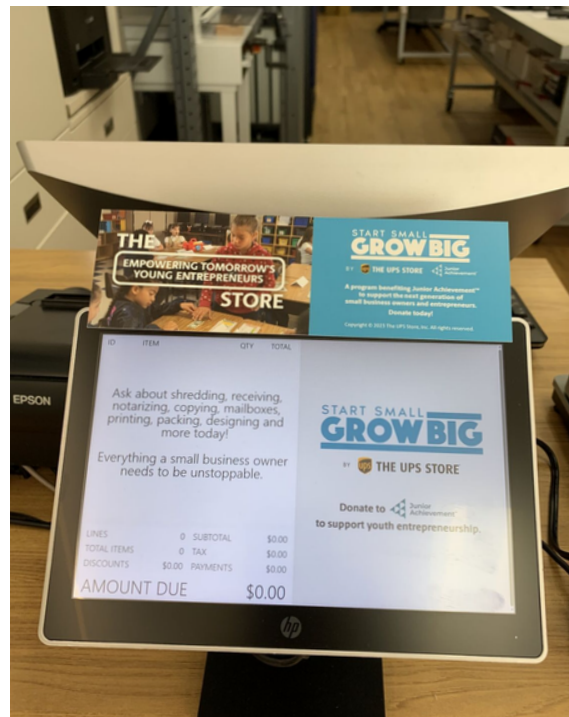
🌟 The JANFL team visited our friends at 10 different Jacksonville **The UPS Store** locations that support Start Small, Grow Big! 📦 This program is a year-round initiative, partnering with JA to educate the next generation of small business owners and entrepreneurs.

📦 Every dollar from in-center customer donations directly fuels Junior Achievement programming, inspiring and preparing K-12 youth for their bright futures. Thanks for your incredible support! 🌟



Junior Achievement USA
24K followers
2mo •

Planning to ship something for the holidays? The #StartSmallGrowBig program is back at The UPS Store! You can send your gifts and give the #GiftOfPossibility to young people by supporting Junior Achievement at the checkout!



Junior Achievement of Middle Tennessee
975 followers
1yr •

We enjoyed hosting local regional store owners from **The UPS Store** here at JA recently! We're excited to be partnering with The UPS Store for its #StartSmallGrowBig campaign in over 5,100 store locations across the U.S., benefiting local JAs. Follow us and stay tuned for more shout-outs to our specific UPS Store partners!



JUNIOR ACHIEVEMENT THANK YOU START SMALL, GROW BIG BY THE UPS STORE

For over a century, Junior Achievement has been at the forefront of preparing students for successful financial management, inspiring entrepreneurial aspirations, and equipping them with essential global workforce skills. In the face of challenges, JA has demonstrated resilience in meeting the needs of students, parents, and educators, upholding its commitment to bridging economic gaps and empowering individuals to take control of their economic future.

JA extends sincere gratitude to The UPS Store for enabling transformative impact nationwide.



JA Global & National Recognition



JA WW Nominee 2022, 2023,
2024 Nobel Peace Prize
Nominee



The Communicator Awards
2021, 2022,
Award of Excellence 2023:
DEI & NGO
Communication



the dot good.
(NGO Advisor)
JA WW #5 Ranked
NGO/SGO
(Five years consecutively.)



Tech & Learning Awards
Best Career Planning
2023: JA Connect



Ed Tech Excellence Award
Best Career Planning
Gold 2023: JA Here to
Career
2022 Recipient, Best Learning Program
Supporting a Change Transformation
Business Strategy



LearnX Awards
Best Educational
Technology
Gold 2021



International E-Learning
Association
Learning Delivery Platform
2023: JA Inspire



Fast Company Best Workplaces
for Innovators 2022:
JA WW #1 Ranked
(Nonprofit (Rank in top 100 overall))



LearnX Awards
Best Pandemic
Response
Diamond 2021



WITH APPRECIATION

JUNIOR ACHIEVEMENT USA PARTNERSHIP LEADS

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2023 IMPACT

DONATIONS
COLLECTED
IN 2022

