



Junior
Achievement™
of Southern Nevada

2022 — 2023

IMPACT REPORT

Financial Literacy
Entrepreneurship
Career Readiness



Dear Friends, since 1996, Junior Achievement of Southern Nevada (JASN) has played a crucial role in our community by serving as a leading nonprofit organization dedicated to equipping young individuals with essential skills in financial literacy, entrepreneurship, and work readiness. Over the past 27 years, JASN has positively impacted over 500,000 students, empowering them with the knowledge and abilities required to navigate the professional world.

Annually, we reach tens of thousands of local children, many of whom come from households lacking financial literacy. Through partnerships with the Clark County School District and prominent educators in Southern Nevada, JASN prepares students to cultivate effective financial management habits, encourages them to explore their potential as aspiring entrepreneurs, and provides them with the essential skills needed to thrive in a global workforce.

Now, as JASN collaborates with an increasing number of schools to meet the newly mandated financial literacy standards established by the Nevada Legislature, we are compelled to expand our program capacities to reach an additional 40,000 students each year through our flagship initiatives, JA BizTown® and JA Finance Park®. To fulfill this need, the JASN Board of Directors has

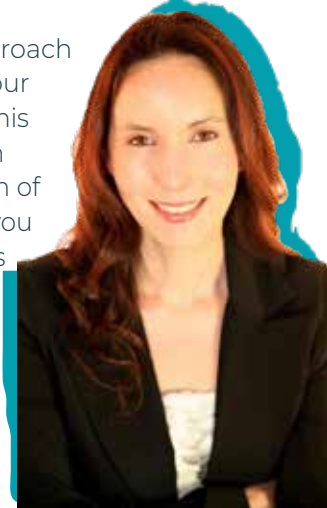
adopted a strategic plan and green lit the development of a permanent campus for the organization known as the JA Inspiration Center.

A group of committed community leaders, led by Campaign Chairman Michael Crome, has diligently worked to secure the required funds for acquiring a facility, engage more community members, and secure long-term sponsorship commitments. These efforts will enable us to invest in our staff and programs, ultimately granting us the opportunity to extend the experience of JA BizTown® and JA Finance Park® to nearly every 5th and 9th grade student in our community.

In the upcoming months, we will approach our friends and supporters, seeking your assistance in ensuring the success of this vital project for the benefit of Southern Nevada's youth and the future strength of our community's economy. We invite you to join us in supporting the "These Kids Mean Business" capital campaign.

Best regards,

Michelle Jackson,
President & CEO



Michael Crome, the senior vice president and chief financial officer of The Las Vegas Raiders, attributes his success to Junior Achievement (JA), the nonprofit financial literacy organization. During his junior year in high school in the Columbus, Ohio area, a JA volunteer left a lasting impression on him. The volunteer was an African American accountant, who shared his experience with students while teaching a JA lesson. This classroom interaction – with someone who looked like him leading the discussion and with whom he could connect – had a profound impact on Michael's decision to pursue an accounting career. He went on to major in the field and obtained an MBA from the University of Virginia.

Junior Achievement's positive impact on Michael's life inspired him to give back to his community and help young people with their future careers, financial literacy, and entrepreneurship. Michael currently volunteers with Junior Achievement of Southern Nevada and is leading our capital campaign to bring a permanent facility to Southern Nevada for JA's two capstone programs, JA BizTown and JA Finance Park. We

are on track to achieve this goal. He previously served on our board of directors for over a decade, including two years as chairman.

Junior Achievement USA has acknowledged Michael's exceptional leadership and dedication to our chapter by awarding him the Junior Achievement Gold Leadership Award for 2022-2023. This national award is the highest recognition a JA volunteer can receive and acknowledges his outstanding contributions in supporting and expanding JA's student impact, resources, operational excellence, sustainability, and deep commitment to the nation's future by preparing youth for the business of life. Michael and 10 other award recipients were chosen from more than 151,000 JA volunteers. Michael believes that Junior Achievement's ability to deliver financial literacy education in a meaningful

way that students can relate to and retain is critical to their future success, regardless of their chosen career path. As schools do not have the resources to teach this curriculum, he is proud to be part of an organization that equips young adults with the needed skills and tools to thrive.




JA Inspiration Center



Junior Achievement of Southern Nevada's JA Inspiration Center Will Be Able to Impact the Futures of 60,000 Students Annually.



Junior Achievement of Southern Nevada has purchased a 40,000 square foot building that will be transformed into the JA Inspiration Center. Home for JA BizTown® and JA Finance Park® programs, and house the administrative and program staff while serving as the hub for hundreds of volunteers.



This vision is about more than building an exceptional physical environment for learning. It's also about growing a sustainable, community-based organization with the ability to triple the number of kids than are currently served.

JASN's new facility will dramatically increase our impact in the community, enabling us to help shape the future of over 60,000 youth every year.

The new space will:

- Create an exceptional learning environment, giving students realistic, experiential learning opportunities
- Create economic success for our entire community by empowering more students to become prosperous adults
- Maximize operating days and increase programming to help CCSD meet educational mandates
- Increase JASN's operational productivity, providing the most efficient model for our current needs and future growth
- Provide an organizational asset and increased stability while eliminating the liability of rent and the risk of losing space for the programs to operate
- Raise the overall awareness of, and community engagement in, our vital mission to teach financial literacy and workforce readiness skills
- Provide new platforms and levels of engagement through which volunteers, program sponsors and donors can support the mission of Junior Achievement
- Provide our business community with opportunities to inspire next generations career pathways and establish an employee base to meet changing industry demands

For more than 100 years, Junior Achievement has paved the way in teaching youth how to manage their finances and how to find their place in the job market. JA's programs like JA BizTown® and JA Finance Park® are robust tools that will play a key part in the long-term outcomes for Nevada's economic sustainability. Our programs focus on educating students in personal finances and career exploration. Nevada has worked to diversify our economy for years, but has had difficulty overcoming the issue of talent needed by the businesses we want to attract. JA BizTown® is an incubator for upper elementary youth to be exposed to careers in Nevada that exist today and in the future. JA Finance Park® explores the connection of education and earning potential while giving students the experience of what it's like to be an adult with bills, family responsibilities, credit decisions, and a monthly budget to balance for the month. Both programs are hands-on, experiential learning experiences that stay with students for a lifetime.



JA BizTown®

The JA BizTown® program provides educators with lessons and resources to effectively integrate financial literacy and work and career readiness into the elementary school classroom. The program supports critical thinking skills and student engagement, and helps students connect the dots between what they learn in school and the real world. JA BizTown® consists of 12 teacher-led classroom sessions prior to the simulation, a 4-5 hour hands-on visit to the simulated JA BizTown® Community, and a final classroom session following the simulation. Designed for 4th through 6th grades.



JA Finance Park®

Through hands-on classroom activities and site-based or virtual experiences, JA Finance Park® students build a foundation for making intelligent, lifelong personal finance decisions. The program includes 12 classroom lessons that culminate in a visit to JA Finance Park®. Designed for 8th through 12th grades.



I learned how you need to put money into certain places as you get a job and pay your bills and to manage money between shopping, groceries and things like that. It helped me to get where I am at now and know the basics of budgeting [as well as] learning the value of money. Now, I know the difference between needs and wants. Learning those basic skills now can help me in the future.

- Za'Korey Christian, JA Finance Park® participant and freshman at University of Nevada, Las Vegas



Junior Achievement of Southern Nevada saw a **64.3%** increase of students impacted this year over last year.

Helping Students Reach Their Full Potential

Educators

Invite Junior Achievement into their classrooms. The programs' creative content supports teachers' curriculum and helps bridge the gap between school and work.

Donors

Know Junior Achievement provides future employees with self-empowerment, critical-thinking skills, and an entrepreneurial thought-process for the workplace.

JA Volunteers

Are business people, college students, parents, and retirees. These dedicated individuals are the foundation of our organization. They provide experiential learning opportunities for students, both in and out of the classroom.

To find out how you can make a difference, and to learn more about becoming involved in Junior Achievement programs, visit www.jasnv.org or call 702-214-0500.

2022-2023 Elementary, Middle and High School Programming:



SCHOOLS IMPACTED:

77



STUDENTS IMPACTED:

26,981



TEACHERS IMPACTED:

185



OF PROGRAMS OR PRESENTATIONS PROVIDED:

34



OF VOLUNTEERS:

396



OF VOLUNTEERS HOURS:

175,636



VALUE OF VOLUNTEER HOURS GIVEN:

\$5,269,080

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Junior Achievement of Southern Nevada owes its success to the invaluable support of our dedicated donors. Our mission to empower the next generation wouldn't be possible without their commitment and partnership.

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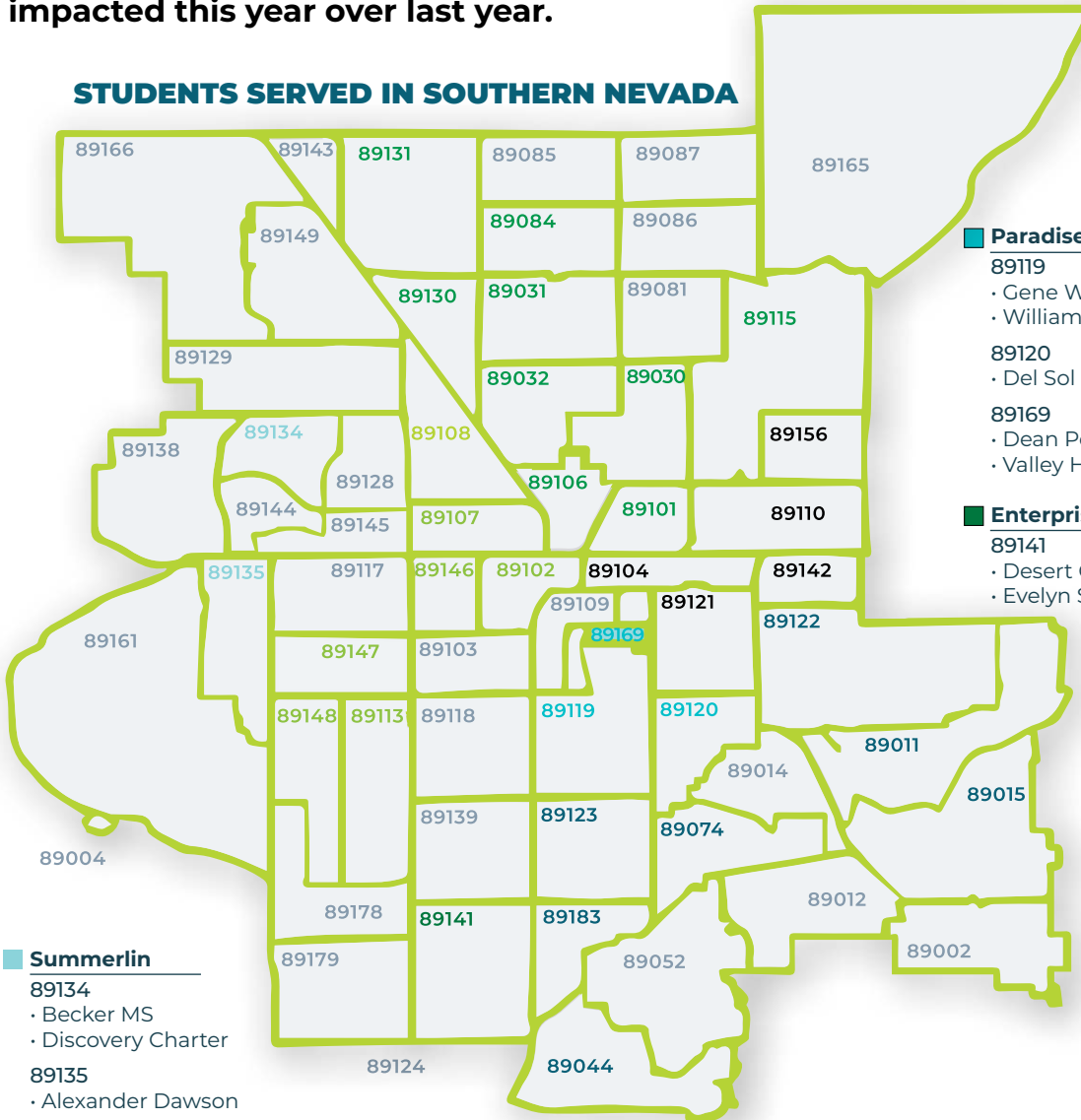
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Junior Achievement of Southern Nevada reached more than 26,981 students this year. A 64.3% increase of students impacted this year over last year.

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- Summerlin**
- 89134
 - Becker MS
 - Discovery Charter
 - 89135
 - Alexander Dawson

- Spring Valley**
- 89113
 - Judith Steele ES
 - Durango HS
 - Sierra Vista HS
 - Amplus Academy - Durango Campus
 - Southwest Career and Technical Academy
 - 89102
 - Rex Bell ES
 - 89146
 - Elaine Wynn ES
 - Noble Collegiate Academy
 - 89148
 - Faiss MS
 - 89107
 - Western HS
 - Gibson Leadership Academy

- Henderson/Green Valley**
- 89011
 - Edna Hinman ES
 - Thurman White MS
 - SLAM Academy
 - 89014
 - Green Valley HS
 - 89015
 - C.T. Sewell ES
 - McCaw Steam ES
 - Robert Taylor ES
 - Pinecrest Academy - Cadence
 - Pinecrest Academy - Horizon
 - 89052
 - Liberty HS
 - Del E. Webb MS
 - 89044
 - Pinecrest Academy - Inspirada
 - 89122
 - Cynthia Cunningham ES
 - Hal Smith ES
 - 89123
 - Silverado HS
 - 89183
 - John Hummel ES
 - Silvestri MS
 - Pinecrest - St. Rose
 - 89074
 - Somerset Academy ES

- Paradise**
- 89119
 - Gene Ward ES
 - William Orr MS
 - 89120
 - Del Sol HS
 - 89169
 - Dean Peterson ES
 - Valley HS
- Enterprise**
- 89141
 - Desert Oasis HS
 - Evelyn Stuckey ES

- North Las Vegas**
- 89101
 - Robert Lunt ES
 - Hollingsworth ES
 - Walter Bracken ES
 - Rancho HS
 - Mission HS
 - 89130
 - Candil Hall Academy ES
 - 89115
 - Monaco MS
 - Woolley ES
 - 89030
 - H.P. Fitzgerald ES
 - Tom Williams ES
 - C.P. Squires ES
 - Fay Herron ES
 - Cristo Rey St. Viator HS
 - Bridger MS
 - 89031
 - Mojave HS
 - 89032
 - Canyon Springs HS
 - 89106
 - Helen Toland ES
 - West Prep Academy
 - 89084
 - Legacy HS
 - 89131
 - Arbor View HS
 - Shadow Ridge HS
- Sunrise Manor**
- 89104
 - Walter Long ES
 - 89110
 - Robison MS
 - Desert Pines HS
 - O'Callaghan MS
 - Keller MS
 - 89121
 - Mater Academy-Mtn.Vista
 - Jerome Mack MS
 - Chaparral HS
 - Young Women's Leadership Academy of Las Vegas
 - 89142
 - Daniel Goldfarb ES
 - Las Vegas HS
 - Cyril Wengert ES
 - 89156
 - Martin Luther King Jr. ES
 - Sunrise Mountain HS
- Northwest**
- 89108
 - JT McWilliams ES
 - Brinley MS

STATEMENT OF ACTIVITIES

Year ending June 30, 2023



Revenues:	Total
Contributions	\$ 7,194,886
Special events	\$ 494,610
Less special events expense	\$ (266,887)
Public sector funding	\$ 307,500
Investment income	\$ 110,021
Unrealized gain/loss	\$ (28,796)
Realized gain/loss	\$ (57,705)
Net Assets with Donor Restrictions	(2,863,555)
Purpose Restricted	\$3,127,161
In-kind	\$ 233,965
Other income	\$ 139,996
Total public support and revenues	\$ 8,391,196

Program Expenses:	Total
Management and General Expense (16%)	\$ 253,376
Fundraising (16%)	\$ 243,289
Program Services (68%)	\$ 999,366
Total	\$ 1,496,031

Change in net assets	\$ 9,758,720
Net asset beginning of year	\$ 626,000
Net assets end	\$ 10,384,720

EMPOWERING YOUTH TO OWN THEIR ECONOMIC SUCCESS

THREE PILLARS:



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FINANCIAL LITERACY



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