



Junior
Achievement™
of Tampa Bay

INSPIRING TOMORROWS

FINANCIAL LITERACY | WORK READINESS
ENTREPRENEURSHIP

2023-2024

IMPACT REPORT



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WHO WE ARE

OUR MISSION

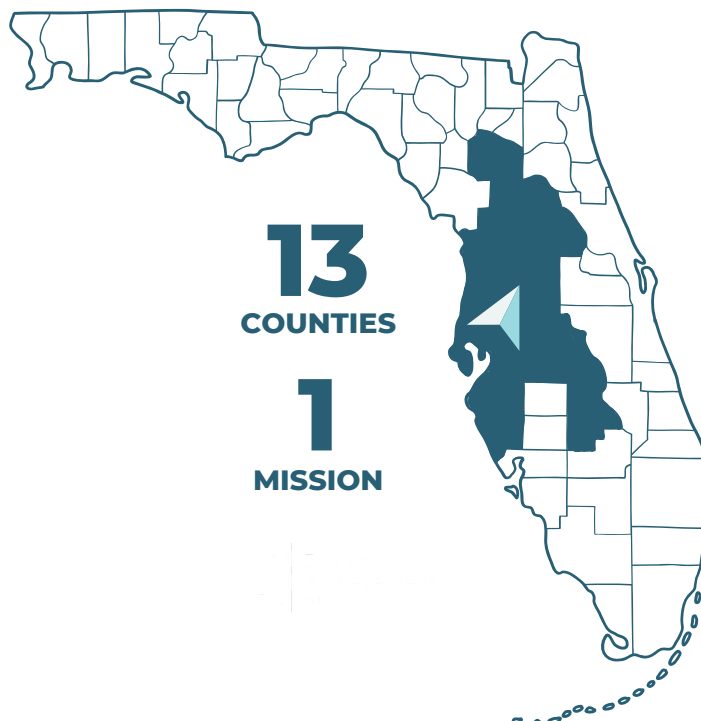
To inspire and prepare young people to succeed in a global economy.

OUR VISION

We envision a world in which young people have the skillset and mindset to build thriving communities.

OUR PURPOSE

To provide every student equal access to relevant and experiential education, community mentors and global business leaders so that they can confidently pursue the real-world opportunities that matter most to them.



THE JA JOURNEY

5

ELEMENTARY

In elementary school, students participate in **JA BizTown**, where they become active citizens in a simulated town, learning about personal finance and business operations. Students first take part in a series of classroom lessons before their visit.

MORE ON PAGE 12.

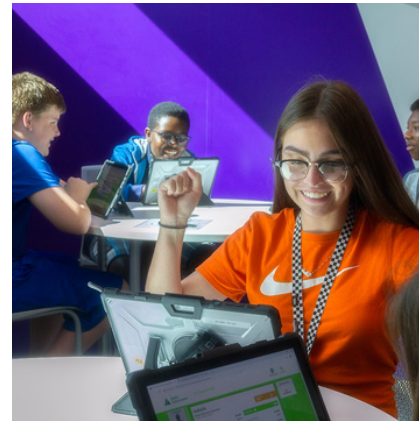


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MIDDLE

Students transition to **JA Finance Park**, where they learn to manage personal budgets, including understanding taxes, savings, and credit. While in Finance Park, students visit the **JA Inspire Career Center** where their personality traits are closely aligned with careers offered in the Tampa area.

MORE ON PAGE 15.



9-12

HIGH SCHOOL

In high school, students experience **3DE Schools by Junior Achievement**, solving real-world business challenges from local and national companies to develop critical thinking and problem-solving skills.

MORE ON PAGE 18.



MAJOR STAKEHOLDERS

AAA
Alachua County Public Schools
Alachua County Sheriff's Office
A-LIGN
American Traditions Insurance
Company
Amgen Inc.
Bank of America Corporation
Barney and Carol J. Barnett Fund
Better Business Bureau
Bloomin' Brands, Inc.
Busch Gardens
CAMPUS USA Credit Union
Foundation
Caspers Service Company
Celeste & Nelson Castellano
Chick-fil-A, Inc.
CitiGroup Inc.
Citizens Alliance for Progress
City Furniture
City of St. Petersburg
CliftonLarsonAllen LLP
Community Foundation of North
Central Florida
Community Foundation of Tampa
Bay
Davis Gainesville Auto Group
Diocese of St. Petersburg
Dr. Bill & Betty B. Petty
Fairwinds Credit Union
Fifth Third Bancorp
First Horizon Bank
Fishman Family Foundation
FKQ Marketing
Florida Blue Foundation
Florida Center for Nursing
Florida Department of Education
Franklin Street
Gas South
Gerdau
Goodwill Industries-Suncoast, Inc.
GTE Financial
Habitat for Humanity of Pinellas and
West Pasco Counties
Hancock Whitney
Hill Ward Henderson - Attorneys at Law
Hillsborough County Public Schools
Hillsborough County Sheriff's Office
Hobbs Foundation
Hough Family Foundation Inc.
Jabil Inc.
James and Dorothy Baer Foundation
James H. and Amy G. Shimberg
Foundation, Inc.
JPMorgan Chase & Co.
Kane's Furniture Corporation
Karessa & Stuart Lasher
Kayla & David Jordan
Kevin Harrington
KFORCE Inc.
Kirsten & Scott Price
Lew Belcourt
MacKinnon Family Foundation
Melissa & Patrick O'Connor
Monin
New York Yankees
Nikki DeBartolo & Sheriff Chad
Chronister
Oxford Commons Hospitality Company
Pam & Les Muma
Paychex Inc.
Peggy and Robert Sharp
Performance54
Pinellas County School Board
PNC Financial Services Group, Inc., The
Polk County Public Schools
Power Design, INC.
Publix Super Markets Charities
PwC LLP
Raymond James Financial, Inc.
ReliaQuest
Riley Education Foundation
RTX
Sam Ellison
Shands @ UF
Sheryl & Joe Teague
State Farm
Sunshine Health
Tampa Bay Buccaneers
Tampa Bay Business Journal
Tampa Bay Lightning Foundation, Inc.
Tampa Bay Rays
Tampa Bay Times
Tampa Electric Company
Tampa General Hospital
TCM Bank
TD SYNEX
The Florida Aquarium
The UPS Store
Thomas A. & Mary S. James Foundation
Tomlin St Cyr Real Estate Services
Tower Hill Insurance
Trenam Law
Triad Foundation, Inc
Truist Foundation
United Way Suncoast
University of South Florida
University of South Florida - Muma
College of Business
USAA
USF Health
Velera
Wells Fargo Foundation

A LETTER FROM THE BOARD CHAIR AND PRESIDENT

Dear Friends and Supporters,

As we reflect on the 2023-2024 academic year, we are immensely proud and grateful for the incredible achievements of Junior Achievement of Tampa Bay. This year, we have had the privilege of impacting over 47,000 students across the thirteen counties we serve, is a testament to the unwavering support and dedication of our volunteers, educators, donors, and partners.

We are especially excited about the expansion of 3DE Schools. Now in eleven schools across three school districts, 3DE Schools are a part of the transformative high school experience by integrating real-world learning into the curriculum, bridging the gap between classroom learning and real-world application.

Our JA learning experiences have continued to thrive. JA BizTown® presented by Pam & Les Muma and JA Finance Park® Presented by Truist provide hands-on learning experiences that equip students with essential business, financial, and entrepreneurial skills. These learning experiences play a crucial role in preparing our students for future success.

We are deeply grateful for the collaborative efforts of our entire Junior Achievement family. To our volunteers who generously donate their time and expertise, thank you for being the cornerstone of our programs. To our educators who bring our curriculum to life, your passion and commitment to your students are truly inspiring. To our donors and partners, your support and belief in our mission make all of this possible.

Thank you for your continued support and partnership. Together, we are making a difference in the lives of thousands of young people, preparing them for a bright and successful future.



Patrick O'Connor
Board Chair



Richard George
President, JA Tampa Bay

Leadership

The Junior Achievement of Tampa Bay board consists of local leaders with diverse skills and experience, guiding and supporting our mission. They oversee policies, programs, and operations, offering valuable advice. The board's diversity ensures expertise in work readiness, entrepreneurship, and financial literacy, reflecting a strong commitment to our core pillars.

Executive Committee



Patrick O'Connor

Board Chair

Chief Operating Officer

Raymond James & Associates Private Client Group



Joseph Cannella

Chair - Audit Committee



Yvette Segura

Treasurer



Jack Rybicki

CliftonLarsenAllen LLP



Nelson Castellano

Chair Elect

Trenam Law



Kim Hill

ReliaQuest



Robert Shimberg

Hill Ward Henderson



Suzanne Diaz
Secretary

Fifth Third Bank



Robert Mossbacher

Bank of America



John Tomlin

Tomlin St. Cyr Real Estate Services



Scott Price

Immediate Past Chair
A-LIGN



Pam Muma



Board Members

Brian Adamski
Westpoint Underwriters

Ian Anderson
Tampa Bay Business Journal

Van Ayres
Hillsborough County Schools

Alan Bertsch
Qypsys

Brian Best
GTE Financial

Steve Blair
USF Foundation

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Corient

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PNC

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Truist

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Shumaker Advisors Florida LLC

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PricewaterhouseCoopers LLP

Rafael Renno
Jabil

Doug Rich
KFORCE, Inc.

Janice Rickert
Bloomin' Brands

Scott Riley
Riley Education Foundation

Mike Robertson

Steve Salzer
Velera

Steve Schultz
Wells Fargo

Lakshmi Shenoy
Embarc Collective

Bemetra Simmons
Tampa Bay Partnership

Ken Singh
TCM Bank, N.A.

Alex Sink

Mike Tascher
KPMG

Joe Teague
Teague Financial Services

Marlene Velez
MVPartners Group

IMPACT 2023-2024

46.8K

STUDENTS SERVED

1.69 M

INSTRUCTIONAL
CONTACT HOURS

STUDENT DEMOGRAPHICS

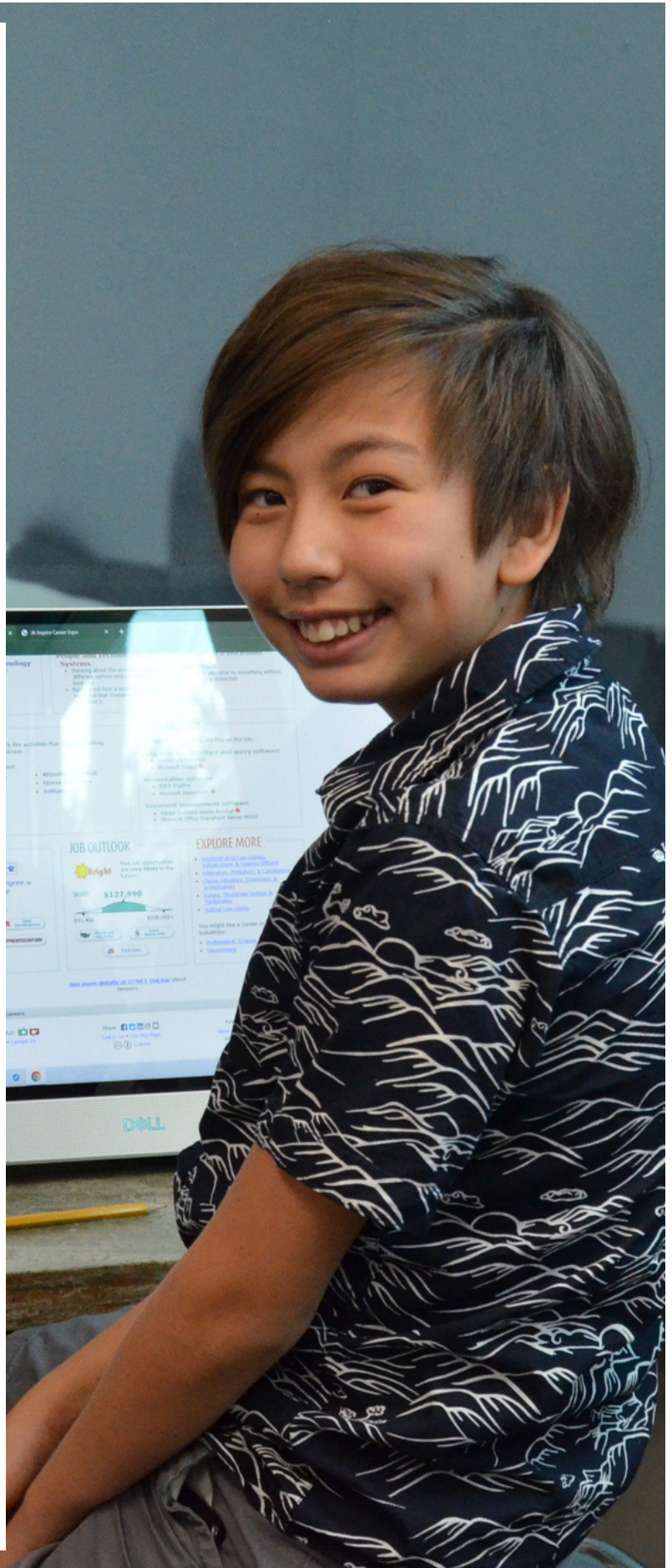
39% WHITE

34.8% HISPANIC

20.9% BLACK

4.7% ASIAN

0.6% OTHER



THANK YOU TO OUR VOLUNTEERS!

6,212

VOLUNTEERS

1.69M

INSTRUCTIONAL CONTACT HOURS

2023-2024 TOP 20 VOLUNTEER PROVIDERS

RELIAQUEST 

 UNIVERSITY of SOUTH FLORIDA





BANK OF AMERICA

RAYMOND JAMES



A-LIGN

JABIL

THE UNIVERSITY OF TAMPA



FIRST HORIZON



 TD SYNnex

 Bank OZK

Goodwill Industries-Suncoast, Inc. 

 POWER DESIGN


HILLSBOROUGH COUNTY SHERIFF'S OFFICE
CHAD CHRONISTER SHERIFF

Johnson & Johnson

 sunshine health.

 TECO TAMPA ELECTRIC AN EMERA COMPANY

 AAA The Auto Club Group

FINANCIAL CONTRIBUTIONS 2023-2024



\$7.2M TOTAL

CORPORATE & SPONSORSHIPS

\$2.3M | 32%

GOVERNMENT

\$1.2M | 17%

INDIVIDUALS

\$1.1 M | 15%

INVESTMENTS/OTHER

\$937K | 13%

FOUNDATIONS

843K | 12%

SPECIAL EVENTS

\$501K | 7%

IN-KIND

\$319K | 4%



FINANCIAL SNAPSHOT

OUR BUDGET PRIORITIZES THE STUDENTS WE SERVE

88% OF OUR BUDGET FUNDS
PROGRAM COSTS

12% OF OUR BUDGET FUNDS
**ADMINISTRATIVE &
FUNDRAISING COSTS**

\$0.88

of Every Dollar we raise
goes towards program
costs



HILLSBOROUGH

JA BizTown®

presented by
Pam and Les Muma

19,789

STUDENTS SERVED

ALACHUA

JA BizTown®

Presented by **CAMPUS USA**
CAMPUS USA
CAMPUS USA

2,028

STUDENTS SERVED

POLK

JA BizTown®

COMING

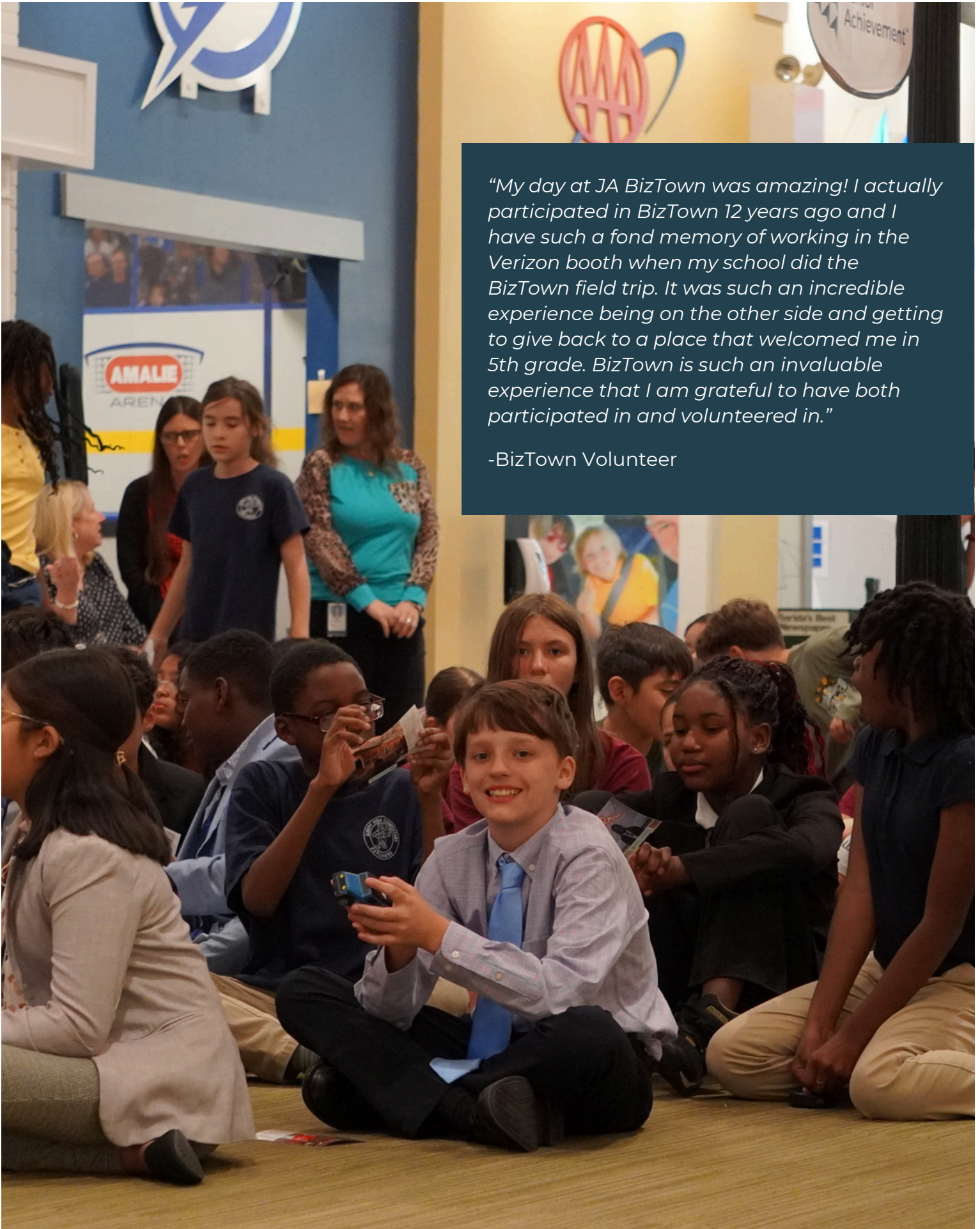
FALL

2026

IGNITE THEIR INTEREST.

Connecting the dots between what kids learn in school and how it's applied in the real world isn't that simple. That's where JA BizTown comes in! This engaging, hands-on program that introduces 5th graders to economic concepts, workplace skills, and personal and business finances in a student-sized town built just for them.

BizTown creates an unmatched experience where students not only discover the intricacies of being a professional and member of the community, but also discover the abundance of opportunities available within their city.



"My day at JA BizTown was amazing! I actually participated in BizTown 12 years ago and I have such a fond memory of working in the Verizon booth when my school did the BizTown field trip. It was such an incredible experience being on the other side and getting to give back to a place that welcomed me in 5th grade. BizTown is such an invaluable experience that I am grateful to have both participated in and volunteered in."

-BizTown Volunteer



JA Finance Park[®]
presented by Truist

13,149


STUDENTS SERVED

INSPIRE THEIR INDEPENDENCE.

JA Finance Park[®] program invests in youth now so they can navigate the financial waters in the future. An experiential, real-life simulation, Finance Park first provides a series of lessons in the classroom to middle school students where they learn about all aspects of personal finance including learning about balancing a family budget, interest rates, how education affects their earning potential, and how saving today can affect their future.

- **76%** of students had **increased confidence** in their ability to manage money.
- **80%** of students agree knowing more about **money management** would have a positive impact.

Then, students come to Finance Park at the Bill Poe Family JA Center to put their new knowledge into action. During this half-day experience, students assume randomly assigned family and income scenarios and visit businesses to gather information for their personal financial decision-making. They utilize banking services, purchase housing, transportation, insurance, furnishings, health care, and other expenses, as well as make investment decisions.

A photograph of a woman and a young girl sitting at a desk. The woman, on the left, has dark hair and is wearing a black top and a necklace. The girl, on the right, has long blonde hair and is wearing a light-colored polo shirt. They are both smiling. In the background, there is a chalkboard with some faint drawings. On the desk, there is a red Coca-Cola can, a yellow pencil, and a computer monitor displaying a website.

“Volunteering at Junior Achievement’s Finance Park was an amazing experience! Exposing kids to budgeting at an early age is crucial to them preparing for a successful financial future. It is great to see the lightbulb moments as they determine what they want to do when they grow up, and how that will impact their financial future.”

-Finance Park Volunteer



EDUCATION FOR EVERY
DIMENSION OF LIFE

2,930 STUDENTS

9 SCHOOLS

3 SCHOOL DISTRICTS

The model operates as a full immersion school-within-a-school with the intention of benefiting both the students within 3DE as well as the broader campus. At 3DE schools learning is more reflective of the real-world by integrating relevant content with business case methodology, interdisciplinary pedagogy, entrepreneurial thinking, project/problem-based learning, and authentic workplace experiences.

-22.3%
Fewer Cases of Chronic
ABSENTEEISM

-44.5%
Fewer Cases of Student
SUSPENSION

+21.6%
Higher Rate of 9-10th Grade
MATH PROFICIENCY

+15%
Higher Rate of 9-10th Grade
**READING
PROFICIENCY**

+98%
Of Teachers Recommend
**TEACHING WITHIN
3DE TO A COLLEAGUE**





EXPLORE HOW TO GET INVOLVED TODAY

Join us in empowering students with skills and confidence needed for tomorrow's economy. See how to support our efforts.

Christina Roberts
3DE Executive Director

Call (813) 917-1141

Email christina.roberts@ja.org

Visit jatampabay.org

PARTNER WITH US AND YOU'LL BE IN GOOD COMPANY.



A-LIGN
AAA
AMERICAN TRADITIONS INSURANCE COMPANY
AMGEN
BANK OF AMERICA
CAREERSOURCE TAMPA BAY
CASPERS SERVICE COMPANY
CITI
CITY FURNITURE
CITY OF TAMPA
COMMUNITY FOUNDATION TAMPA BAY
FISHMAN FAMILY FOUNDATION
FLORIDA BLUE
FRANKLIN STREET
GOODWILL

HABITAT FOR HUMANITY
HANCOCK WHITNEY
HILLSBOROUGH COUNTY SHERIFF'S OFFICE
HOBBS FOUNDATION
JABIL
JAMES H. AND AMY G. SHIMBERG FOUNDATION
KFORCE
LAKELAND LEADS
MONIN
NIELSEN
PALLADIUM THEATER
PAYCHEX
PINELLAS EDUCATION FOUNDATION
PNC FINANCIAL SERVICES GROUP, INC.
POLK COUNTY SHERIFF'S OFFICE
POWER DESIGN

PSCU
PWC
RAYMOND JAMES FINANCIAL, INC
RILEY EDUCATION FOUNDATION
ST. PETE CHAMBER OF COMMERCE
TAMPA BAY BUCCANEERS
TAMPA BAY CHAMBER
TAMPA BAY RAYS
TAMPA ELECTRIC
TAMPA GENERAL HOSPITAL
TD SYNnex
THE HOME DEPOT
TRUIST
ULTIMATE MEDICAL ACADEMY
UNIVERSITY OF SOUTH FLORIDA
USAA
WRH



“I have been wanting to do this for years. I have always heard amazing things about JA BizTown and it did not disappoint. A true pleasure to volunteer here and I can't wait to come back again soon. Wonderful program, wonderful staff, and amazing sponsors.”

-Jovan Rodriguez
JA BizTown Volunteer



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