



Junior
Achievement™
of Tampa Bay

FOCUSED IMPACT

Elevating Success
with Value-Based
Partnerships



2024-2025

Impact Report

#1 IN THE NATION FOR STUDENTS

39+ INDIVIDUAL CONTACT HOURS PER STUDENT



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LETTER FROM BOARD CHAIR AND PRESIDENT

Each year, we have the opportunity to reflect not only as an organization, but as a community.

As we reflect on the 2024-2025 academic year, we are immensely proud and grateful for the incredible achievements of Junior Achievement of Tampa Bay. This year, we had the privilege of impacting nearly 47,000 students across the 13 counties we serve. The depth of that impact, once again earning us the **#1 position nationally for impact per student**, transforms the lives of our students as they develop essential employability skills, feel a greater sense of belonging in their communities, and inspire us all to be better leaders. Their accomplishments are a testament to the unwavering support and dedication of our volunteers, educators, donors, and partners.

Our JA learning experiences have continued to thrive. **JA BizTown® Presented by Pam and Les Muma** and **JA Finance Park® Presented by Truist** provide hands-on learning experiences that equip students with essential business, financial, and entrepreneurial skills. They play a crucial role in preparing our students for future success, and we are thrilled to launch the **JA Barnett Family Discovery Center** in 2026, so over **20,000 Polk County students** can participate in these life-shaping experiences.

We are also thrilled to share the exciting growth of **3DE by Junior Achievement here in Tampa Bay**. With new schools launching and expanding into additional markets, more students than ever before are gaining access to this innovative approach to education. 3DE transforms the traditional high school experience by integrating real-world learning and entrepreneurship into the classroom, developing students' critical thinking, collaboration, and problem-solving skills. As of 2026, **Tampa Bay will be home to more 3DE schools than any area in the country**, and we are eager to continue to witness its transformative effect on our students, schools, and workforce.

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 learning experiences. 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 providing students with access to opportunity-filled pathways and making an impact on our community that will be felt for generations to come.



Nelson Castellano

Board Chair, JA Tampa Bay



Richard George

President, JA Tampa Bay



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.

13 COUNTIES

1 MISSION

THE JA JOURNEY



Elementary School

In elementary school, students participate in **JA BizTown Presented by Pam and Les Muma**, 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 16 >](#)



Middle School

Students transition to **JA Finance Park Presented by Truist**, where they learn to manage personal budgets, including understanding taxes, savings, and credit. While in JA 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 18 >](#)



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 20 >](#)



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



Nelson Castellano

BOARD CHAIR

Trenam Law



Patrick O'Connor

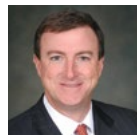
IMMEDIATE PAST CHAIR

Raymond James

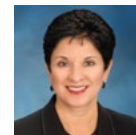


Joseph Cannella

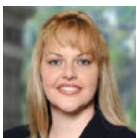
VICE CHAIR,
AUDIT COMMITTEE



Robert Mossbacher



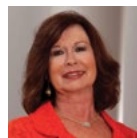
Yvette Segura



Suzanne Diaz

SECRETARY

Fifth Third Bancorp



Pam Muma



Robert Shimberg

Hill Ward Henderson



Kim Hill

VICE CHAIR,
LEARNING EXPERIENCES

ReliaQuest



Scott Price

A-LIGN



Bemetra Simmons

VICE CHAIR,
GOVERNMENT AFFAIRS

Tampa Bay Partnership



David Jordan

TREASURER
TD SYNEX



Jack Rybicki

CliftonLarsonAllen LLP



John Tomlin

Tomlin St Cyr
Real Estate Services

BOARD MEMBERS

Brian Adamski

American Traditions
Insurance Company

Ian Anderson

Tampa Bay Business Journal

Melissa Ansell

Amgen

Johnathan Arellano

Bank of America

Dr. Ken Atwater

Hillsborough College

Van Ayres

Hillsborough County Schools

Alan Bertsch

Qypsys

Brian Best

GTE Financial

Dr. David Blackwell

University of South Florida
Muma College of Business

Steve Blair

USF Foundation

Steven Cantillo

Corient

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Public School Board

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Embarc Collective

Stephie Holmquist-Johnson

Holmquist Educational
Consultants, Inc.

David Kelley

The Preferred Group of Tampa

Brendon Kingsbury

Capital One

Keidrian Kunkel

CareerSource Tampa Bay

Jim Lang

Greenberg Traurig, P.A.

Joe Lowry Jr.

Lowry Financial Advisors

Phil Malcolm

AAA

Janice Matson

Bloomin' Brands

C.J. Mintrone

PNC

Sandy Murman

Shumaker Advisors Florida LLC

Mike Quackenbush

PricewaterhouseCoopers LLP

Rafael Renno

Jabil

Doug Rich

KFORCE, Inc.

Dr. Melody Rider

ConnectED Polk

Scott Riley

Riley Education Foundation

Mike Robertson

Steve Salzer

Velera

Steve Schultz

Ken Singh

New Oceans, LLC.

Alex Sink

Mike Tascher

KPMG

Joe Teague

Teague Financial Services

Marlene Velez

MVPartners Group

Chia Yuan Wang

Gerdau Long Steel North America

2024-2025

MAJOR STAKEHOLDERS

GAME CHANGERS & INFLUENCERS

AAA

Advent Health — Tampa

Alachua County Public Schools

A-LIGN

Amgen Inc.

Bank of America Corporation

Ashley & Wesley Barnett

Carol and Barney Barnett Family Foundation

John K. Beacham

Beacon Pointe

Besitos

Better Business Bureau

CAMPUS USA Credit Union Foundation

Caspers Service Company

Celeste & Nelson Castellano

Chick-fil-A, Inc.

Children's Trust Of Alachua County

CitiGroup Inc.

Citizens Alliance for Progress

CITY Furniture

City of St. Petersburg

Community Foundation of North Central Florida

Community Foundation of Tampa Bay

Crowe LLP

Crown Automotive Charities

DeMert Brands, Inc.

Diocese of St. Petersburg

Sam Ellison

Lisa & George Etheridge

Fairwinds Credit Union

Fifth Third Bancorp

First Horizon Bank

Fishman Family Foundation

FKQ Advertising

The Florida Aquarium

Florida Blue Foundation

Florida Center for Nursing

FL Department of Education

Franklin Street

Gas South

Gerdau

Gloria Giunta

Goodwill Industries-Suncoast, Inc.

GTE Financial

Hillsborough College

Hillsborough County Public Schools

◀ **Hillsborough County Sheriff's Office**

Hobbs Foundation

◀ **Hough Family Foundation Inc.**

ICI Homes

◀ **Jabil Inc.**

Thomas A. & Mary S. James Foundation

Kayla & David Jordan

JPMorgan Chase & Co.

Kane's Furniture Corporation

KFORCE Inc.

KPMG LLP

Lindell Family Foundation

Suzanne & James MacDougald

MacKinnon Family Foundation

MetLife, Inc.

Monin, Inc.

◀ **Pam & Les Muma**

New York Yankees

Melissa & Patrick O'Connor

Oxford Commons Hospitality Company

Dr. Bill & Betty Petty

◀ **Pinellas County Schools**

PNC Financial Services Group, Inc.

◀ **Polk County Public Schools**

◀ **Power Design, Inc.**

◀ **Kirsten & Scott Price**

◀ **Publix Super Markets Charities**

◀ **PWC**

◀ **Raymond James Financial, Inc.**

◀ **ReliaQuest**

◀ **Riley Education Foundation**

Jessica & Jack Rybicki

Saddle Creek Logistics Services

Peggy & Robert Sharp

◀ **James H. and Amy G. Shimberg Foundation, Inc.**

State Farm

Taco Bell Foundation

Tampa Bay Buccaneers

Tampa Bay Business Journal

◀ **Tampa Bay Lightning Foundation, Inc.**

Tampa Bay Rays

Tampa Bay Times

Tampa Bay United Soccer Club

◀ **Tampa Electric Company**

Tampa General Hospital

Tampa Police Department

TCM Bank

TD SYNEX

Sheryl & Joe Teague

Tomlin St Cyr Real Estate Services

Triad Foundation, Inc.

◀ **Truist**

United Way Suncoast

University of South Florida

◀ **The UPS Store**

◀ **USAA**

USF Health

◀ **Velera**

2024-2025

FINANCIAL CONTRIBUTIONS



35% **Corporate & Sponsorships**
\$2,800,000

29% **Government**
\$2,300,000

10% **Foundations**
\$810,000

10% **Individuals**
\$773,000

8% **Special Events**
\$615,000

4% **Investments/Other**
\$304,000

4% **In-Kind**
\$314,000

2024-2025

FINANCIAL SNAPSHOT

Our budget prioritizes the students we serve.



\$0.89

**OF EVERY DOLLAR
WE RAISE
GOES TOWARD
PROGRAM COSTS**

\$0.11

**OF EVERY DOLLAR WE RAISE
GOES TOWARD**

**ADMINISTRATIVE &
FUNDRAISING COSTS**



2024-2025

IMPACT

46,270 STUDENTS IMPACTED



6,212
UNIQUE
VOLUNTEERS

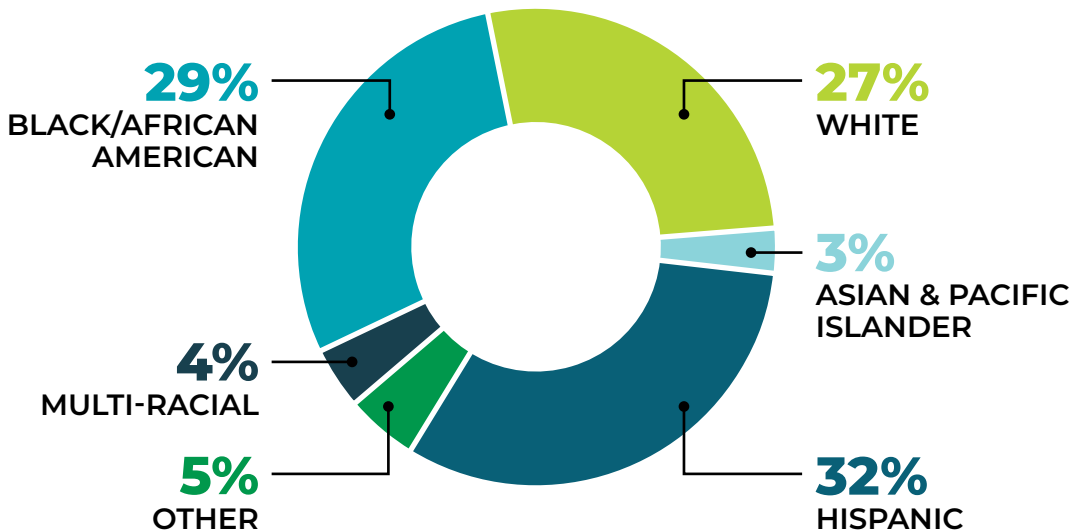


1,834,796
TOTAL INSTRUCTIONAL
CONTACT HOURS



39+ INDIVIDUAL CONTACT HOURS
PER STUDENT

STUDENT DEMOGRAPHICS



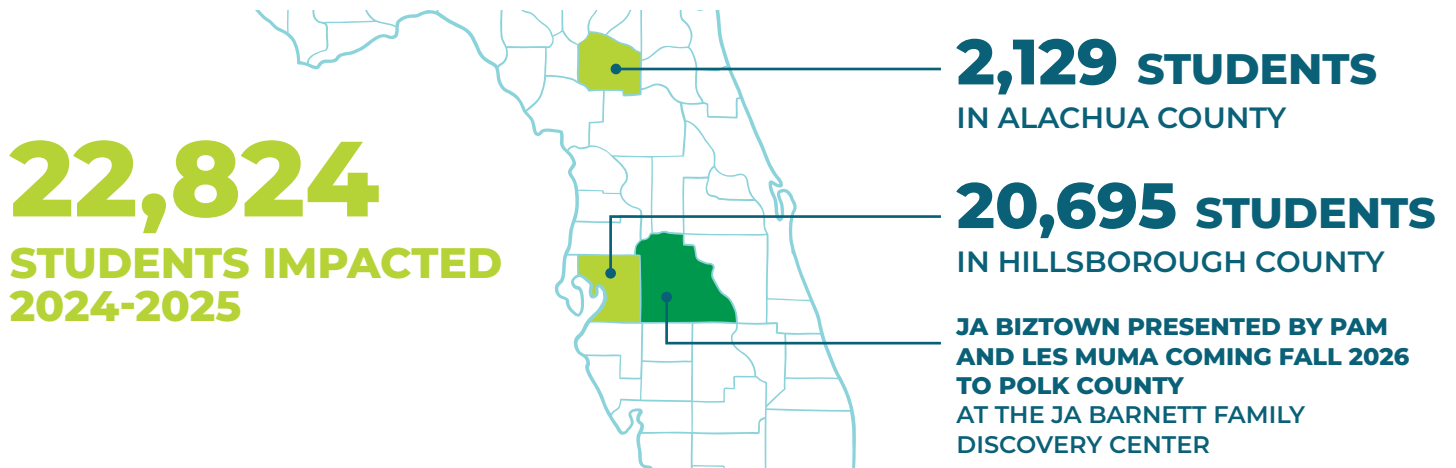


JA BizTown®
PRESENTED BY PAM & LES MUMA

IGNITE THEIR INTEREST

It's not always easy to connect the concepts kids learn in school with the real world. That's where JA BizTown helps bridge this gap. This engaging, hands-on learning experience introduces fifth graders to economic principles and workplace skills, as well as personal and business finances. The unique experience is all done in an innovative setting — a student-sized town built just for them.

JA BizTown creates an unmatched experience. Students not only discover the intricacies and value of being a professional and member of the community, but they also discover the abundance of opportunities available within their community.





IT WAS AMAZING WATCHING THE KIDS WORK TOGETHER AND USE WHAT THEY LEARNED FROM THE JA CURRICULUM.

— Reema Tamney
Teacher/Administrator
Discovery Academy of Lake Alfred





JA Finance Park[®]

Presented by **TRUIST** 

INSPIRE THEIR INDEPENDENCE

JA Finance Park invests in youth now, so they can manage the financial waters of the future. An experiential simulation based on real life, JA Finance Park first teaches middle school students about all aspects of personal finance. Lessons in the classroom cover balancing a family budget, interest rates, how education affects earning potential, and what impact saving today can have on their future. Then, students visit JA Finance Park at the Bill Poe Family Junior Achievement Campus 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 use banking services to manage a host of expenses, including housing, transportation, insurance, furnishings, health care, and more. Students also visit the JA Inspire Career Center to discover how their personality and interests align with opportunities here in Tampa Bay and beyond.

13,149

**STUDENTS IMPACTED
2024-2025**

**JA FINANCE PARK PRESENTED BY
MID FLORIDA CREDIT UNION
COMING FALL 2026 TO POLK COUNTY
AT THE JA BARNETT FAMILY
DISCOVERY CENTER**



**I LIKE THIS BECAUSE
IT TELLS ME ABOUT
REAL LIFE.**

**IT HELPS ME PLAN FOR MY FUTURE,
AND I LIKED LEARNING ABOUT
BUDGETING SO WHEN I NEED TO
PAY BILLS AND GO TO COLLEGE,
I WILL KNOW WHAT TO DO.**

— Ezekiel
Student





TRANSFORM THEIR TOMORROW

3DE re-engineers traditional high school education to be more relevant, experiential, and authentically connected to the complexities of the real world. The goal is to equip today's students with the insights, tools, and intentions needed for the demands of tomorrow's economy. 3DE provides an immersive school-within-a-school experience that benefits both the students and their school. At 3DE schools, learning integrates relevant, real-world content with business case methodology, interdisciplinary pedagogy, entrepreneurial thinking, project- and problem-based learning, and authentic workplace experiences.

SCHOOL DISTRICT PARTNERS

COMING 2026



2024-2025 IMPACT

3,414
STUDENTS
SERVED

11 3DE
SCHOOLS

4 SCHOOL
DISTRICTS



97.2%
GRADUATION RATE
COMPARED TO 89.7% AVERAGE
FOR NON-3DE STUDENTS



9.1%
FEWER CASES
OF CHRONIC
ABSENTEEISM



95%
OF 3DE SENIORS
SEE THE RELEVANCE
OF SCHOOL
(COMPARED TO 45%,
ACCORDING TO GALLUP)



98%
OF 3DE
TEACHERS
RECOMMEND TEACHING
WITHIN 3DE TO
A COLLEAGUE



2024-2025 TOP 20

VOLUNTEER PROVIDERS





RELIAQUEST

Joseph Keyes
Volunteer
Oct 31, 2024 8:44 am



RESPECT

**THANK YOU
TO OUR
VOLUNTEERS!**



2024-2025 IMPACT REPORT

jatampabay.org