



## Welcome

After COVID-19 forced schools to close in early 2020, for many students remote learning meant that each school day would now be spent around kitchen tables, Zooming with their classmates and emailing assignments to their teachers. For many others, remote learning became a barrier to their advancement.

This new academic environment magnified the debate over equality, access and inclusion. Many feared that the effects of the pandemic on our young people could last for decades, especially for those already facing pre-pandemic disadvantages.

What laid ahead was uncertain. However, Junior Achievement (JA) was determined to help narrow the widening opportunity gap and offer solutions for the unique challenges at hand.

In the summer of 2020, our organization worked quickly to develop a plan to meet the needs of our education partners by continuing to adapt our programs to virtual applications.

Halfway through the school year, we were thrilled to appoint Patrice Matamoros as our new president to continue to work closely with you and our talented team of employees, volunteers and partners.

Amidst the evolving changes in the education world, we worked diligently through the end of the fiscal year to bolster relationships with partners, finding new opportunities to collaborate and provide solutions.

Although we know that these challenges will continue in 2021-22, JA is ready to meet these challenges head on. And we will, **together**.

Thank you for joining JA in our mission to strengthen communities by ensuring every child has an equal opportunity to succeed. The lessons learned from this unprecedented year will only help us improve in years to come, and with your support we can ensure that our young people emerge **100% ready for the real world**.

#### **TOMORROW NEEDS YOU TODAY.**



Patrice Matamoros
President
Junior Achievement of Western PA



James P. Nickel Chairman Managing Director, CIBC Junior Achievement of Western PA

## Who We Are

#### **About JA**

Junior Achievement (JA) is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and career choices.

JA provides equal access to relevant, hands-on, experiential education, community mentors, and business and civic leaders to students in grades K-12, so they are inspired, prepared and ready to pursue real-world opportunities.

#### **Purpose**

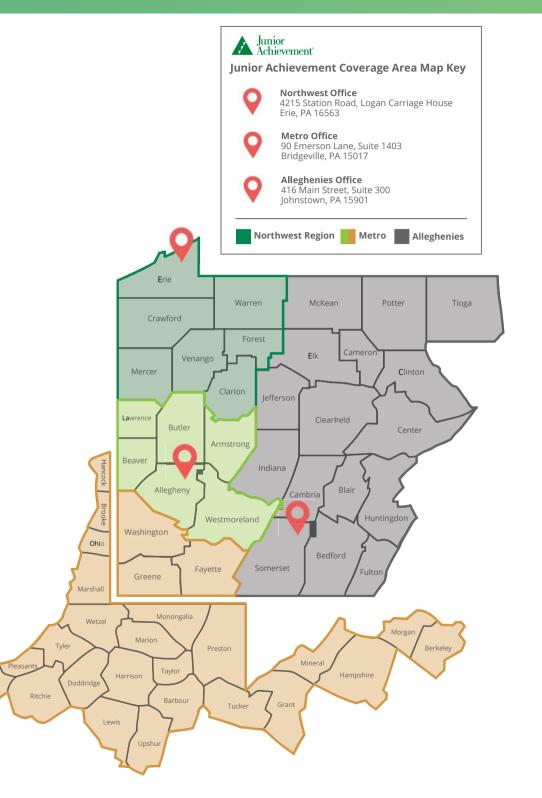
To strengthen communities by ensuring every child has an equal opportunity to succeed.

## BY THE NUMBERS

51,551 STUDENTS IMPACTED

56 COUNTIES SERVED

221
SCHOOLS
PARTICIPATED



# **Program Highlights**

Junior Achievement of Western PA met the challenges the pandemic presented, carrying on its mission albeit mostly virtually! Thanks to the support of educators, partners, and volunteers, JA provided nearly 2,000 learning experiences for students in local elementary, middle, and high schools.

## JA Inspire™ Virtual Career Fair

Established as an in-person program, enrollment and participation significantly increased due to its virtual setting. More than 13,000 seventh through 12th-grade students interacted with 70 exhibitors, participated in live webinars and downloaded educational career and education information and videos that will help guide them in their career choices. The success from this all-virtual event is a true silver lining during the pandemic.

### JA Titan®

Forty teams from local high schools played the role of chief executive officer and competed to make financial decisions about production, marketing, research and development, corporate social responsibility, and teamwork. Developed for 9th through 12th-grade students, JA and The Black School of Business at Penn State Erie, The Behrend College hosted the two entirely virtual competitions.

### **Innovation Academy**

A virtual summer program for students ages 10 to 14, Innovation Academy encouraged youth to create a profitable business. Participants worked in small groups each week, with the help of guest entrepreneurs to build their company. At the end of the workshop, the students pitched their businesses to "sharks" for feedback. Twenty students participated, and winning ideas included an amusement park powered only by green energy sources and a self-driving smart shopping cart.

"Students were engaged the entire time and were excited to interact with the information provided. This experience sparked in-depth conversations with the class, allowing students to begin thinking about the vast opportunities that Pittsburgh and our region have to offer."

- Sara B., Middle School Teacher at Propel East K-8

"Participating in this program was quite vital to me because I have big dreams to one day own a restaurant. This competition taught me ways to budget money and many other highly beneficial lessons for my future."

- Jacob H., Junior at Cambridge Springs High School

"Reinforcing and supporting the kids through this process is always such a fantastic experience. Giving them the space and the creative frameworks to think freely and create helps me remember why I've gotten into the business. Watching and listening to them support each other's ideas and sometimes reluctantly offer ideas of their own is the collaboration process we all hope for in our organizations. When I do an exercise with them called "What if?" we get curious, and the kids learn to throw ideas out and not judge them or each other. The kids are learning confidence in their own ideas and in themselves. Aside from the apparent exposure to business structures and entrepreneurship, these kids get a real chance to build confidence in themselves and in the collaborative process."

- Nathan W., Co-Founder and CEO at Skinny Tie Media

## **Back in Bizness**

Junior Achievement

JA BizTown®

JA BizTown® was just beginning to emerge as a uniquely powerful learning and growth experience when the pandemic hit in spring of 2020.

This popular program combines in-class learning with a day-long visit to a town populated with a full range of businesses in which students gain work experience. Students in grades 4th - 6th have the opportunity to see what it's like to be an adult for a day, with real responsibilities like paying on a business loan, cashing and depositing a paycheck, voting, and donating to charity – which helps students connect the dots between what they learn in school and how it's applied in the real world.

In late summer, Junior Achievement partnered with *Germinator Pittsburgh* to help create a hygienic environment for the simulation space and safely re-open for the fall.

Although most schools across the region remained closed, three home-school groups were able to participate in the program. JA also introduced **JA BizTown® Online Adventures**, a fully online, self-guided learning experience that can be accessed inside or outside the classroom. This was created as a stand-alone activity and can be done in conjunction with the JA BizTown® curriculum.









"It was a thrilling and awesome experience. I learned a lot. It gave me a glimpse of how a real workplace would be like. It was also fun, and the creativity was epic. I enjoyed this experience and I hope to do it again."

- Collis B., Western PA Enrichment Center



































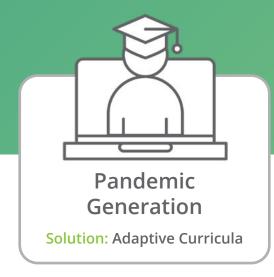




#### **Contributing Partners**

AGS Custom Graphics, Alcoa Foundation, Allegheny College, American Eagle, Clista Electric, CNX Resources, Columbia Gas of Pennsylvania, Cozen O'Connor, CPI Creative, Crazy Horse Coffee, Don's Appliances, Eat 'n Park Hospitality, Enkompas, First Commonwealth Bank, H.F. Lenz, Germinator, George V. Hamilton, HVAC Distributors, IKM Inc., Jones Lang Lasalle, Mine Safety Appliances, Northwest Bank, Range Resources, S&T Bank, Shell, SpeedPro, Spectroscopy Society of Pittsburgh, Starbucks, The Trade Group, TriState Capital Bank, and The Wilson Group, LLC.

# **Achieving Success Together**







## **Shaping Today's Challenges Into Tomorrow's Opportunities**

There is an undeniable link between quality education and economic opportunity. The economic impact of COVID-19, as well as transformational change promoting a more equitable and just society, is creating daunting challenges and unimaginable opportunities for Generation Z. To help young people gain more control of their lives, JA is focusing on three key areas through our new *JA Achieving Together Initiative* including workforce readiness, economic inequity and adaptive curricula.

From recent studies, there is overwhelming evidence that children are falling behind due to COVID-19, most notably students of color and those in high-poverty communities. Experts are projecting that students may fall behind by as much as an entire academic year. Many of these issues stem from a lack of resources to connect students to their education.

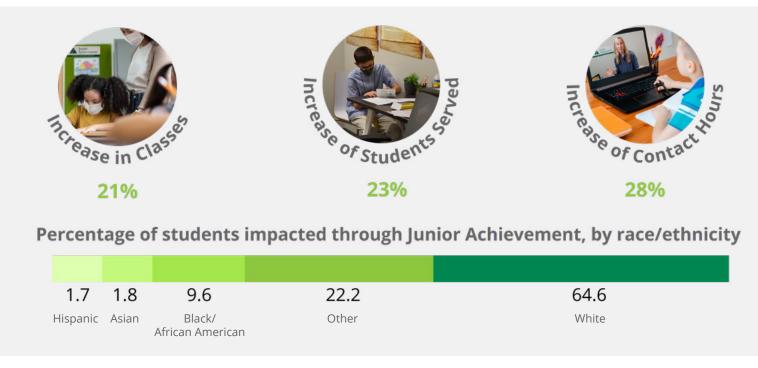
JA continues to bridge the gap in education through adaptive curricula and initiatives, such as DEI and workforce readiness. By 2023 through the JA Achieving Together Initiative, we have a goal of reaching more than 200,000 students, 25,000 of which coming from low-income and diverse populations.

"Generation Z is at risk of becoming a "lost generation," ill-prepared to achieve its potential."

— IA USA, 2020

# Moving Forward, Together

As students, parents and schools look to turn the page and move forward into a future filled with potential, JA is working to assert a more impactful role in the region's community, workforce and economic development. In addition to providing educational and workforce experiences to more students, JA will focus on more immersive and impactful interactions with youth. Last school year, we made great strides toward these goals. Just as important, we increased the diversity of the students we served.



In 2020, JA's new president, Patrice Matamoros, began creatively engineering new approaches to student engagement and partner involvement, including:

- Diversifying JA's funding portfolio
- · Tracking measurement and metrics that illuminate the value and impact of JA programming for students
- Implementing paid media integral to partner platforms
- Expanding the JA community of interest and growing its audience
- Emphasizing equitable education for all

Aiming to create life-changing experiences that help youth succeed in business and life, JA will rollout new educational experiences launching in late 2021 and early 2022. New programs include 18 Under Eighteen and She Leads, She Learns.

# Celebrate Next Generation Leaders





# 18 UNDER EIGHTEEN

18 Under Eighteen celebrates next generation leaders.

Through the lens of our annual awards reception, JA will showcase 18 extraordinary students who are defining their generation through their entrepreneurial spirit, leadership and service to their communities.



She Leads, She Learns is a program that helps high-school-aged girls discover their **passions**, **potential and power**.

Fifty select young women will receive a full scholarship to participate in the *Intern to VP*® Brand and Leadership Development training program, giving them a 10-year head start in life.

The She Leads, She Learns program culminates with the **Empower Her Summit**, an expo-style event open to all high school-aged girls. Students will connect with a village of female leaders in the area through engaging workshops and panel discussions surrounding self-image, strength and success.



# Financially Fueling Families

The price students and families are asked to pay for education has steadily increased over the past several decades. Each year, JA works to help ease the burden of financing education.

Through partnerships with local companies through Pennsylvania's Educational Improvement Tax Credit Program and Opportunity Scholarship Tax Credit Program, JA awarded 139 scholarships to students in grades K-11 to continue their education at the school of their choice. JA partners with many local private and parochial schools through this program. JA also offers several college scholarships including, the Graham Parsons, Robert J. Schuler, Thomas A. McConomy and Aspire scholarships.

The Aspire Scholarship is a joint venture between JA and Equitrans Midstream Foundation. This past year \$4,000 was awarded to Ryan R. of Peters Township High School. As part of the Aspire program, Ryan and fellow students volunteered at Carmichaels Area Elementary Center for their JA Day.

## Congratulations to Our 2021 College Scholarship Recipients:

**Graham Parsons** – Kody K., graduate of Cathedral Preparatory School

Robert J. Schuler – Sianna S., graduate of Serra Catholic High School

Thomas A. McConomy – Nathan C., graduate of Serra Catholic High School

"By participating in JA programs, I've gained the skills and tools I need to track my expenses, set rates and manage the different accounts that are part of my landscaping business."

- Nathan C., graduate of Serra Catholic High School



# Our Village

We are sincerely grateful to all our supporters for their remarkable commitments. Through their generous investments of time, talent and treasure, we are empowering young people to own their economic success.



As the official financial institution and a premier partner of JA BizTown®, Clearview Federal Credit Union came on board from the ground breaking beginning with a multi-year commitment. Providing financial services in southwestern Pennsylvania since 1953, Clearview serves more than 100,000 members and is devoted to helping people enjoy a better life. The JA BizTown® partnership provides Clearview the opportunity to promote financial education at an early age and it doesn't stop there. Clearview employees readily volunteer when needed to teach the JA classroom curriculum or support JA events. In addition, Ron Celaschi, Clearview Federal Credit Union president and CEO, actively serves on the JA Board of Directors. He is excited about the forward-looking vision JA has.

"The mission of JA aligns 100% with the mission and vision of Clearview Federal Credit Union...to help people enjoy a better life."

- Ron Celaschi, President and CEO, Clearview Federal Credit Union





PPG and the PPG Foundation are long-time partners of JA, supporting many diverse initiatives through sponsorship investments, grant support, and PPG employee volunteerism. In addition to a multi-year commitment as one of the storefront corporate partners of JA BizTown, PPG supports annual JA golf tournaments, JA's Inspire™ Career Fair, and pre-COVID hosted an annual JA Bowl-A-Thon. PPG employees enthusiastically volunteer their time at events and have taught countless classroom curriculums, including Science, Technology, Engineering, and Mathematics (STEM) programs. Most recently, the PPG Foundation is supporting She Leads, She Learns. In addition, John Jankowski, PPG's Vice President and Treasurer, also serves on the JA Board of Directors. By investing in educational opportunities, PPG shares a similar goal with JA. Together, we help prepare young people for employment and entrepreneurship and enable possibilities and progress through learning, curiosity and discovery.

"Our partnership with JA is rooted in the desire to support the next generation of leaders in helping our society meet collective challenges quickly, creatively and effectively. We invest in JA programs to help students discover their passions, potential and power in real-world applications that are essential for their future career paths. Like PPG, JA prioritizes opportunities that accelerate pathways for diversity and enable students to find success in high-demand, high-growth careers paths."

- Malesia Dunn, Executive Director, PPG Foundation and Corporate Global Social Responsibility







The 1939 Society is an elite membership that financially powers Junior Achievement's mission of strengthening communities by ensuring every child has an equal opportunity to succeed.

Despite a challenging school year, through the support of individuals like you, JA was able to continue to provide students with the skills and experiences they need to thrive.

For more information, visit www.jawesternpa.org.

# We invite you to join JA's mission to STRENGTHEN COMMUNITIES by ensuring every child has an EQUAL OPPORTUNITY TO SUCCEED

GIVING LEVEL	MONTHLY	ANNUALLY	YOUR IMPACT
MENTOR CIRCLE	\$45	\$540	Provides JA programming for one student
LEADERSHIP LEVEL	\$82.50	\$990	Provides JA programming for one class
1939 CIRCLE	\$161.58	\$1,939	Provides JA programming for two class
IMPACT CIRCLE	\$247.50	\$2,970	Provides JA programming an entire grade
SUCCESS CIRCLE	\$416.67	\$5,000	Provides JA programming an entire elementary school
FREE ENTERPRISE SOCIETY	\$833.33+	\$10,000+	Provides JA programming an entire middle school

## **Individual Gifts**

#### **Free Enterprise Society**

Daniel Henderson

Sean Hoover

Carol Jackson

William Lambert

Scott Lammie

James Nickel

Jennifer Panian

James Yard

Matt Yokitis

#### **Success Circle**

Raymond Bummer

Robert Dolan

James Droney

Martha Hilbert

William Hilbert

Lee Hite

Kathryn Klaber

Eric Laughlin

Morgan O'Brien

Gerald Thompson

#### **Impact Circle**

Mike Clista

David Kreson

Walt Turner

#### 1939 Circle

Ronald Celaschi

Dennis Gilfoyle

Philip Katen

Thomas McConomy

David Redick

Christopher Sanner

James Scalo

#### **Leadership Circle**

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Mark Fleisner

Evan Frazier

John Hilbert

Paul Hoffman

Timothy Katen

Rebekah Kcehowski

**Edward Manko** 

Patricia Montler

Joseph Murray

Kelly Nissenbaum

Brian Post

David Rugaber

**Thomas Sherwin** 

#### **Mentor Circle**

Maureen Ford

Tim Knavish

John Krolicki

David Marks

Patti Martin

Monica Masterson

**Bud Person** 

**Donald Raikes** 

Jerri Ryan

Rupesh Santoshi

Todd Vernon

Debra Visnansky

Melvin Washington

# Partner Support

#### **Founders Level**

\$100,000 and up

Allegheny Foundation

#### **Ambassador Level**

\$75,000-\$99,999

Cigna

#### **Entrepreneur Level**

\$50,000-\$74,999

Henderson Brothers

Laurel Foundation

Taco Bell Foundation

Sheetz

TriState Capital Bank

**UPMC** 

Wells Fargo Bank, N.A.

#### **Champion Level**

\$25,000-\$49,000

#1 Cochran

Alcosan

Allegheny Mineral Corporation

**BNY Mellon** 

Calgon Carbon

Clearview Federal Credit Union

Erie Insurance

FedEx Coproration

First Commonwealth Bank

Frank B. Fuhrer Wholesale Company

Giant Eagle

Gordon Food Service

NexTier Bank

NRG Energy

PNC Bank, N.A.

PNC Charitable Trust

Range Resources Corporation

The Buncher Company

The Grable Foundation

**Vector Security** 

#### **Investor Level**

\$15,000-\$24,999

Ansys, Inc.

Chubb LTD

Cumulus Radio

**Duquense University** 

First National Bank

Huntington National Bank

Koppers Industries, Inc.

M&T Bank

Mercer County State Bank

Mine Safety Appliances

Peoples Natural Gas

Price Gregory International, Inc.

Snyder Brothers Inc.

The Birmingham Foundation

#### **Executive Level**

\$5,000-\$14,900

884 Lumber Company 1ST SUMMIT BANK

Audi Pittsburgh

Bozzone Family Foundation

**Building Owners & Managers Association** 

of Pittsburgh

**Burns White** 

Cambria Regional Chamber

Charles F. Peters Foundation

Citizens Bank

Clapp Charitable Trust

Clarfeld Citzens Private Wealth

Cleveland Brothers Equipment Co., Inc.

Comcast Corporation

Conemaugh Health System

Cox Automotive

Deloitte & Touche LLP

Dollar Bank, FSB

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**Engineered Building Systems** 

Enkompas

Entercom Pittsburgh

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Ergon, Inc

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Fort Pitt Capital Group, LLC

G.C. Murphy Company Foundation

Genesis Medical Associates: Northern Area

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McKnight Realty Partners

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New Enterprise Stone & Lime Co., Inc.

Northwest Bank

Parker Lord

Pineapple Payments

Pittsburgh Business Times

Plastikos, Inc.

PPG Industries, Inc.

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Print Tech

Reddog Industries, Inc.

Reliance Bank

Reliant Holdings, Inc.
Riggs Family Foundation

Robert and Mary Weisbrod Foundation

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Sixsome, LLC

Somerset Trust Company State Farm Insurance

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The Essential Foundation

The J.M. Smucker Company

The Philip Chosky Charitable & Educational Foundation

The W.I. Patterson Charitable Fund

The Wilson Group KW23, LLC

**Tippins Foundation** 

Travelers Companies, Inc.

USA Staffing Solutions

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Vista Resources

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\$1,000-\$4,999

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**ACCO Brands** 

Aires

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Bernstein-Buckley PC

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CDK Global

Charities Aid Foundation Of America

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Crown American Associates

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NiSource Charitable Foundation

NuMoola

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P3R

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Brooke Forsythe, Northwest Savings Bank
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Colleen Prechtl, Workforce Solutions

#### Somerset

Sandra Berkebile, Somerset County Chamber of Commerce JoAlyce Kopinski, Somerset Trust Company Richard Lepley, CVS Health Craig Sprock, Somerset Hospital

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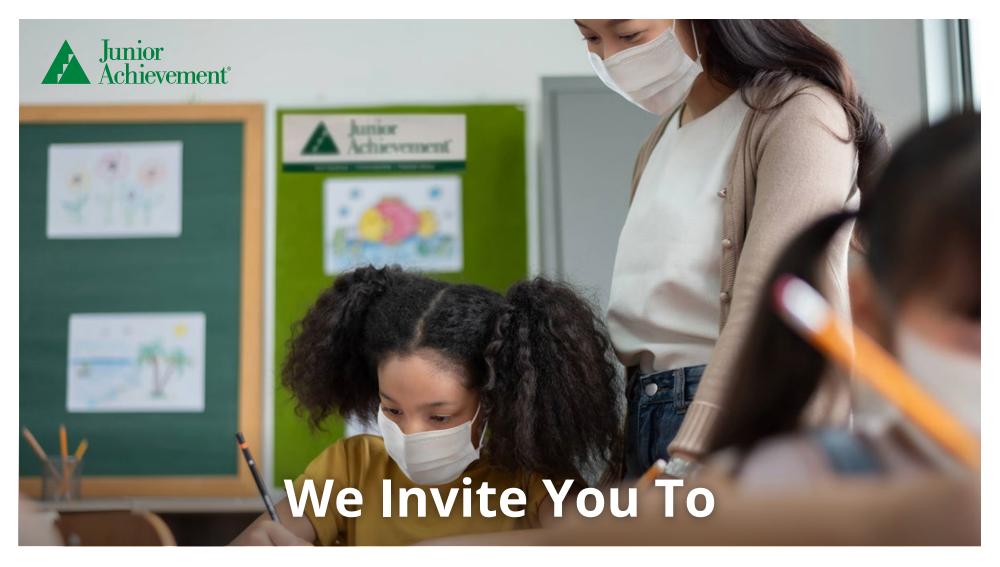
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