



**Junior
Achievement™**
of Wisconsin

Real Skills for Real Life

2024-25
Impact Report

Leading With Gratitude

A message from outgoing board chair, Susan Fronk and new board chair, April Dunn.



Susan Fronk

For more than 80 years, Junior Achievement has been providing young people with a strong foundation upon which to reach their dreams, wherever they may lead. How we deliver on that goal continues to evolve to meet students where they are today and where they will need to be in the years to come.

With the world changing faster than ever before, we're channeling our energy to adapt to the changing needs of students, providing access to new networks and opportunities, and empowering them to develop both the skillset and mindset they need to live choice-filled lives.

“Empower young people to face change head-on and they will lead us into a brighter future.”

Empower young people to face change head-on and they will lead us into a brighter future—this is the way forward, and it's why we do what we do. With a focus on transferable skills and competencies, JA students develop the tools to successfully navigate the accelerating pace of change across our educational and career landscapes.

In the pages that follow, we celebrate some of last year's accomplishments and look forward to the year ahead, knowing that, with your help, we will create meaningful change in the lives of students, teachers, and our community. Once again, thank you for bringing our mission to life.

With sincere gratitude,

A handwritten signature in black ink that reads "Susan Fronk".

Susan Fronk

The pace of change in the world today is dizzying. Between 25 and 30 percent of current jobs are projected to be impacted or replaced by AI in the next five years alone. How do we prepare today's students for success in a time of such change? This is where Junior Achievement shines.

We provide a solid foundation built on competencies and confidence that serve students no matter their career path. JA's hands-on learning experiences like JA BizTown®, JA Finance Park®, JA Titan® Business Challenge, classroom curriculum and 3DE – a full high school implementation model – all provide vital lessons for lifelong success.

Junior Achievement is committed to ensuring students are truly future-ready and prepared to make informed decisions to reach their economic potential as adults. Working with business leaders, educators, and community partners, we help young people harness their abilities so they're prepared to take on whatever comes next.

Sincerely,

A handwritten signature in black ink that reads "April Dunn".

April Dunn

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Highlights

Click directly to some of the year's biggest moments.

[Our Credentials](#)

[2025 Innovation in Education Award](#)

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[Young Entrepreneur of the Year \(Video\)](#)



For more than 80 years, Junior Achievement of Wisconsin has been helping young people build a strong foundation upon which to launch their dreams, wherever they may lead.



"As a father, business leader, and volunteer, JA programming is the best practical application and delivery of learning I have observed in my life."

Josh Gustofson
Market President, Medica



JA At a Glance

Our Guiding Principles

Vision

A world in which every young person has the skill set and mindset to build thriving communities.

Mission

To inspire and prepare young people to succeed.

We Believe

At JA, we believe in “Real Skills for Real Life.” We understand the future of education must evolve alongside the future of work and we continue to work hand-in-hand with school districts, educators, volunteers, and industry leaders to build future-ready confidence through programs that teach real-world career skills.

Junior Achievement is uniquely positioned to deliver end-to-end solutions that accelerate economic opportunity and mobility for young people across Wisconsin contributing to the strength and vitality of our communities.

“Junior Achievement creates so many incredible moments for the students I’ve worked with. Those times when you can see their confidence and understanding click into place. JA volunteers add first-hand career knowledge and the professional skills they need to excel into adulthood.”

Cynthia Pavelski,
Consultant at CESA 6
Former High School Business Teacher

Our Credentials

Candid’s Highest Rating

A platinum rating is given to top-tier nonprofits nationwide that demonstrate exceptional transparency and accountability in impact, financials, and outcomes.



Charity Navigator’s Highest Rating

A 4-star rating is given to nonprofits that exceed or meet best practices and industry standards across almost all areas. “Likely to be a highly-effective charity.”



2025 Innovation in Education Award

Demonstrates a unique approach to helping prepare the next generation of talent for success in the workforce and in life, with an emphasis placed on innovative ideas and demonstrated outcomes.



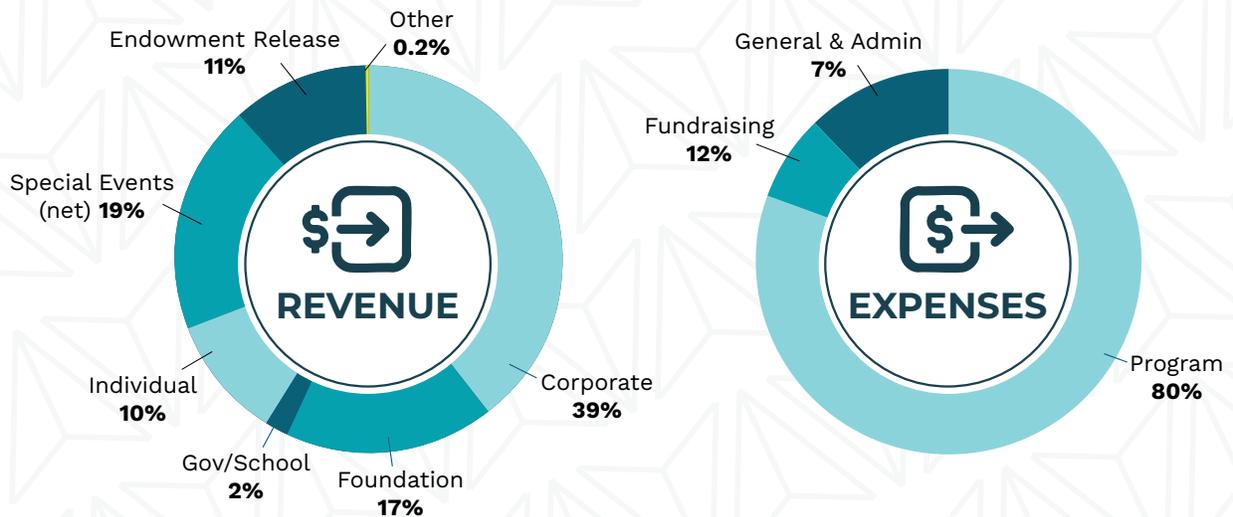
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JA At a Glance

Our Balance Sheet

2024-25 Revenue & Expenses

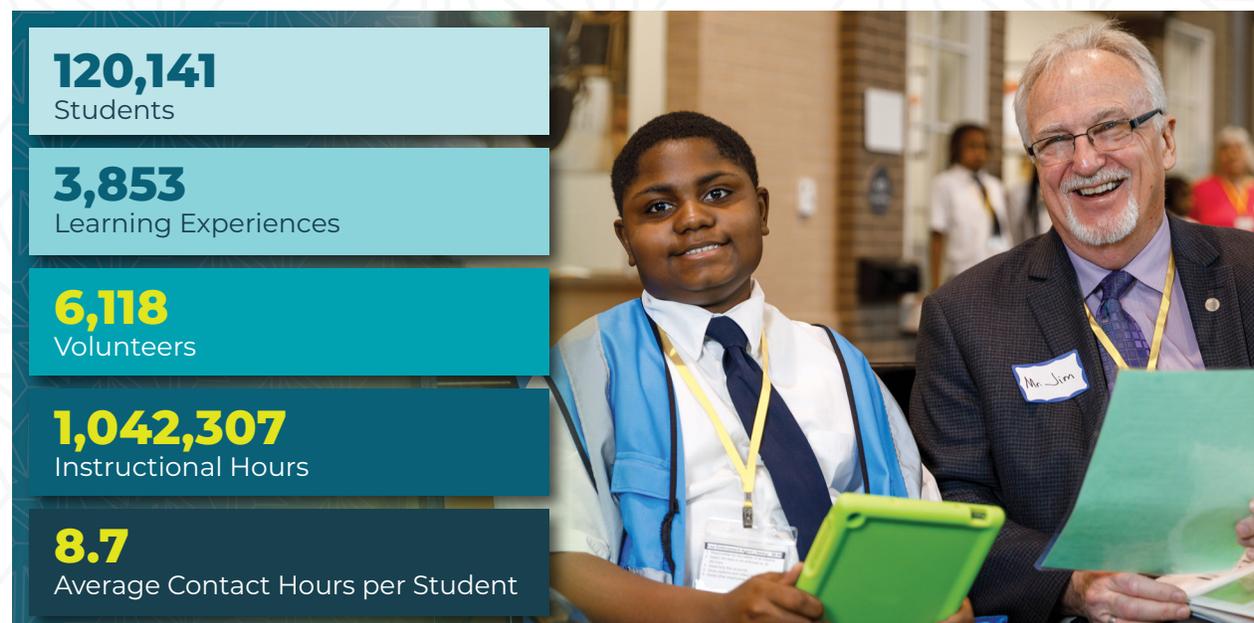
Our donors trust us to make their money matter. Building trust through fiscal responsibility means making the greatest impact with every dollar donated.



Our Impact

2024-25 Program Results

At JA, our results reflect our values. What we do is our passion, but how we do it makes all the difference. The time and attention given to every student shows in cooperative, long-term relationships, richer communities, and change that lasts a lifetime.



Why JA?

Not Our Parents' Economy

The world of work is changing – fast – and there is a growing disconnect between classroom instruction and career success.

Shrinking Talent Pools & Growing Skills Gaps

- 40% of today's job skills are projected to be outdated in just five years.
- 33% of teens are concerned they lack the skills to reach their career goals.
- 36% of teens are concerned they can afford the necessary education and training to reach their goals.²

Economic Mobility Becoming Harder to Reach

- 50% of today's youth are expected to earn less than their parents for the first time in modern history.¹
- 36% of teens worry they won't earn enough in their chosen field.
- 87% expect to earn extra income through side hustles or gig work.²

When College & Career Don't Connect

- 52% of graduates are underemployed a year after graduation.³
- 45% of graduates are still underemployed a decade after graduation.³
- Underemployed graduates typically earn only about 25% more than those with no education beyond high school.³

Education Creates Economic Opportunity & Mobility

JA works in partnership with schools across Wisconsin inspiring and preparing our young people to face change head-on, leading us toward a brighter future.

- 90% JA Alumni say JA played an important role in helping them believe they can follow their career path and achieve their personal and professional development.
- 83% of JA Alumni report having an “extremely fulfilling” career.
- 66% of JA Alumni describe themselves as “thriving.”⁴

JA provides experiences that simulate the application of real-world concepts in post-secondary environments. It's all part of bringing the real world to students, opening their minds to their potential and helping them be the change they want to see in themselves, their careers and their communities.

¹ World Economic Forum – *The future of jobs report 2025*

² [2025 JA Teens & Future of Work Survey](#)

³ [Talent Disrupted: Underemployment, College Graduates, and the Way Forward, 2024](#)

⁴ [2025 Ipsos survey: Generation Z and Millennial JA Alumni](#)

Impacts & Outcomes

Through innovative learning programs, strategic partnerships, and a commitment to access and impact, JA is building a future-ready generation and strengthening communities across the state.

Junior Achievement – Opening Doors to New Possibilities

Each year, more than 100,000 students around the state benefit from a JA learning experience. That's a big number. But real change starts at a much more personal level. It happens one-to-one between a student and a JA volunteer or mentor planting a seed of knowledge and watching it grow from abstract concept to real life lesson.

What can be harder to see is the long-term impact of those personal learning experiences as students move into adulthood. That's why it's so rewarding when we hear from adults who were "JA kids" as they reflect on the lifelong impact those early experiences had on the person they are today.

Heather Swart is a JA alum. It has been more than two decades since she participated in our JA Titan® Business Challenge. The annual competition teaches students how to navigate the decisions needed to develop a successful company and to practice life skills including critical thinking, strategic development, and teamwork.



Heather Swart

Heather took first prize in her competition and was awarded a JA scholarship to help launch her into college. The scholarship proved to be the impetus and financial support she needed to enroll at UW-Sheboygan. From there, she went on to earn her B.A. in accounting from the University of the Virgin Islands and ultimately, her master's degree.

As often happens, Heather's journey has taken many twists and turns. Today she gives back to her community through her work at Meals on Wheels. Looking back, she credits JA with making the journey possible. In her words – there is not one straight path to success, but every opportunity opens doors to new possibilities.

Improved Outlooks

Following their JA program, 93% of students felt very confident or extremely confident in their ability to manage their financial futures.

Learning That Lasts

81% of JA Alumni feel confident in their financial footing.

Program Highlights



Waunakee Teens Score a ‘Three-peat’ Win for Wisconsin in National Championship

Charlie Zimbric and Nathan Hansen from Waunakee Community High School became national champions in the JA Titan® Business Challenge in Atlanta. The Waunakee duo is the third Wisconsin team to win the national event since 2022. The national competition is part of “Future Bound,” a 3-day event featuring immersive learning experiences that connect students with mentors, industry professionals, and real-world opportunities.



Brookfield Teen Wins \$5,000 Scholarship as JA’s Statewide Young Entrepreneur

Aidan Liu of Brookfield Central High School took the top spot in JA’s statewide Young Entrepreneur competition in April. Liu beat out four other statewide finalists in the Shark Tank-style competition where he pitched his “Let’s Skate Foundation” to a panel of judges who awarded him the \$5,000 scholarship. Since Liu started his non-profit, Let’s Skate, in 2020, the group has promoted speedskating in local communities by helping lower barriers for entry. [Watch his video.](#)



3DE by JA Wins ‘Innovation in Education’ Nonprofit Excellence Award

3DE by Junior Achievement of Wisconsin was awarded the Innovation in Education award as part of the 2025 BizTimes Nonprofit Excellence Awards, which recognize outstanding nonprofits and corporate citizens for their efforts to make Milwaukee a better place to live, work, and play. 3DE is a curriculum model that transforms high school learning through relevant, real-world business case challenge methodology.



Local Staffer Receives National Award

Wausau’s Christina Kuenstler, Operations Coordinator for JA’s Northcentral Area, was selected from nominees across the U.S. as the winner of the JA USA MVP award at a national leadership conference held this last month in Cleveland, OH. Christina’s coworkers described her as “the heart of Junior Achievement,” and someone who is “truly the glue that holds the team together.”



Wisconsin Business Hall of Fame Honors Legendary Leaders

Junior Achievement of Wisconsin hosted the 2025 Wisconsin Business Hall of Fame on May 29 to celebrate four extraordinary leaders: Mark Murphy (Green Bay Packers), Jeff Yabuki (Fiserv), Judy & Thomas Pyle (Rayovac), and John Schlifske (Northwestern Mutual). Funds raised support JA’s work to inspire and prepare young people for success through financial literacy, career readiness, and entrepreneurship.

Program Highlights

Every student deserves a future filled with opportunities. Through career-connected learning, Junior Achievement is expanding access – one classroom, one partnership, one student at a time. For a comprehensive look at what’s available, we invite you to dive into our [full curriculum listing](#).

Classroom Content & Curriculum Offer Enhanced Learning Opportunities

JA works in partnership with schools across Wisconsin to offer K-12 in-class curriculum. Volunteers from Wisconsin’s business community deliver interactive lessons that build foundational financial literacy and career readiness skills.

Experiential Learning Centers (Appleton and Milwaukee) Connect Classroom to Careers

BizTown is a simulated city where 4th-6th graders run businesses, manage finances, and experience the responsibilities of adulthood. In JA Finance Park, 7th-12th graders experience first-hand financial decision making and career options.

Workforce Pathway Access Creates Opportunity

When students gain access to mentors, networks, and meaningful experiences, they open doors to new possibilities. Through job shadows, [career days](#) and career speakers, students gain direct exposure to career pathways, build networks, and develop essential employability skills.

[3DE Integrated Instructional Model \(Milwaukee\) Reinvents Classroom Learning \[Video\]](#)

3DE transforms high school education by bringing real-world business case studies into the classroom, integrating core subjects with problem-solving projects and fostering life skills such as self-directed learning, collaboration and teamwork, critical thinking, and cultural agility.

[JA Titan® \[Video\]](#)

In the JA Titan Business Challenge, high school students compete as business CEOs in the phone industry, experiencing first-hand how an organization makes decisions, analyzes outcomes, evaluates alternatives, and strategizes against competitors. Winning teams earn scholarship money and teams placing first and second advance to the Wisconsin state-level competition where state winners move on to nationals.

JA Stock Market Challenge®

The JA Stock Market Challenge® is a live stock market simulation where student teams play the role of stock traders and spend 60 (fictional) days competing to see who comes out on top. 1st and 2nd place teams receive prizes. Prior to the event, students learn the ups and downs of trading through five, 45-minute sessions of JA’s Take Stock in Your Future curriculum. Sponsors and volunteers help bring our events to life.

18+ Post Secondary Education

Perhaps our most exciting growth is happening in the post-secondary education space. JA is responding to emerging needs among a growing number of young adults struggling financially with independent living after school. JA is excited to be part of this new opportunity to help support one student at a time for their “last mile” of academic learning, enabling youth to be successful in their next steps in life.

JA Young Entrepreneur Competition

In this “Shark Tank” style competition, four finalists from grades 9-12 are selected to pitch their businesses to a panel of celebrity judges for a chance to win a \$5,000 top prize. The annual competition spotlights Wisconsin youth who have successfully turned a business idea into a fully operational commercial enterprise.

Celebrating Our Volunteers

Volunteers Bring Learning to Life

Thousands of people across Wisconsin volunteer for JA every year – and we appreciate every single one! Special thanks to the companies below that went above and beyond in sharing at least three separate volunteers or an employee who volunteered five or more times throughout the year.

Head of the Class: Each of these companies provided at least 20 employee volunteers

Advocate Health
Altra Federal Credit Union
Ascension Health
Associated Bank
Bank Five Nine
BDO USA, LLP
BMO
CCF Bank
CoVantage Credit Union

Ernst & Young LLP
FIS
Froedtert & Medical College
of Wisconsin
Janesville School District
Johnson Controls, Inc.
Kimberly-Clark Corporation
Komatsu Mining Corp
ManpowerGroup, Inc.

Menomonee Falls School District
MGIC Investment Corporation
Milwaukee Public Schools
Miller Electric Mfg. LLC
Northwestern Mutual Life Insurance
Company
Oshkosh Area School District
PwC
Robert W. Baird & Co.

Rockwell Automation
Royal Credit Union
Target
U.S. Bancorp
UW Credit Union
WESTconsin Credit Union

3DE Schools
3M Company
Abby Bank
Acuity Mutual Insurance
AEGIS Financial
Airport Connection
Allspring Global Investments
Alverno College
Amazon
Amcor
American Family Insurance
American National Bank
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Army Reserve
Aspirus
Associated Builders and Contractors
(ABC) of Wisconsin
Astronautics Corporation of America
AT&T
Atlas Preparatory Academy (Russell
Campus)
Ayres Associates
Badger High School
Baird - Campbell Harvey Group
Baker Tilly Virchow Krause, LLP
Bank First
Bank of Sun Prairie
Bay View Montessori Upper Campus
BDO USA, LLP - Madison
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Breakthrough
Bret Achtenhagen's Seasonal Services
Brookfield East High School
Brown & Brown Insurance

Bruno Independent Living Aids
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Charter Manufacturing Company, Inc.
ChemCeed, LLC
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System, Inc.
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Children's Wisconsin
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Compeer Financial
Concordia University Wisconsin
Constellation Energy Services
Conway Insurance Services, LLC
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CopyWrite Magazine, Media, &
Design, LLC
Coulee Bank
Cristo Rey Jesuit High School

Culver's of Eau Claire
Curt Manufacturing
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Deloitte & Touche LLP
Delta Air Lines, Inc.
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Direct Supply, Inc.
Domtar Paper Company
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Dynamic Ratings
Educators Credit Union
Edward Jones
Elkhorn Area School District
Ellsworth Adhesive Systems
Emplify Health
Empower
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FAA
Faith Technologies, Inc.
Festival Foods
Foot and Ankle Associates
Fortifi Bank
Foundation Finance Company LLC
Fox 25
Fox 48
Fox Valley Technical College
Froedtert Hospital
Froedtert Menomonee Falls Hospital
Full House Solutions
Generac Power Systems, Inc.
General Dynamics Corporation
General Electric Company
Germantown Police Department
Germantown School District
Gohr Creative Services
Goodwill Industries of Southeastern
Wisconsin & Metropolitan Chicago
Green Bay Area School District

Greendale School District
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Harley-Davidson, Inc.
Hartford JT. 1 School District
Heartland Business Systems
Helgesen Industries, Inc.
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Hmong American Peace Academy
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Humana
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Waukesha County
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Kohl's Corporation
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Kohler Credit Union
KPMG LLP
Kwik Trip, Inc.
La Crosse Fire Department
Lac Du Flambeau School District
Laird Technologies
Lake Country Fire Rescue
Lake Ridge Bank
Lakeland Care, Inc.
Lakeside Foods

Continued thanks to all of our corporate volunteer providers!

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 Learning Exchange
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 Lutheran High School Association of
 Greater Milwaukee
 M3 Insurance Solutions, Inc.
 The Marcus Corporation
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 of Commerce
 Michels Corporation
 Milestone Plumbing, Inc.
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 Milwaukee Bucks, Inc.
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 National Exchange Bank & Trust -
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 Navitus Health Solutions
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 Nicolet Bank
 Nicolet National Bank
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 Nordson EDI
 North Shore Bank
 Northwestern Bank
 Old National Bank
 Oostburg Area School District
 Orange Shoe Personal Fitness
 Trainers
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Pewaukee School District
 Pieper Electric, Inc.
 Plexus Corp.
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 Renaissance Learning, Inc.
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 Server Products, Inc.
 Sheboygan Falls School District
 Shoreside Therapies
 Shorewest REALTORS
 Signicast Corporation
 Skyward, Inc.
 Society Insurance
 South Milwaukee School District
 Southport Financial Center
 Spectrum Investment Advisors, Inc.
 St. Lukes Medical Center
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 WCTC
 We Energies Foundation
 Webster Financial Corporation
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 Farms Location #1
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 Wisconsin Public Radio
 Wisconsin Rapids Public School
 District
 Wisconsin State Patrol, Northwest
 Region
 WNB Financial
 Wolf River Community Bank
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 Zoological Society of Milwaukee
 County



Celebrating Our Donors

It's through the generosity of our community that our work is made possible.
Thank you to our 2024-25 donors. Your support changes lives.

\$100,000 - \$200,000

BMO
We Energies Foundation

\$50,000 - \$99,999

Acuity Mutual Insurance
Judd S. Alexander Foundation
Educators Credit Union
Komatsu Mining Corp
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William S. Knight Foundation
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\$10,000 - \$24,999

Accuray
Alliant Energy Corporation
Alliant Energy Foundation
Altra Foundation
AROW Global Corporation
Associated Bank
Bame Foundation (LubeTek)
Bank of America
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The ROS Foundation
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Wisconsin Public Service Foundation
Xcel Energy Foundation
YMCA of the Fox Cities

\$5,000 - \$9,999

3M Foundation
ABC Supply Company

ACI Worldwide
Brent Adam
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Amcor Cares Foundation
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Marine Credit Union Foundation
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Ruth Schuette
Kathi Seifert
Allan H. Selig
Michael S. Sheppard
Snap-On Tools Corp.
SpartanNash
State Farm Insurance
Daniel Steffes
Bert L. and Patricia S. Steigleder
Charitable Trust
Steve Stricker American Family
Insurance Foundation
George K. Tallman
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Tyson Foods
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 Alexis and Evan Bennett
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 Peg and Keith Burns
 Bush Brothers & Company
 Byline Bank
 Cardinal FG
 Cause for Celebrations Inc
 CCFBank
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 Sandeep Chalke
 Chippewa Falls Area Unified School District
 Community Foundation of Dunn County
 Compeer Financial
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 Lynn and Eric Delzer
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 Ecolab
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 Emplify Health
 Endres Manufacturing Company Foundation
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 Weyco Group, Inc.
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\$1,000 - \$2,499

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 Bangor Elementary P.T.O.
 Bank Five Nine - Oconomowoc
 Bank of Sun Prairie
 Gretchen and Ettore Barbatelli
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 Bayside Middle School
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 Brookfield Elementary School
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 Cumberland Elementary School
 Customodal, Inc.
 Decisive Solutions EC
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 Elk Mound Area School District
 Elkhart Lake-Glenbeulah Education Foundation
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 Emil Ewald Family Foundation
 Fall Creek School District
 Peter Farrow
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 Fond du Lac Area Foundation
 Fond du Lac Area Foundation - Charles and Merle Henkel Fund
 Fortifi Bank
 Gina Freels
 Froedtert Hospital
 G.E.C.U., The Friendly Credit Union
 Galloway Company
 Kevin Gietman
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 Ralph G. or Cherie Gorenstein Charitable Foundation Inc.
 Viktor Gottlieb
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 Todd Graverson
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 Christine B. Hill
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John Honadel
 Hoover Elementary School
 HUB International
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 Kiel Area Community Chest
 Kiel Middle School
 Deb Kind
 Tom Kissinger
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 Kohler Middle School
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 New London Middle School
 Nicolet National Bank
 Nohre & Company, S.C.
 North Middle School
 Omro Middle School
 Oostburg State Bank
 ORC Industries
 Oshkosh Area Community Foundation
 Oshkosh Mid-Morning Kiwanis Foundation
 Park Bank
 Park City Credit Union
 Parkview Elementary School
 Partners In Education
 Michael D. Paulsen
 Peace Lutheran School
 Paula Pergl
 Perspectives Training & Consulting LLC

\$1,000 - \$2,499 (cont.)

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Regis Catholic Schools
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Antonio Santillo
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Shawano Optimist Club
Sheboygan Falls Middle School
Sheboygan Falls School District
O'Neal Sims
Jon Sisulak
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Skyward
Snoeyenbos Family Foundation
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Michael Stayer-Suprick
Barbara Stein
Stella H. Jones Foundation
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Dan Storey Foundation
Matthew P. Sullivan
Lee A. Swank
Swanson Elementary School
Mike Szymaszek
Matthew Tadisich
The American Kettle Corn Company
The Capital Times Kids Fund
The Insurance Center
Denise Thomas
Thrivent Financial
Laura and Jason Thurow
Mark Toth
Trane
Triangle Manufacturing Fund of the
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Tri-County Communications
Cooperative, Inc.
Adam Turner
Valley Communities Credit Union
Vesta CPA
Walmart (Eau Claire)
Walmart (South Sheboygan)
Walmart (Chippewa Falls)
Walmart (De Pere)
Walmart (Pewaukee)
Walmart (Sheboygan)
Walmart (Waukesha)
Walmart (Plover)
Walmart store (Sparta)
Walmart Supercenter (Plymouth)
Walmart Supercenter (Fond du Lac)
Walmart Supercenter (Shawano)
James Wanserski
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Wausau Coated Products
Wausau Tile, Inc.
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Organization & Leadership



I am proud to serve this organization that has given more than half a million students a head start on transitioning into adulthood in just the past five years. And I am excited to help lead the organization toward even greater accomplishments as we navigate the evolving landscape of education, technology, and workforce readiness—ensuring that every student has the tools to thrive in a future we are only beginning to imagine.

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Regional Overview



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Portage/Wood County Area

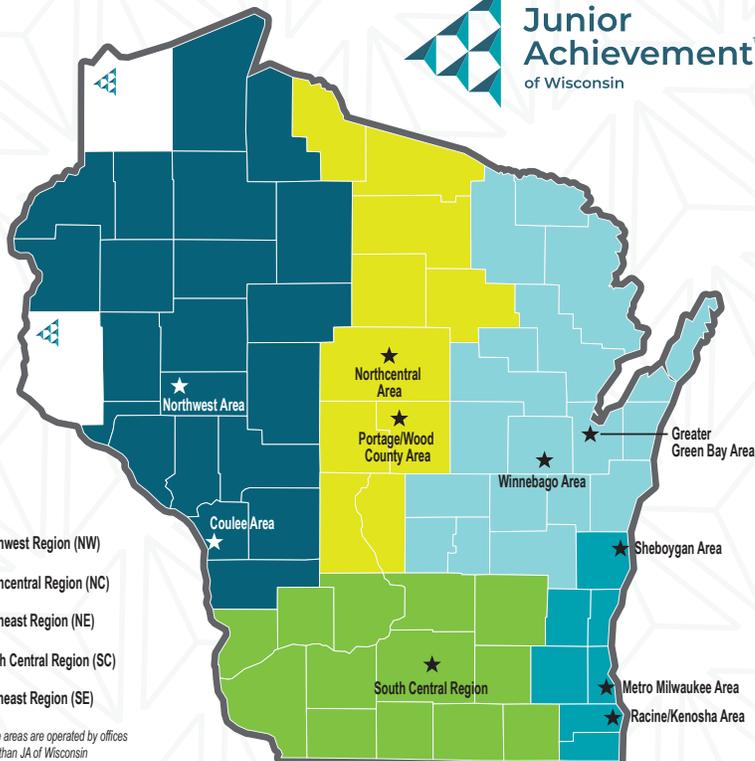
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Adam Sutter, Regional Director
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Southeast Region

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