



Junior
AchievementTM
of South Dakota

2024 IMPACT REPORT



To Our Valued Investors, Volunteers, and Friends:



KAYLA EITREIM
JA OF SOUTH DAKOTA
PRESIDENT & CEO

What's the one thing you wish you would have learned in school? For most people, the answer relates to financial decision-making, entrepreneurial mindset, or career development skills. At Junior Achievement of South Dakota, we are working to provide students with key learning opportunities, centered around these themes, while they are in school. We know today's students are the future leaders of our state, and thanks to the partnership of thousands of volunteers and donors, these lessons and experiences are realized for more than 55,000 students in South Dakota. It takes all of us working together to make this possible.

JA's traditional, in-classroom experiences continue to help students build the skills and confidence to achieve their highest potential. Students learn from dedicated community volunteers, who serve as influential role models and share their personal and professional experiences to bring the JA content to life. Through these classroom visits, students are motivated to pursue their academic and career interests and begin envisioning potential, attainable career paths that will fulfill their aspirations. Students receive multiple JA experiences during their K-12 education, helping them to leave high school with the skills and support needed to be successful. These experiences continue to evolve to ensure students are receiving timely, relevant content and provide a mix of both digital and hands-on activities.



STEVE STATZ,
Avera Health
JA OF SOUTH DAKOTA
STATE BOARD CHAIR
2023-2024

This year, a new chapter began for Junior Achievement of South Dakota. We were able to bring the first experiential learning opportunity, JA Finance Park, to the state. After 15 years of laying groundwork and waiting for the right time for both JA and our school district partners, we are now able to provide this impactful experience for our students. When leaving JA Finance Park, students have an understanding that the choices they make about spending and saving are important and will impact their lives. They also better understand the career opportunities available to them, and how the earnings from those careers can help them live the choice-filled life they desire. JA Finance Park is just beginning for us, and we are working diligently to bring the experience to more communities throughout the state in the coming years.



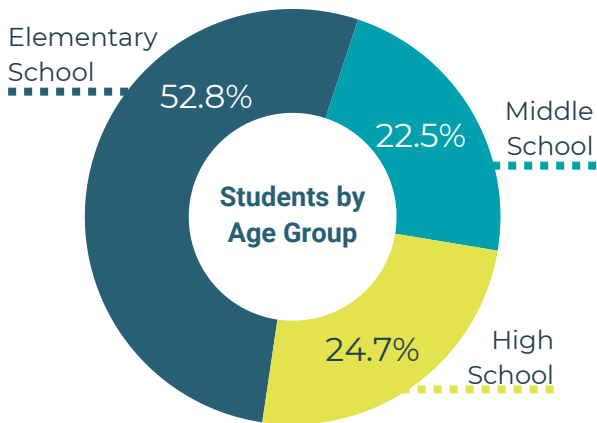
Thanks to the involvement of people like you, students who experience JA in their classroom or an immersive opportunity like JA Finance Park or JA Inspire are impacted significantly. JA students understand the value of education, believe they are prepared to reach their goals, and realize the wide array of career opportunities that are available to them in South Dakota. We truly appreciate your support as we continue to grow and enhance JA experiences to meet the needs of today's students. Together, we can help our students reach their boundless potential.

With sincere appreciation,

Kayla & Steve



Student Impact



55,437
STUDENTS

2,468
CLASSES

194
SCHOOLS

42
COMMUNITIES

1,999
EDUCATORS

213,009
STUDENT
CONTACT HOURS

TM

"Teaching students about money and budgeting based on their income was a valuable lesson."

Parker Middle School Teacher



2,154

VOLUNTEERS

Junior Achievement of South Dakota's passionate volunteers made an impact during the 2023-24 school year, connecting what students were learning in school to practical application.



75%

VOLUNTEER RETENTION RATE

With one of the highest volunteer retention rates among JA offices nationwide, Junior Achievement of South Dakota benefits from the dedication of volunteers who return year after year, amplifying our impact on students across the state.



34.6%

**OF SOUTH DAKOTA STUDENTS
RECEIVED JA**

Junior Achievement of South Dakota ranks 4th out of 99 JA offices for student market share. The JA national average market share is 8.4%



"I liked that my mom got to be my JA volunteer! It was fun learning big words like 'entrepreneur,' and I really liked the games and activities we did."

Chamberlain Elementary Student

Learning Experiences



JA TITAN

Over 700 high school students across South Dakota participated in JA Titan, with 16 teams competing in the statewide JA Titan competitions. During the event, students took on the role of a cell phone company CEO, aiming to sell the most cell phones.



JA EXCELLENCE THROUGH ETHICS

Through the JA Excellence through Ethics program, almost 10,500 middle and high school students from over 30 communities across the state learned from local community leaders about the importance of making ethical decisions.



JA INSPIRE

More than 3,600 eighth-grade students attended JA Inspire, a hands-on career exploration event to learn about career opportunities in South Dakota.

Professionals from 71 businesses showcased 90 careers, allowing students to ask questions and try various tools and skills used in those careers.



JA STOCK MARKET CHALLENGE

Over 2,200 students completed JA Invest for Your Future in the classroom. Twenty-seven student teams from eight schools attended the live JA Stock Market Challenge competition, competing to earn the highest return on their portfolio.

JA FINANCE PARK

JA Finance Park is JA's immersive experience for personal financial planning and career exploration, and the first experiential learning opportunity offered by JA in South Dakota. At the culmination of teacher-led, in-classroom lessons, students visit JA Finance Park, where they are given a life scenario, a career, and a salary they will use to make purchases and determine the best way to develop their personal/family budget. At JA Finance Park, students learn from community volunteers about the various areas of a monthly budget they can expect when they're an adult. These volunteers share their personal and professional experiences, which help the students gain valuable insights into planning for their future.



JA Finance Park launched in South Dakota in May 2024 with 500 students in Sioux Falls and Harrisburg and is expanding during the 2024-25 school year to reach nearly 3,000 students in six communities. JA of South Dakota will continue to expand this transformational program to students in additional communities in the 2025-26 school year, using a mobile simulation unit which makes it possible to bring the experience to students across the state.

"JA Finance Park allowed learners to put CTE personal finance content into practice. Through the simulation the learners had to make difficult choices with a major focus on lifestyle, family, and employment. The JA volunteers gave practical guidance and perspectives which made the experience realistic and personal." **Breanne Lynch, Harrisburg School District CTE Coordinator**

Alumni in Action

According to a 2024 third-party study by Ipsos:



98% of Millennial and Gen Z JA Alumni credit Junior Achievement for helping them understand the importance of education in shaping their future success.



81% of JA Alumni feel they have a strong financial footing.



89% of our Alumni say that JA played a key role in shaping their belief that they can achieve their goals.



83% of JA Alumni agree that they have a career that is extremely fulfilling.

"I truly believe JA helps students prepare for the future in ways traditional classroom lessons may not always have time for. JA introduces students to important concepts about communities, careers, and how people work together. For some, it's the first time they've ever been asked about these topics. I've seen students' ideas about their futures change and grow over the years. JA gives them the opportunity to think beyond what they know and become engaged, productive members of society who care about their communities."

Derrick Karsky,
Farmers Insurance Group/Karsky Agency,
JA Alumni & JA Volunteer

"When I was in Junior Achievement, we established a business where we created a product (our group made trivets; I still have one!), sold stocks to family and friends to buy material and supplies, made the product, sold the product, and distributed the profits back to our shareholders. That experience has stayed with me throughout my career. Now as a JA elementary classroom volunteer, I hope what I am sharing with the students gives them the same forever memories of creating that entrepreneurial spirit."

**Kae Klinkenborg, The First National Bank in Sioux Falls,
JA Alumni & JA Volunteer**



"Junior Achievement has taught me tremendous things throughout the years, but I was forever impacted when my class went to JA Inspire. Prior to this day, my plan was to be a veterinarian. However, other than my experiences competing in rodeo I had only a little knowledge about biology in general. While at JA Inspire, I got to learn about many fields like baking, construction, and medicine. I enjoyed it, but as I worked through the activities in medicine working with blood and talking about the difficulties with working on animals, I learned that I was not fit for the career I had once believed I was perfect for. JA impacted me because it changed the entire trajectory of my life, and it introduced me to psychology. As I listened to the therapist in her booth, I knew I would end up doing something like her one day and here I am. I would not be who I am without that one day in 8th grade that JA made possible. I am forever grateful to this organization."

Taylor Johanneson,
2023-24 JA Leo Crawford Scholarship Recipient

Supporting JA's Mission

In 2024, JA of South Dakota collaborated with our JA Champions and volunteers to organize fundraising events that offered opportunities for community engagement and support of our educational initiatives. These events have made a significant impact, raising vital funds and enabling us to deliver valuable lessons and experiences to students. We are deeply grateful to our volunteers and JA Champions for their unwavering dedication and support in these fundraising efforts. Your participation, whether as individuals or through your business, has been instrumental in advancing JA's mission.



Junior Achievement[®] of South Dakota **GOLF SCRAMBLE**

JA Golf Scramble - Brookings JA Golf Scramble - Chamberlain JA Golf Scramble - Pierre/Ft. Pierre



JA 100 Hole Challenge

JA Great Shots Fore The Kids JA Bowl-A-Thon - Sioux Empire



JA Bowl-A-Thon - Aberdeen Area JA Bowl-A-Thon - Huron JA Bowl-A-Thon - Watertown



Jerseys 4 JA - Mitchell

Jerseys 4 JA - Aberdeen Area

JA Bacon Run - Tea

Click [here](#) to join us at one of our upcoming JA events!

2024 JA State Board of Directors

Board Chair - Steve Statz
Avera Health

Vice Chair - Nathan Sanderson
South Dakota Retailers Association

Secretary - Clay Cudmore
South Dakota Community Foundation

Treasurer - Aaron Clayton
Eide Bailly, LLP

Past Chair - Mark Powell
Midco

Dennis Aanenson
A&B Business Solutions

Amange Aware
Wells Fargo Bank, N.A.

David Bangasser
Dacotah Bank

Victoria Blatchford
HME Management

Ryan Boschee
First Interstate Bank

Dana Dykhouse
First PREMIER Bank

Kirk Easton
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Addie Graham-Kramer
The Event Company

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Dr. Jennifer Lowery
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Brian Sandvig
Valley Queen Cheese Factory, Inc.

Durran Schmidt
Dacotah Bank

Preston Steele
American Trust Insurance

Bob Thimjon
Retired- The Ramkota Companies, Inc.

Logan Veurink
Sammons Financial Group

Joel Vockrodt
Office Peeps, Inc.

Kristi Wagner
Dakota Resources

Bob Weisser
Weisser Distributing, Inc.

Click [here](#) to view
JA Champions by
community.

"JA is a wonderful
interactive program that
engages students. It
aligns well with what we
are teaching in the
classroom."

**Mobridge Elementary
Teacher**

JA Statewide

Aberdeen Area
Baltic

Belle Fourche
Brandon Valley
Brookings Area
Canton
Centerville
Chamberlain
Dell Rapids
Flandreau

Harrisburg
Huron
Lead/Deadwood
Lennox
Madison
Milbank
Mitchell
Mobridge
Parker
Pierre-Ft. Pierre

Rapid City
Sioux Falls
Spearfish
Sturgis
Tea
Tri-Valley
Vermillion
Watertown
West Central
Winner
Yankton

FINANCIAL SUMMARY

*Per 2023-24 Audit

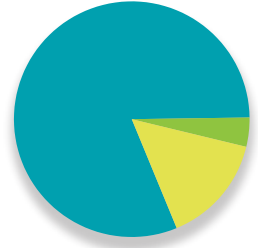
Total Revenue: \$1,505,119

Corporations: 49%
Foundations: 11%
Individuals: 12%
Special Events: 19%
Other: 9%



Total Expenses: \$1,411,758

Program Services: 81%
Fundraising: 15%
Management & General: 4%



Click [here](#) to view the 2024 investors who supported JA across South Dakota.
Thank you for investing in our youth!

MAKE AN IMPACT WITH JA!

Volunteer Your Time

Join us as we continue to grow and reach more students in South Dakota. Your time is an incredibly valuable gift. Sign up to make an impact today!

Click [here](#) to view JA volunteers across the state.

Invest in the Future

No gift is too small! Support JA student experiences by making a gift today. Consider your legacy and help sustain the mission of JA for generations to come by remembering us in your will, estate planning, or by beneficiary designation.

Join Us for a JA Event

We invite you or your company to participate in our fundraising events held across the state. Visit our website to learn about the various events we host to benefit student programming.

"While teaching Junior Achievement to my daughter's class in November, I received a touching message from another mom. She shared that her son and his friends had set up a neighborhood Snack Shop selling lemonade, fruit snacks, chips, and Capri Suns, inspired by our JA sessions. Seeing a photo of the boys running their business brought tears to my eyes—I felt incredibly proud that our lessons had sparked their entrepreneurial spirit. During our final session, I mentioned their initiative to the class, and seeing the boys smile in recognition filled me with joy. They were clearly proud of their achievement."

Cassandra Haas, Yankton Elementary Volunteer



Junior Achievement™
of South Dakota

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