



Junior
Achievement™
of South Dakota

2025

IMPACT REPORT



CONFIDENT | CAPABLE | CONNECTED

To Our Valued Investors, Volunteers and Friends:

How would South Dakota benefit if our future leaders came into the workforce feeling confident, capable and connected? At Junior Achievement of South Dakota, we are working to provide today's students with opportunities that help them excel in each of these three areas. JA equips students with essential, transferable skills such as critical thinking, problem solving, collaboration, communication and the mindset of continual learning. These competencies help students thrive in a dynamic economy - whether they choose higher education, entrepreneurship or simply want to create brighter futures for themselves and their communities. In partnership with our thousands of volunteers, JA empowers South Dakota students to make informed decisions that open doors and elevate their potential.

At Junior Achievement, we are committed to preparing young people for whatever comes next. Rapid innovation is transforming the world around us, and today's students are navigating opportunities and challenges that are changing faster than ever before. Junior Achievement of South Dakota is grateful for the opportunity to provide students with career-connected learning due to the generous support of partners like you. Over the past few years, as JA has launched experiential learning opportunities in South Dakota, we have had the privilege of seeing students light up with the understanding of financial decision-making and the need for innovation, and the belief that their dream career is within reach. These "lightbulb moments" have given JA the momentum needed to continue growing these immersive experiences, such as JA Finance Park®, to additional communities across the state.

Thanks to the success of JA Finance Park, we are excited to take the next step in the experiential learning journey by bringing JA BizTown® to South Dakota in early 2026! JA BizTown is a hands-on learning experience where fifth and sixth-grade students step into a simulated town to run businesses, manage money and take on real-world roles. Through this simulation and the curriculum provided before the simulation experience, students connect classroom lessons to everyday life by exploring careers, understanding citizen rights, practicing financial literacy and learning how businesses work together to form a cohesive community. Students will have the opportunity to build on the skills they have learned through JA's traditional, in-classroom experiences, and put that learning to work as they assume the role of an adult for a day. We are excited about this launch and look forward to reaching additional students as we expand the experience in 2027.

For South Dakota, a generation of young people entering the workforce feeling confident, capable and connected means a stronger economy and more vibrant communities. Confident students become leaders who are willing to innovate and seek out opportunities within our state. Capable students bring the financial literacy, problem-solving skills and workforce readiness needed for South Dakota's growing industries. And connected students—those who have engaged with community volunteers, explored careers and practiced collaboration—are more likely to stay, build careers and contribute to the long-term prosperity of their local communities. JA's lessons and experiences are designed to nurture these qualities so South Dakota can continue to thrive in a rapidly changing world.

Thank you for your partnership and dedication to helping the next generation thrive.



KAYLA EITREIM
JA OF SOUTH DAKOTA
PRESIDENT & CEO



NATHAN SANDERSON
JA OF SOUTH DAKOTA
STATE BOARD CHAIR
2024-2025

Student Impact



54,429 students



2,456 classes



2,307 volunteers



2,182 educators



200 schools



42 communities



“JA is ideal for helping students think about their role in the annual business fair and the many components of entrepreneurship. The lessons will open doors for conversation as we tie in our wants/needs to think about the big picture of what our consumers may want/need.”

-Huron Elementary Teacher



2,307 student impact volunteers



73.4%

volunteer retention rate

Many dedicated volunteers return each year, helping Junior Achievement of South Dakota empower thousands of students to own their future.

241,322 student contact hours



34.1%

of South Dakota students received JA

Junior Achievement of South Dakota ranks 4th out of 98 JA offices for student market share. The JA national average is 8.8%.

Elementary School

52.6%

23.8%

Middle School

Students by Age Group

23.6%

High School

“I really liked listening to the volunteers and getting some of their insight into the business world. It is nice to have community members involved in the educational process.”

-Rapid City High School Student



Future-Ready Experiences



JA Inspire offers students an up-close look at real-world careers and the skills needed to pursue them. More than 4,400 eighth-grade students explored opportunities virtually and in-person as they connected with local employers and discovered how their interests could translate into future careers.

At the hands-on event, local professionals from 70 businesses came together to showcase 90 unique career paths, allowing students to ask questions, test real tools and practice skills used every day in the workplace.

"At JA Inspire, I learned I want to become a firefighter or a police officer because I love helping people in need." -**JA Inspire Student**



JA Excellence through Ethics helps students understand how ethical choices shape their futures. Over 8,600 middle and high school students across the state connected with local leaders to explore the role integrity plays in school, work, and life. Through interactive discussions and real-world scenarios, professionals helped students understand how strong values guide everyday decisions and long-term success.



JA Stock Market Challenge allows students to experience the fast-paced world of investing and strategies behind successful trading. This year, more than 2,100 students built a foundation in saving and investing through JA Invest for Your Future in the classroom. Then, 21 student teams from seven schools competed in the live JA Stock Market Challenge, putting their financial knowledge to the test in a high-energy trading simulation.

Throughout the challenge, students collaborated under pressure, analyzed shifting market conditions, and adapted their approaches in real-time. The event deepened their understanding of financial concepts and strengthened the decision-making skills that will support them as they plan for their financial futures.



JA Titan gives students a hands-on look at running a business. More than 600 high school students across South Dakota stepped into the role of CEO as they worked to build the most successful cell phone company. Eight teams competed in the virtual statewide competition, where they analyzed data, made strategic decisions and experienced the fast-paced world of business leadership.



JA Finance Park gives students a hands-on look at real-world money management and career choices. After completing classroom lessons, they step into an interactive simulation where they receive a career, salary and life scenario. Then, they make decisions about housing, groceries, childcare and more to create a practical monthly budget. Community volunteers guide students through the process, sharing personal and professional insights that make the experience even more meaningful.

"I didn't realize the amount of money that is spent just to keep me alive. Now I know why my dad gets anxious when spending money." -**JA Finance Park Student**

This school year, 2,689 students in six communities participated in this transformational experience. In 2025–26, JA of South Dakota plans to bring JA Finance Park to eight communities through our mobile simulation unit, ensuring even more students across the state gain access to this life-changing immersive experience.

Alumni Highlights

According to a 2025 third-party study by Ipsos:

85% of JA Alumni say JA helped them find more opportunities in education and work.



91% of JA Alumni say that Junior Achievement showed them how to successfully collaborate with others.



89% say participation in Junior Achievement improved their communication skills.



"I was in JA from 9-12th grade, and at that time we made products to sell and raise money. I was able to attend a few JA conferences with kids from many different states, which was fun. Learning all aspects of a business, from making a product, to marketing and selling it, taught me a lot and helped me in my future jobs. Junior Achievement teaches students of all grades many different factors in the world of business and why things are done a certain way. I love volunteering for JA because I enjoy the kids and knowing I was part of teaching the students something new."

**-Mary Berkness, New Bedford Management,
JA Alum & JA Student Impact Volunteer**



"The aspect of Junior Achievement that had the greatest impact on my life was the lesson on moral decision-making during my junior year 'Junior Achievement Day.' A criminal defense attorney in Brookings led us through a series of moral questions, challenging us to think critically about our choices and the values that guide them. The experience made me reflect deeply on my principles and how they influence the decisions I make in both my personal life and future career. His questions prompted me to consider situations where right and wrong aren't always clearly defined, and that having a strong moral compass is essential not only for personal integrity but also for building trust and making a positive impact."

-Michelle Huh, 2025 JA Leo Crawford Scholarship Recipient

The skills I've learned from JA helped me figure out my strengths and passions in life, and how to make those practical in a modern world. We all have to make a living, after all. How do we balance our childhood dreams with the not-as-fun realities of work, insurance, and taxes? By educating our children through programs like JA. Learning the value of money, where it comes from, and where it goes built a fantastic foundation of responsibility while also associating those things with fun, social experiences. As a young kid, especially, these are difficult concepts to understand, but Junior Achievement, being taught over multiple years, helped increase the depth of my understanding. Volunteers like my dad helped me understand that being a mermaid may not be a practical career path for me, and helped me reflect on what I'm good at, what I have a passion for, and how I could further those skills to be comfortable while doing what I love.

**-Grace Schofield, PREMIER Bankcard,
JA Alum & JA Student Impact Volunteer**



2025 State Board of Directors

*New in 2025

Board Chair - Nathan Sanderson
South Dakota Retailers Association

Vice Chair - Clay Cudmore
South Dakota Community Foundation

Treasurer - Aaron Clayton
Eide Bailly, LLP

Secretary - Addie Graham-Kramer
The Event Company

Past Chair - Steve Statz
Retired - Avera

Dennis Aanenson
A&B Business Solutions

Amange Aware
Wells Fargo Bank, N.A.

Ryan Boschee
First Interstate Bank

Dana Dykhouse
First PREMIER Bank

Kirk Easton
Spearfish School District

Nick Gustafson
Bender Commercial Real Estate

Darren Hefty
Hefty Seed Company

Richie Hutchinson*
Prairie Ridge Advisory

Dr. Jennifer Lowery
Harrisburg School District

Alexis Mahlen*
Lloyd Companies

Mark Powell
Earthwise Pet & Grooming

Brian Sandvig
Valley Queen Cheese Factory Inc.

Durrant Schmidt
Dacotah Bank

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.

JA Communities

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



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

-Chamberlain Elementary Student

Igniting Opportunity Together

In 2025, JA of South Dakota collaborated with JA Champions and volunteers to host fundraising events that brought communities together in support of our educational lessons and experiences. These events generated essential funds that help JA deliver impactful learning experiences to students statewide. We are sincerely grateful to the volunteers and JA Champions for their commitment. Your involvement, whether individually or through your business, has been key to advancing JA's mission and expanding our reach.

JA 100 Hole Challenge



JA Great Shots Fore the Kids



JA Bowl-A-Thon



Jerseys 4 JA



JA Golf Scramble



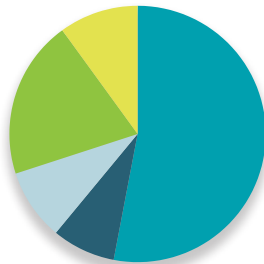
FINANCIAL SUMMARY

*Per 2024-25 Audit

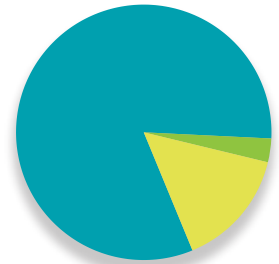
Total Revenue: \$1,661,018

Total Expenses: \$1,478,852

Corporations: 53%
Foundations: 8%
Individuals: 9%
Special Events: 20%
Other: 10%



Program Services: 82%
Fundraising: 15%
Management & General: 3%



Click [here](#) to view the 2025 investors who helped make JA's work possible across South Dakota. We're so grateful for your support and the impact you make on the next generation.

Make an Impact With JA in Your Community!



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 experiences.



“This will be my 15th year of volunteering with Junior Achievement, and every classroom I’ve been part of has been an absolutely rewarding experience. I enjoy seeing kids I’ve taught in the community talking about how much fun they had in JA, and if I can teach them again next year. My oldest daughter is now in 5th grade, and I’ve been fortunate to volunteer in her classroom, making an already fulfilling opportunity a true highlight for me. The fun activities and the fully laid out curriculum allow for their minds to think outside the box, and it’s truly a great feeling watching them grow from the first session to the last.”

-Blair Bathke, JA Champion & JA Student Impact Volunteer



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