I remember the stories my grandfather shared with me about his life as a young man: his first job, the long train ride to the German port where he boarded a ship for America, his arrival at Ellis Island. Most striking in my mind is that all of his stories involved a person who reached out and helped him during each step of his journey. Occasionally, I ponder my fate had the advice given to my grandfather been different than what he received. How would my story have changed?

At Junior Achievement, we are in the business of helping stories of all kinds come to life. Programs, such as JA Jump into My Future®, encourage Marcy and her classmates to explore careers they have never heard about. The impact of a volunteer’s story is a “light-bulb moment” for Domingo, an eighth-grader, when he understands the value of budgeting. Rebecca and students just like her learn about the cost of raising a family in JA Finance Park®.

Real Stories. Real People. Real Impact.

The stories on the pages that follow bring more Junior Achievement moments to life. I hope you enjoy them and that you are inspired by the impact you are helping us make.

On behalf of all of my co-workers, thank you for your support, your commitment to Junior Achievement, and for inspiring and preparing our students for their futures.

With gratitude,

Michael Frohna
President, Junior Achievement of Wisconsin

P.S. If you are so inclined to become a part of these success stories as a financial partner or volunteer, please reach out. I’d love to hear from you, mfrohna@jawis.org.
Junior Achievement of Wisconsin Receives Governor’s Financial Literacy Award

Junior Achievement of Wisconsin received the 2018 Governor’s Financial Literacy Award in the category of “Legacy.” The Governor’s Council on Financial Literacy selected JA for the Legacy Award as an organization whose purpose and heritage is ingrained in sustained financial literacy and capability. This lifetime recognition is intended to be conferred once upon recipients. The Awards Ceremony, hosted by Governor Tony Evers and members of the Governor’s Council on Financial Literacy, was held at the State Capitol in March, 2019.

“Financial literacy skill training is something we all need throughout our lives from elementary school to the workplace to retirement,” Governor Evers said. “The dedication of these individuals and groups to helping the people of Wisconsin become financially secure and achieve their dreams is commendable.”

JA Super Schools

More than 20 “Super Schools” in Wisconsin offer JA in every grade level and classroom.

JA programs in every grade level give students tools and knowledge to be better prepared for their futures. Research shows that JA students finish high school at a rate of 93% and secure employment at a higher rate than their peers. They are also 30% more likely to have a college degree.

“JA has enriched our school. Having people from our community come in to work and interact with our students and teachers only adds to what we offer in our curriculum. The lessons taught and the people that teach them are a huge benefit for our students,” says Bill Zuelsdorff, principal of Trinity Lutheran School, Wausau.

JA Celebrates 100 Years

In 1919, three industrialists from Springfield, Massachusetts founded Junior Achievement (JA) in response to families moving from farms to growing industrial cities. JA’s goal was to give young people the skills they needed to become successful adults in their new communities.

Over the past 100 years, Junior Achievement has evolved into a multinational organization, annually reaching more than 10 million students in 100 countries, with programs that promote career and work readiness, entrepreneurship, and financial literacy.

As part of JA’s Centennial Celebration, Made Possible: The Business of Junior Achievement, is airing nationwide on PBS. The hour-long documentary was shot in a diverse array of American cities and features renowned JA alumni, including CNN’s Chief Medical Correspondent Sanjay Gupta, and Mark Cuban, Dallas Mavericks owner and Shark Tank personality. JA’s Centennial was also highlighted as JA USA leaders rang the final bell of the New York Stock Exchange in March, 2019.
Students & Alumni

SETTING A CAREER PATH
Lisa Vander’s entrepreneurial experiences started in high school. “My exposure to Junior Achievement at such a young age really set the course of my entire career,” she says. Lisa’s first JA volunteer mentor was an environmental engineer at a sewage treatment plant where earthworms were used to repurpose human sewage into organic fertilizer. In 1979, this safe and odorless fertilizer was a unique concept. Inspired by her volunteer mentor, Lisa started her own business, Fertile Feed, in her parent’s garage. Selling her product door-to-door, people admired and supported Lisa’s business ambitions, especially as a high school student. Lisa went on to own a national educational company, receive two degrees in business innovation, and is now pursuing a doctorate in job creation to serve youth. (JA – Coulee)

JA BizTown® Entrepreneur
Jayden Bowman, a Milwaukee area 5th grade student, was so excited to apply at JA BizTown® Culver’s restaurant, a program at the Junior Achievement Kohl’s Education Center, that he set out to investigate what a manager does at his local Culver’s in Greenfield. “I was very nervous to go in to Culver’s and ask about a job as a manager,” said Jayden. Impressed by his initiative, the Culver’s general manager wrote a letter of recommendation for Jayden’s JA BizTown application. Jayden’s teacher said, “The JA BizTown program really sparked an interest [in Jayden]. In seven years of doing this program, no student has put in as much work as he has.” Jayden’s hard work paid off. He earned the position of food manager at Culver’s in JA BizTown and has a future job at Culver’s waiting for him in high school. (JA – Metro Milwaukee)

Junior Achievement’s Lifelong Impact
Matt Meis grew up with Junior Achievement and has no doubt about JA’s role in his success. His entrepreneurial spirit was first kindled in 2nd grade with the help of JA programs and volunteers. In high school, Matt started his own neighborhood computer repair business and in college volunteered with JA in many classes. He received the JA College Scholarship and the Young Entrepreneur of the Year Scholarship for his efforts.

Today, Matt still owns his computer company and has expanded his work life into the banking industry. As a JA volunteer, Matt has found courage for public speaking and discovered he learns just as much from his experiences as the students. “To give back is remarkable,” Matt says. “JA volunteers and programs have had a profound impact on my career and my life.” (JA – Portage & Wood Counties)
Giving Back

Macy Monfils, one of 13 high school volunteers from the Wolf River Area, benefited from Junior Achievement classroom programs from elementary through middle school. Inspired by her JA volunteer mentors, Macy started volunteering in 6th grade with JA events and today teaches JA in the classroom.

As a volunteer, Macy has learned just how quickly kids can apply JA principles. A young boy in her classroom proudly reported that he started saving money he earned doing chores. “It gives you such great satisfaction knowing you helped a young mind discover something new, and these skills will stay with the students as they journey through life.” (JA – Wolf River Area)

Character and Career Paths

Robert Holland’s dream is to be CEO of a hedge fund company and, of course, volunteer with Junior Achievement. Robert is a freshman at UW-Madison majoring in finance, and he says that from kindergarten onwards, JA classes formed his interest in business. “The high school JA Business Challenge simulation made me feel right at home…the exciting part of the game was learning how business works in the real world.” Robert’s team won the 2019 Sheboygan County JA Business Challenge and advanced to the Wisconsin JA Business Challenge “JA gave me a start as a teenager and it has really aided in the development of my character.” (JA – Sheboygan County)

CHANGING THE WORLD

“JA really makes a difference. I already use what I have learned.” – Anusha Maheshwari

Fox Cities high school students Olivia Hansen, Mason Lawrenz, Paige Schumacker, Natalie Brandt, Ana Rank, Isabella DeVine, Anusha Maheshwari and Sarah Stephan (not pictured) are exceptional young volunteers for the JA – Winnebago Area. As members of the Winnebago Area JA Student Ambassadors Board, they volunteer in numerous elementary and middle school classrooms, help at the JA Business Challenge and other events, and plan the JA Volunteer Appreciation event each year.

Helping others is the JA Student Ambassador goal. Working together as a team, learning to navigate differences of opinion, and holding each other accountable has shaped their college and career aspirations. They mutually agree that JA is preparing their generation for the future. As Sarah explains, “JA makes students understand the world, so they can determine how someday they will change it.” (JA – Winnebago Area)
“...and this was the first time I had ever heard one of them express interest in attending college.”

– Sara Waldron

“Why JA Opportunities Are Necessary

Birchwood High School in Birchwood, Wisconsin has 70 total students. When six of these students stepped forward to participate in the JA Business Challenge, teacher Sara Waldron was “amazed.” Several of these young people had never participated in a school activity outside of the classroom.

The students’ JA classroom volunteer motivated the students to learn about business concepts such as supply and demand, and marketing. At the JA Business Challenge, two teams went on to win the first-round competition and make it to the Championship, both firsts for the school.

Sara says she watched the students have fun as their confidence grew throughout the JA Business Challenge. “For some of these students, Junior Achievement has been one of the most important experiences in their educational journey so far, and a great reminder why these opportunities are necessary.” (JA – Northwest Wisconsin)

“GENERATIONS OF SERVICE

Deb O’Leary and her son, Kevin O’Leary, are life-long advocates of Junior Achievement. Deb first introduced JA Be Entrepreneurial into her middle school computer class in 2011 and now supplements her high school business and marketing classes with JA curriculum. Since Junior Achievement was introduced, student enrollment in the marketing classes has definitely increased. Deb says, “JA introduces students to careers they maybe wouldn’t have been aware of before.”

Kevin benefited from JA in his high school. He participated in the JA Business Challenge for four consecutive years and won the competition his freshman and senior years. His JA experiences led him to a career in business. Today, as a real estate broker, Kevin brings his knowledge as a Junior Achievement volunteer into the classroom, wanting to give back the “real-world knowledge” he learned in JA. (JA – Rock County Area)
Volunteers

Lasting Bonds

Junior Achievement creates lasting bonds between teachers, students, and volunteers alike. Patty Eley, a recently retired teacher from Middleton’s Northside Elementary School, hosted JA volunteer Suzanne Covoloskie, a process re-engineering manager, in her 2nd grade classroom for several years.

When she announced her retirement, Patty said the other teachers were clamoring for Suzanne as their JA classroom volunteer. “I confidently give JA a gold star,” Patty says, “I can’t rave enough about Suzanne and the JA program. My only wish was that it lasted the entire year!”

Suzanne, for her part, enjoys her company’s encouragement to volunteer during the work day. “You’re helping students lay the foundations for who they’ll be,” Suzanne says about the impact of JA’s programs. “Every single time I leave my class, I’m so excited and inspired when I go back to work.” (JA – Dane County Area)

A Legacy of JA Service

In 1979, Patrice Pergolski stepped into her first Junior Achievement classroom as a newly graduated engineer. Forty years and more than 1,000 students later, Patrice’s influence as a JA mentor and volunteer continues with another generation of young people.

When Patrice first became a JA volunteer teaching the JA Company Program®, she never expected the profound impact that Junior Achievement would have on her life. “When I was working, I would always come back from leading Junior Achievement and be energized, just wanting to do things and do better because of my experience with those kids.”

Many teachers and parents recall how their students and children made life decisions based on what they learned from Patrice, including her sons, Joel and Aaron Pergolski. Joel serves on the JA - Northcentral Wisconsin Board of Directors, and Aaron volunteers at his children’s school in Minnesota. Patrice continues to volunteer in retirement, continuing nearly a half-century of service to Junior Achievement.

(JA – Northcentral Wisconsin)

Coming Full Circle

Holly Nelson’s JA journey first started in her 4th grade classroom. In high school, she attended the JA Summer Camp on the campus of UW–Green Bay and won 1st place at the JA Business Challenge, receiving a $500 college scholarship. She became a JA volunteer and joined the student Junior Achievement Board, also winning the Friend of JA Scholarship.

Today, Holly is a nutrition operator at Mayo Clinic. She says all of her JA experiences taught her invaluable leadership skills, gave her opportunities to learn about school and careers, and the confidence to try new things. “I grew a lot as a person,” Holly says. “JA definitely got me out of my comfort zone to be where I am now.” (JA – Greater Green Bay Area)
Kohl’s Commitment to Youth

The Junior Achievement Kohl’s Education Center in Milwaukee was founded in 2009 with an initial $3 million commitment from Kohl’s Cares® to support the JA Capstone programs, JA BizTown® and JA Finance Park®. “Kohl’s is honored to continue our partnership with Junior Achievement to help local students discover, learn and grow their business and financial knowledge through experiential learning,” said Jen Johnson, SVP, Corporate Communications. “Through the Junior Achievement Kohl’s Education Center, youth gain invaluable skills that will help them to plan for their futures and empower them as our next generation of business leaders.”

Since then, Kohl’s and Kohl’s Cares® have committed nearly $7 million to support Junior Achievement of Wisconsin. Kohl’s associates are volunteer mentors for the JA Capstone and in-school classroom programs, and for the JA – Metro Milwaukee JA Business Challenge. Kohl’s associates also provide hours of service for the JA “Calls for Kids” donation program, writing thank you notes to JA volunteers, and rebuilding JA program kits. Kohl’s associates participate in JA Team Achieve, a program in which Kohl’s associates train to complete a half marathon while raising funds for JA. (JA – Metro Milwaukee)

A Legacy of Service

Mike Batten, former Chairman, President, and CEO of Twin Disc, believed that the responsibility of business is more than employment, it’s a part of the fabric of the community. For more than 50 years, the Batten family has worked side-by-side with the JA – Racine/Kenosha Area as volunteer mentors and annual investors in special events such as the JA Business Challenge and the JA Bowl-A-Thon, even donating office space to JA at the Twin Disc facility in Racine. Mike created The Junior Achievement Michael E. Batten Scholarship which today honors his legacy by awarding two annual scholarships to Racine and Kenosha students. (JA – Racine/Kenosha Area)

"Volunteer with JA! It’s not up to parents and teachers alone to support our kids. If we expect our way of life to continue, we must play a role in it."

– Tim Taggert, Twin Disc Warranty Manager and JA volunteer for 35 years
The Wisconsin Business Hall of Fame™ honors exceptional Wisconsin business leaders for their unwavering commitment to the free enterprise system, generosity and leadership in their respective communities, and for making a lasting impact on business and society.

Four outstanding Laureates were inducted into the Wisconsin Business Hall of Fame™ on April 4, 2019 at The Pfister Hotel in Milwaukee. More than 400 business and community leaders and their guests attended. The Distinguished Executive, Peak Performer, and Young Entrepreneur Awards were also given to business leaders who have shown excellence and commitment in their industry and community, and who excel in the free enterprise system.
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Lilly Creek Capital Partners

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Park Bank

Jennifer Wolff
Godfrey & Kahn S.C.

Jennifer Zierer
We Energies

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* Area Representatives
NORTH AND WEST CENTRAL REGION

Northcentral Wisconsin
2904 Rib Mountain Dr., Wausau

Students ........11,309
Volunteers .........377
Schools .............57

Coulee
2715 Losey Blvd., La Crosse

Students ........3,257
Volunteers ..........108
Schools ............31

Northwest Wisconsin
2004 Highland Ave, Ste. 2C, Eau Claire

Students ..........18,492
Volunteers ..........714
Schools ..........96

Portage & Wood Counties
23 Park Ridge Dr., Unit 2-0, Stevens Point

Students ..........2,643
Volunteers ........78
Schools ..........96

NORTHEAST REGION

Greater Green Bay Area
416 George St., De Pere

Students ..........7,544
Volunteers ..........229
Schools ..........70

Winnebago Area
300 N. Appleton St., Appleton

Students ..........15,162
Volunteers ........589
Schools ..........136

SOUTHEAST REGION

Metro Milwaukee
11111 W. Liberty Dr., Milwaukee

Students ..........66,058
Volunteers ..........4,988
Schools ..........350

Racine/Kenosha Area
1328 Racine St., Racine

Students ..........5,011
Volunteers ..........414
Schools ..........46

Sheboygan County
1441 N. Taylor Dr., Sheboygan

Students ..........4,566
Volunteers ..........234
Schools ..........46

For information about Junior Achievement Areas, visit Wisconsin.ja.org
## 2018-2019 INVESTORS AND VOLUNTEERS

### INVESTORS

$1,000,000+
- Kohl's Cares

$500,000+
- Community First Credit Union*
- Fox Valley Technical College*

$250,000 - $499,999
- Miron Construction Co.*
- David L. and Rita E. Nelson Family Fund**

$100,000 - $249,999
- BMO Financial Group
- Junior Achievement Women’s Association
- Miller Electric Mfg. LLC*
- Pieper Electric, Inc.*
- Frank C. Shattuck Community Fund**
- Silver Rock Consulting

$50,000 - $99,999
- Acuity
- Judd S. Alexander Foundation
- Bright Idea Fund**
- Craig C. Culver
- Festival Foods*
- Fox Cities Stadium Charitable Fund**
- Junior Achievement USA
- Komatsu America
- Patti and Daniel “Jack” McKelthan*
- Rockwell Automation
- Russ Darrow Group, Inc.
- William Siekman Junior Achievement Fund**
- The Boldt Company*
- Thrivent*
- U.S. Bank
- We Energies Foundation*
- Wells Fargo*
- WPS Foundation*
- Yvonne and James Ziemer

$25,000 - $49,999
- Amcor Foundation*
- Associated Bank
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- EY
- FIS
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- SC Johnson
- Holly and Brad Schlossmann United Way of the Greater Chippewa Valley

$10,000 - $24,999
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- ABC Supply Co., Inc.
- Accenture
- Alliant Energy Foundation
- Altra Federal Credit Union
- American Family Insurance Group
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- Baird
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- Connexus Association, Inc.
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- Lynn and Eric Delzer
- Dudley Foundation
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- William S. Knight Foundation
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- The George Kress Foundation
- Kwik Trip, Inc.
- The Lubar Family Foundation
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- Teleperformance
- The Antioch Foundation*
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- Thrivent Federal Credit Union*
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- U.S. Venture/Schmidt Family Foundation*
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- Wisconsin Public Service Corporation
- Woodward Communications Foundation*
- WOW - WE CARE CHARITY*
- Xcel Energy
- LaVonne and Donald Zietlow

$5,000 - $9,999
- Anonymous (2)
- 3M Foundation
- Alliant Energy
- Andersen Corporate Foundation
- Andis Foundation
JA FREE ENTERPRISE SOCIETY

The JA Free Enterprise Society recognizes individuals and families from around the world who demonstrate outstanding support of Junior Achievement through gifts of $10,000 or more between July 1 and June 30 each year to any Junior Achievement affiliate.

Judd S. Alexander Foundation
Alice M. Aranguren-Carrothers and Troy A. Carrothers
Melanie H. and Steven G. Booth
Margaret and Keith Burns
John Byrnes
William J. & Gertrude R. Casper Foundation
Anne and Theodore D. Crandall
Craig C. Culver
Karen and Chad Cundiff
Terri and Paul Danola
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Dudley Foundation
Kathy and James H. Fuchs
B.A. & Esther Greenheck Foundation
Hauske Family Foundation
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The Alberta S. Kimball - Mary L. Anhaltzer Foundation
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The Lubar Family Foundation
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Linda T. and John A. Mellowes
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Nasgovitz Family Foundation
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The Clarence Wallace & Dolores Lynch Wallace Family Foundation
Kelly and Raymond Wilson
Yvonne and James Ziemer
LaVonne and Donald Zietlow

*Deceased

JUNIOR ACHIEVEMENT HERITAGE SOCIETY

The Junior Achievement Heritage Society recognizes and honors ardent supporters who include the organization in their estate planning.

Janelle Damon
Susan and Russ Darrow*
Suz and Jeff Delahaut*
Mona and Ted Fox*
Susan Franken and William Thiel
Kathy and James H. Fuchs*
John C. Koss, Sr.*
Julie and Steven R. Schmidt
Melissa and Michael S. Sheppard
Barbara A. Stein*
Kelly and Raymond Wilson

*Founding Members, Junior Achievement of Wisconsin
### VOLUNTEERS

Categories indicate the number of volunteer participants or classes taught by individuals or employees of these companies.

<table>
<thead>
<tr>
<th>1,500+</th>
<th>Individual Community Volunteers</th>
</tr>
</thead>
</table>

| 150-250 | Associated Bank  BRM Financial Group  Junior Achievement of Wisconsin  Kohl’s Milwaukee Public Schools |

| 100-149 | Rockwell Automation  University of Wisconsin-Whitewater |


**FINANCIALS**

Fiscal Year July 1, 2018 – June 30, 2019

**REVENUE**

Contributions.......................................................... 64%
Special Events .......................................................... 22%
Release from Endowment ............................................. 13%
Other ........................................................................... 1%

Total Support and Other Revenue .........................$4,618,000*

**EXPENSES**

Programs ................................................................. 81%
General & Administrative ............................................. 6%
Fundraising ................................................................. 13%

Total Expenses ..........................................................$4,915,000

*Unaudited operating financials as of September 12, 2019. The completed audit will be available upon request after December 10, 2019.

We sincerely regret any omissions or errors. Please contact our Development Office at (414) 577-3850 with corrections.
PURPOSE:
To inspire and prepare young people to succeed in a global economy.

The skills I learned in Junior Achievement will help me to be more successful as an adult. I now know the importance of money in the real world and how much it is needed in everyday life.

- High School Student