

JUNIOR ACHIEVEMENT OF SOUTHWEST VIRGINIA

# IMPACT REPORT

2021 - 2022

INSPIRING  
TOMORROWS

TM



**Junior Achievement of Southwest Virginia, Inc.®**  
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Roanoke, VA 24018  
(540) 989-6392  
JASWVA.ORG



# LETTER FROM THE PRESIDENT

Junior Achievement Friends,

Sixty-five years ago, Junior Achievement of Southwest Virginia started in the Roanoke Valley inspired by business leaders who believed in working with young people to create engaged workers, leaders, innovators all to sustain a robust economy. Today JASWVA has the commitment to bolster the knowledge economy. JA wishes to provide every child in grades K-12 with the compass to their “North Star”.



The best way to describe this past year is “stupendous.” Help came from many places like franchises, entrepreneurs and banks that recently opened in our community. New volunteers stepped up in a major way teaching two different classes in the same week, instead of one class per semester. It is the volunteers who continue to encourage our young people about life skills and career opportunities. Donors in the region were also passionate about JA building the pathways that will keep our region vibrant. Together we all are hopeful for our free enterprise system.

JA programs teach students that necessity often fuels creativity and innovation. JA has worked tirelessly with local educators to answer their needs for better resources and programs to make up for lost hours of instruction due to the pandemic. The JA staff created flexible program delivery for the volunteers, students and teachers who wanted to include JA. Examples of JA learning experiences available this past year for volunteer led and virtual delivery were, **JA Inspire Virtual Career Fair**, **JA Job Shadow** and **JA Company Pop-Up** that created a bridge from the classroom to the world of work with students learning about entrepreneurship and their dream jobs. JA was able to place Montgomery County high school students on Virginia Tech’s campus to meet with the Pamplin College of Business professors and students who introduced college subjects and projects that await incoming first year students. These real-life experiences for our students are what delight me.

To ensure another 65 years of helping young people to own their economic success, the JA board of directors has become multi-generational. The board goal is to raise funds and network with diverse administrators, entrepreneurs, and human resource managers to create a seamless path for our youth to the high-growth and high-impact careers. In addition, JA has created a new brand to generate a new buzz for our programs as we reconnect with our multiple school systems who have undergone big personnel changes.

We can find a seat at our collective JA table for each of you, as a volunteer, donor, or advisor, it is your choice. On the pages to follow we will capture the year. Thank you to all for a stupendous year.

Best,

*Katherin Elam*

Katherin Anderson Elam  
President of Junior Achievement  
1998-2022

# IN OUR COMMUNITY

Junior Achievement's mission is to inspire and prepare young people to succeed. The inspiration piece comes from community volunteers who not only deliver our lessons, but share their experience. In the process, these volunteers serve as role models helping to positively impact young people's perceptions about the importance of education, as well as critical life skills. Preparation involves our proven lessons that promote financial capability, work and career readiness, and business ownership.



**3,953**

Students impacted by JA Programs



**227**

Classes delivered by JA Volunteers



**137**

JA Volunteers



**167**

Teachers assisted by JA Programs



**4**

JA Staff: Katherin Elam, Betsy Feldmann, Melissa Palmer, Autumn Waish

Junior Achievement of Southwest Virginia is changing the lives of many young people in our community through our programs, our volunteers, our school and teacher partners.

# EMPOWERING THE NEXT GENERATION

Junior Achievement helps prepare today's students for a bright future. Without our sponsors' support our ability to reach these students would be diminished. Thank you to the following sponsors for their dedication to our mission and the children of this community.

## **\$10,000+**

TMEIC Corporation  
Wells Fargo

## **\$7,500+**

Carilion Clinic  
T. Douglas McQuade

## **\$5,000+**

Allstate Insurance Company  
Branch Group, Inc.  
Ceres Foundation, Inc.  
City of Roanoke  
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## **\$2500+**

Adams Construction Company  
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## **\$1,000+**

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## **\$750+**

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Boys & Girls Clubs Of Southwest  
Virginia  
Classic City Mechanical  
Coca Cola Consolidated, Inc.  
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## **\$500+**

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Apparel, Housing and Resource  
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# EMPOWERING THE NEXT GENERATION

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Wayne Flippen

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Rob Brunner  
Travers Classic  
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Junior Achievement  
of Southwest  
Virginia provides  
several ways that  
you can get  
involved whether  
you're someone  
looking to  
volunteer, part of a  
district or school  
looking for  
educational  
materials, or part of  
a business looking  
to help us expand  
the reach of our  
mission. Please visit  
[jaswva.org](http://jaswva.org) for more  
information.



