



Junior
Achievement™
of Mahoning Valley



Annual Report

2021-2022





**BOARD OF DIRECTORS
2022-2023**

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Board Chair
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Vice Chair

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- Traci Hostotler**, Educational Service Center of
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- Ruthie King**, The Youngstown Chapter of the
Links, Inc.
- Tiffnie LaComb**, The Huntington National Bank
- Brian Mellott**, The Muransky Companies
- Teresa Miller**, Valley Economic Development
Partners
- Sarra Mohn**, Jet Creative
- Caitlin Numergut**, Associated School Employees
Credit Union
- Rocky Page**, Farmers National Bank
- Maria Pappas**, Youngstown City Schools
- Aaron Pitko**, Bodine Perry
- James Sebastian**, Premier Bank
- Frank Sybelink**, PNC Bank
- Lisa Taddel**, FirstEnergy Corp
- Lindsay Tipton**, Vallourec USA Corporation
- Donald Trummer**, HBK
- Felisa Vogrin**, Woodforest National Bank
- Holly Welch**, Austintown Elementary School
- Jena Zarlenga**, CHCC Companies

EMERITIS

- Kristina Herrmann**, Covelli Enterprises
- Betty Jo Licata**, Williamson College of Business
Administration, YSU
- Mike Kurish**, Associated School Employees Credit
Union

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- Michele Merkel**, President
- Jill Martin**, Program Director
- Heather Anderson**, Development Coordinator
- Anthony Pascarella**, Ashtabula Program Manager
- Morgan Conley**, Program & Special Events
Coordinator

September 1, 2022



Dear Friend of Junior Achievement,

JA's vision is to create "a world in which young people have the skill set and mindset to build thriving communities". Being able to deliver on that vision is quite the accomplishment. Through the programs outlined in this 2021-22 Impact Report, and our plans for the upcoming year, you'll see how Junior Achievement of Mahoning Valley is delivering on that vision.

This past school year, Junior Achievement of Mahoning Valley provided programs in career readiness, financial literacy and entrepreneurship to 9,275 students Ashtabula, Columbiana and Mahoning Counties.

Some of our highlights include:

- Two local teams competed in JA USA first national JA Titan Virtual Competition. JA Titan brings business economics to life. Students work in teams, to make financial decisions about production, marketing, research and development (R&D), and corporate social responsibility (CSR), they begin to see how every choice made in an organization relates to its future success.
- Junior Achievement of Mahoning Valley was awarded a \$100k grant from the Ohio Department of Education to Amplifying Ohio's Pathways to Graduation in Ashtabula County. This grant aims to address gaps in graduation rates and open more pathways to graduation, particularly increasing access to the career-readiness competency alternatives.
- JA staff played an integral part in the creation of JA's Ohio Financial Literacy program designed to fulfill the requirements of the new Ohio Financial Literacy law to high school students.

Thanks to generous board giving, successful special events and foundation support, JA of Mahoning Valley finished the year in solid financial condition, allowing growth to continue. To the JA volunteers, educators, donors and partners who stepped up for our students this year, thank you. Your support means so much as we continue to grow our JA community!



Michele L. Merkel

Michele Merkel
President



Melissa Maki

Melissa Maki
Board Chair





Junior Achievement is one of the world's largest nonprofits dedicated to addressing fundamental social and economic challenges of young people by educating and empowering them to transform their future and own their economic success.

Through the delivery of cutting-edge, experiential education in financial literacy, college and career readiness and entrepreneurship, JA enriches the ability of today's youth to both engage in their own economic development and contribute to the strength of their families, communities and economies.

At Junior Achievement of Mahoning Valley, our vision is to give the next generation hope for the future. We connect our region's young people with volunteer role models who guide them through relevant, hands-on learning experiences. We equip them with skills needed to navigate success in an increasingly complex economy, like how to manage money, how to prepare for a career, and how to open and run a business.

Together we can help prepare the next generation to succeed.

Visit mahoningvalley.ja.org to learn more about our mission, vision, and purpose



A WORLD OF POSSIBILITIES

3 Pillars

Financial Literacy
Work Readiness
Entrepreneurship

4

Counties Served
Mahoning, Trumbull
Columbiana, & Ashtabula

70 Years

Empowering
The Future Of The
Mahoning Valley

Each year, JA of Mahoning Valley typically supports



9,275

Students Reached



264

Volunteers & Educators



331

Classrooms



53,014

Student Contact Hours

OUR IMPACT

Research shows that 1-in-5 young people who go through a Junior Achievement program end up working in the same career field as the JA volunteer. JA is a transformative experience for many of the students who go through it, largely due to the volunteers who deliver our programs and serve as role models to these young people.

Junior Achievement provides volunteers with training that is simple and relatable; programs that are engaging and fun; and a classroom full of eager kids ready to learn! As a JA volunteer, you will inspire kids to achieve a more fulfilling career and life by contributing your professional insights and personal experiences to the programs you teach. Scan the QR Code for additional info on becoming a JA volunteer.



OUR MISSION

We want to be the partner of choice for businesses, educators, and policymakers around the globe seeking to expand youth education and economic development. At JA, we're laying the groundwork to serve students by supporting innovation throughout our network, making investments in technology and human capital, and executing partnerships with organizations that benefit from our unparalleled access to schools and students. Generous givers like yourself enable JA to prepare future leaders with the skills and confidence they need in order to pursue economic and life success. With your help, we can inspire even more students for brighter tomorrows. Learn more by scanning the QR code!





JA IS WHERE DREAMS TAKE FLIGHT

OUR SUPPORTERS

Platinum \$10,000+

Ashtabula Foundation
 Burton D. Morgan Foundation
 Ohio Department of Commerce
 The Youngstown Foundation
 William M. Neckerman Jr. Foundation

Gold \$5,000 - \$9,999

Community Foundation of the Mahoning Valley
 Lake City Plating
 Muransky Companies
 Premier Bank Foundation
 Senator Maurice & Florence Lipscher Fund
 Taco Bell Foundation
 The Pollock Company Foundation
 Toledo Community Foundation, Inc.
 Walter E. & Caroline H. Watson Foundation

Silver \$1,000 - \$4,999

Anne K. Christman Fund
 ASHTA Chemicals, Inc.
 Boardman Nissan
 Bon Secours Mercy Health
 Butech Bliss
 Centofanti Charitable Foundation
 Chepke, Joseph
 Cohen & Company
 ContagionClean LLC
 DiSalvo, Renee
 DJL Accounting & Consulting Group Inc.
 Equitable Foundation
 Evo Eco
 Farmers National Bank
 Farmers Trust Company
 First National Bank
 FirstEnergy Foundation
 Frances Schermer Charitable Trust
 G&S Refrigeration
 HBK CPAs and Consultants-Canfield
 Helen and Walter Bender Memorial Fund
 Helene P. Kaighin Charitable Trust
 I.J. Van Huffel Foundation
 Inspira Health Group
 Kent State University at Trumbull
 Molly Maid of Mahoning/Trumbull
 Mullen Insurance Solutions
 Nordson Corporation Foundation
 Packer Thomas
 Pelorus Financial Group Inc.
 PNC Financial Services Group
 PNC Foundation
 Rotunno, Kristine & Michael
 Salem Community Foundation
 Schroedel, Scullin & Bestic (SSB)
 Sebo, Bob and Linda
 Tailwind Logistics

**Feelings about
 JA Participation**

92%

**Influenced Belief I
 Could Achieve My
 Goals**



JA HELPS STUDENTS BECOME WORK & CAREER READY

Silver \$1,000 - \$4,999

Taylor Kia of Boardman
Team Recovery Inc.
The Fibus/Hendricks Family Foundation
The Middlefield Banking Company
The Schmutz Family Foundation
The Thomases Family Endowment of the YAJF
Two Men and a Truck
Valley Economic Development Partners
Vavpetic, Chad
Wadsworth Solutions
Warren P. Williamson, Jr. Fund
WaterTight Roofing Systems, LLC
William J. Bruder Trust
Zoldan, Bruce

Bronze \$500 - \$999

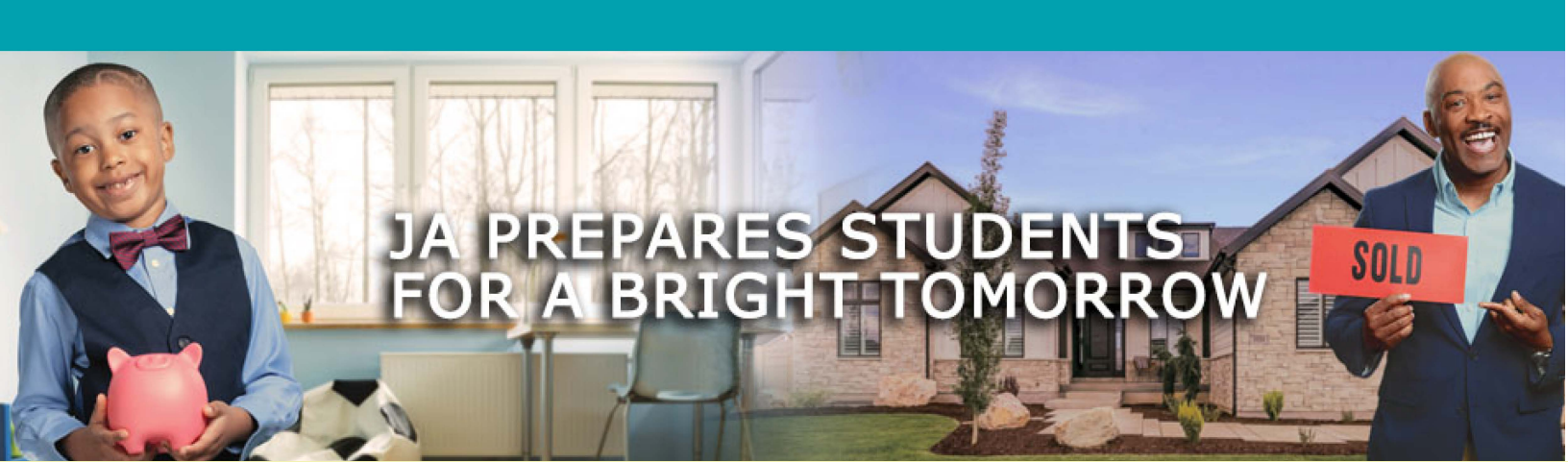
R.T. Vernal Paving, Inc.
Ranyan, Jamie & Jeralyn
Riley, Lori
Ruddy Insurance Group
Schwebel Family Foundation
Sebastian, James
Taneja Associates LTD Partnership
The Business of Good
The Refindary, LLC
Tipton, Lindsay
Wagner-Buckley, Megan
Wintz, Ryan and Amber
Worhatch, Kathleen
Yurchyk & Davis CPA's

Bronze \$500 - \$999

7 17 Credit Union
898 Marketing
Aqua Ohio
Bodine Perry
Burgan Real Estate, Ltd.
DeBartolo Corporation
Douglas A. Emery Agency, Inc.
Fast Signs
Fireline Inc.
Geneva Family Dental
Geneva-Liberty Steel Ltd.
Greenwood Foundation
Gridiron Windows and Doors
HD Davis CPAs LLC
Infinity Resources, Inc.
KeyBank Foundation
Long, Jim
Maki, Melissa
Martin, Jill
Ms. Kathleen Worhatch
Northwestern Mutual
Palmer, Daniel

**Percentage in Their
“Dream Career”**
*MidAmerica Nazarene College

*25%	69%
Average Americans	JA Alumni



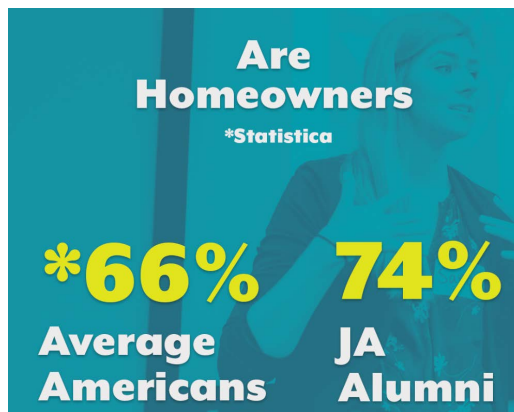
JA PREPARES STUDENTS FOR A BRIGHT TOMORROW

Partners \$100 - \$499

Allen's Pharmaserv
 Anderson, Heather
 Angelo, Marcy
 Apicella, Dr. Salvatore & Mrs. Alma
 Armstrong
 Ashtabula County Bar Association
 Ashtabula County Board of Commissioners
 Ashtabula County Metroparks
 Associated School Employees Credit Union
 Awad, Tarik
 Barninger, Greta
 Barto, Sherry
 Bartone, Jennifer
 Basista, Cheryl
 Beck, Nicole
 Begalla, Julianna
 Behnke, Tracy
 Bendis, Eileen
 Bendis, Jay
 Bendis, Todd
 Better Business Bureau of Mahoning Valley
 BOC Water Hydraulics
 Bonte, Carol
 Burger, Debra
 Cafaro Foundation
 Call, Jenna
 Cevetto, Sarah
 Charles MFG Co.
 Coblitz, Rick and Linda
 Colbert, Judy
 Cole, Liz
 Compco Industries
 Condo, Inc.
 Conley, John
 Conley, Lena
 Cortland Bank
 Costello, Thomas & Janet
 Covell, Paula
 Covelli Enterprises, LLC.
 Dalsky, Kathy
 Daniels, Joy
 Dechellis, Enzo

Delightfully Simple Boutique
 Dewberry, Laura
 Dobran, Emily
 Drummond, Maureen
 Dutton, Teri
 Eden Resources LLC
 EDM Management Inc.
 Erie Bank
 French, David and Patty
 Gazette Newspapers, Inc.
 Geneva College
 Greene, Julie
 Halcyon
 Hamilton, Kim
 Hawkins, Tara
 Hays Enterprises Inc.
 Homerun Interiors by Tiffany Kiphart
 Hughes, Lisa
 Humphrey, Shelly
 Hunter, DeWayne
 Jamie Blott Agency
 Jayne Colin's Travel Centre
 Jet Stream International
 Johnson, Christine
 Kehres, Tim
 Kersten, Autumn
 KeyBank
 King, Ruthie
 La Roche University
 Lee, Sarah
 Lowe, Clarissa
 Mansell, Lisa

Marino, John and Lucille
 Massena, Dyan
 Mayernick, Holly
 McCullough, Karin
 Mcginnis, Kellie
 Merkel, Michele
 Mceachern, Mia
 Miami University
 Millard, Gail
 Miller, Teresa
 Moderalli, Noreen
 Nunamaker, Melisa
 Ohio Academy of Science Believe in Ohio
 OOGEEP
 Peter Rossi and Son Memorial Chapel
 Pierce, Olivia
 Reema Taneja MD, Inc.
 Reliable Consulting Group LLC
 Richman, Angela
 Ryser, Thomas & Jeanette
 Schwebel, Lee
 Second Baptist Church
 SERVPRO of East Mahoning Valley
 Sherman, Bruce & Carol
 Silver, Michelle
 Simon Morris & Esther Family Fnd. (YAJF)
 Stern, Wendi and Randy
 Stowers-Hudson, Rana
 Sybelnik III, Frank J
 Taylor, Jodi
 Team Office Technologies.
 Tee's Dental Laboratory
 The GoodCoin Foundation
 The Helen L. Nassief Family Trust
 The Links, Inc. Youngstown Chapter
 The Train Station Fitness
 TRu Consulting
 Trummer, Donald
 Van Epps, Jessica
 Vavpetic, Nick & Christine
 Vector Security
 Vinkler, Justin
 Vioiillo, Michael





JA HELPS ENTREPRENEURIAL DREAMS COME TRUE

Partners \$100 - \$499

Vogrin, Felisa
 Warner, Gregory
 Waypoint 4180
 Whitehead, Ginger
 Wludyga, Scott
 York Mahoning Mechanical Contractors Inc.
 YSU Cliffe College of Creative Arts
 Zarlenga, Jena
 Zorn, William and Barbara

Friends <\$99

Brown, Hannah
 Butler, Rene
 Chambora, Charlotte
 Conley, Morgan
 Cooley, Stephanie
 Cotton, Joy
 Crabtree, Felicia
 Deltondo, Denise
 Demshar Eaton CPA
 Durovey, Stacie
 Fauvie, Jonathon
 Fertig, Martha
 Flake, Col. Mark
 Flynn, Jessica
 Glink, Sarah
 Guy, Jacob
 Hager, Dawn
 Hawout, Bethany
 Herock, Jill
 Hosa, Bobbie
 Huff, Heather
 Iarocci, Atty. Nicholas
 ID Networks, Inc.
 Jackson, Jessica
 Joseph, Akesha
 Loomis, Amy
 Masters, Amy
 Miller, Elizabeth
 Miller, Kim
 Moisio, Rebecca
 Muzic, Hannah
 Nellis, Sheri
 Notter, Josephine
 Olinik, Kristy
 Pratt, Jennifer
 Revlock, Sheri
 Rounfort, Lauranne
 Rydarowicz, Patricia
 Rydarowicz, Shawn
 Savarese, Margaret
 Schaab, Phyllis and David
 Scott, Natalie

Sheronovich, Denise
 Slimmer, Lori Ann
 Stowers, Ashley
 Terlecky, Kristie
 Thiry, Amanda
 VanDyke, Jessica
 Wasko, Carla
 Welch, Holly
 White, Carin
 White, Kaylor
 Woods, Megan
 Woolman, Madison

JA Alumni Work and Career

80%
Extremely
Fulfilling

84%
Professional
Development

81%
Career
Path

Friends <\$99

Ackler, Kerri
 Banar, Sandrae
 Barca, Katie
 Bennett, Brittany
 Berny, Susan
 Bess, Jessica
 Bleck, Lori
 Boyd, Mary
 Brophy, Matthew

Feelings about JA Participation

91%

Motivated Me
to Learn

Feelings about JA Participation

92%

Great Experience
Overall

Feelings about JA Participation

90%

Exposed Me to New
Ways of Thinking



JA OF MAHONING VALLEY PROGRAM HIGHLIGHTS



This year's **JA Titan Challenge** was held virtually, with 32 registered teams representing Austintown Fitch High School, Ashtabula County Technical & Career Campus, Jefferson High School, Lordstown High School, Mineral Ridge High School, NEO Impact Academy, and Pymatuning Valley High School. The top three teams were offered an entry to the national JA Titan Business Challenge competition, set for May 18th and 19th. Team members Richard Terry and Andrew Lindsay from Ashtabula County Technical and Career Campus took home the first-place title. Each player received a \$750 scholarship. Finishing in second place was a team from Pymatuning Valley High School, and students Conner Simonic, Tylar Reynolds, and Zachary Benton were each awarded a \$500 scholarship. In third place, each winning a \$250 scholarship, was a team from Ashtabula County Technical and Career Campus, which included Kaycee Spears, Giovanni Rivera, and Christian Nieves. Consolation Prize winning teams (4th, 5th, and 6th place) from Lordstown High School and Ashtabula County Technical and Career Campus, were awarded \$25 gift cards. Next year's Titan Challenge will held be in-person at Kent State. Scholarships were provided by Junior Achievement of Mahoning Valley.



On Saturday, April 30, 2022, Eastwood Mall customers had the unique opportunity shop and support youth-owned businesses during JA's **Youth Market Day**. During this one-day event, mall shoppers browsed the products and services created by innovative young entrepreneurs. Shoppers were able to vote on their favorite youth business for a People's Choice Award from the selection of student vendors selling items that ranged from cupcakes to cards, jewelry to self-care products, customized art to lawn services, and more. Additional awards were given to the winners of the Best of Show (most creative business) and Best Product (most original business). Students were responsible for their table set-up, product sales, marketing, and interacting with customers. This event was the culmination of the JA Start My Business workshops, which were experiential learning sessions that taught kids how to start, operate and own a business. Each child that attended a workshop received the JA Start My Business Youth Entrepreneur Workbook and an invitation to participate in the Youth Market Day. The workshops, Youth Market Day, and JA Start My Business workbooks were free thanks to a generous grant from the Cafaro Foundation, as well as funding from the Burton D. Morgan Foundation! Thank you to the Eastwood Mall Complex for hosting this exciting opportunity for local students, and a very special thank you to our panel of volunteer judges: Angela Kleem, Angela Vincent, Lindsay McCoy, Melissa Maki, Megan Watt, Hannah Debow, and Julie Swauger.



On Wednesday, May 25, over 350 middle school students from Conneaut Middle School had the unique opportunity to pitch an innovative Blizzard creation to Dairy Queen. The **JA Innovation Challenge** immersed middle school students in the world of business by challenging them to develop a new flavor of Blizzard for Dairy Queen, targeted for a market of their peers. Students kicked off the day (and their brainstorming sessions) by sampling Blizzards and conducting market research amongst their classmates to find out what toppings were most popular amongst their age group. Guided by JA volunteers, students learned to work together to practice entrepreneurial thinking, and experience the creativity, sense of accomplishment, and excitement that comes with solving a real-world business challenge. The one-day workshop concluded with pitch presentations to Conneaut Dairy Queen owner Keith Schreiber, Conneaut superintendent Lori Riley, and judges from the local community. A winning flavor was chosen from each grade level, and were put into a limited-time production at Conneaut Dairy Queen for a community-wide voting day on Thursday, June 2nd. DQ customers had the opportunity to purchase the innovative Blizzard flavors, with a portion of the proceeds donated to Conneaut Middle School. A total of 687 blizzards were sold during the event, and \$3,617.77 was donated back to the middle school. A special thank you to Conneaut Dairy Queen, Keith Schreiber, and the Burton D. Morgan Foundation for making this event possible!



During the **JA Innovation Virtual Challenge**, 5-7th grade students from Ashtabula, Columbiana, Mahoning, and Trumbull counties worked in teams of 3-5 to develop a pitch for a new flavor of pizza for Pizza Joe's, targeting a market of their peers. The JA Innovation Challenge teaches essential workforce readiness skills and helps kids develop a mindset for 21st century careers. All activities included in the program were student self-guided, with materials accessible online, and was suited to both synchronous and asynchronous learning environments. The challenge concluded with a video pitch competition to "Pizza Joe" Seminars, Pizza Joe's cooperate representatives, and a panel of local judges. Congratulations to our winning team from Heartland Christian: "The Bacon Bunch (Abby Ellis, Lila Hendershott, Brennan Murray, and Gabriella McDowell) and their winning pizza: The Mac N' Cheese Supreme Pizza, with the tagline, "Lets get mac n' cheeseey!". The Bacon Bunch had an opportunity to sell their winning pie during a Community Day at North Lima Pizza Joe's, with proceeds from the sale benefiting Heartland Christian School. Thank you to Kent State Trumbull for hosting our judging event, Pizza Joe's for providing breakfast pizza to our judges, Burton D. Morgan Foundation for the program funding, and a very special thank you to our judges: Katie Seminara-DeToro (Pizza Joe's), Caitlin Nemerget (ASECU), Melissa Maki (Middlefield Banking Company), Teresa Miller (Valley Economic Development Partners), and Bill Burgess (Kent State Trumbull).



Junior Achievement™
of Mahoning Valley

JA OF MAHONING VALLEY EVENT HIGHLIGHTS



Area golfers and local businesses raised \$42,505 for Junior Achievement of Mahoning Valley during the inaugural **Swing Fore JA Golf Classic** on Monday August 9, 2021. Foursome teams enjoyed a day of amazing weather, 18-holes of golf, contests, prizes, raffles, live music by Nick Adduci, food trucks (Auntie Anne's, Handels, Richardson's Concessions, and Chick-Fil-A), and a bbq dinner on the patio overlooking beautiful Lake Evans! The event was presented by The Muransky Companies; prizes sponsored by Kent State Trumbull County, Boardman Nissan, Contagion-CLEAN and CHCC Companies, and Covelli Enterprises; Hole-In-One's sponsored by Stadium GM in Salem, Sweeney Chevrolet, Valley Economic Development Partners, G&S Refrigeration, Gridiron Windows and Doors, Ruddy Insurance Company, Northwestern Mutual, and 898 Marketing; Charity Tees sponsored by 7/17 Credit Union, Armstrong, ASECU, Chick-fil-a Southern Park, Cohen & Company, Cortland Banks, DeSalvo Construction Co. Inc., Eagle Ware, EDM Management, Farmer's National Bank, Fast Signs, KeyBank, Middlefield Bank, Ohio Sport & Spine Institute, One Hot Cookie, Packer Thomas, SERVPRO, Taylor Auto group, Team Recovery, The Link's Incorporated, Train Station Company, Cigar King LLC, and York Mahoning. Junior Achievement of Mahoning Valley thanks all of the event volunteers and Lake Club staff that made this fundraising event a success! Photo (from left to right) Michele Merkel (JAMV), Brian Mellott (Southwoods Health), Josh Thompson (Muransky Companies), and Morgan Conley (JAMV).



On Friday, November 5th 2021, 177 bingo enthusiasts gathered at Andrus Banquet Center in Ashtabula for Junior Achievement of Ashtabula's **Designer Bag Bingo** event! Designer Bag Bingo is one of the most highly-anticipated fundraising events of the year. Each ticket included dinner, dessert, open bar, 10 rounds of bingo, and one dauber. The winner of each bingo round received a new, authentic designer bag from brands like Coach, Kate Spade, and Michael Kors. Bingo round sponsors were The Middlefield Banking Company and Geneva Family Dental. Funds raised during the event support Junior Achievement's financial literacy, work-readiness, and entrepreneurship programs to schools and organizations in Ashtabula County, at no cost to them. Thank you to Junior Achievement of Ashtabula committee members, community members, volunteers, and local businesses who helped to make this fundraiser possible, and for raising over \$14,000 during the event. A special thank you to our event MC- David Bucci. Congratulations to all of our participants and bingo round winners, as well the winners of our 50/50 raffle, Chance Auction baskets, Red Hot Purse Grand Prize (worth over \$1,000), and Swing Fore JA Golf Classic Grand Prize (an all-inclusive foursome package to the 2022 golf outing, held at The Lake Club in Youngstown, Ohio). The 2021 Golden Ticket raffle winner was also announced during the event: congratulations to Wendi Stern for her winning ticket of \$1,550!



On Friday, December 3, 2021, more than 450 participants gathered at the Metroplex in Girard, Ohio to support Junior Achievement of Mahoning Valley's 4th Annual Designer Bag Bingo event. Over \$36K was raised during the event, which benefits financial literacy, career-readiness, and entrepreneurship programs for students grades K-12 in Ashtabula, Columbiana, Mahoning, and Trumbull Counties. Bingo players enjoyed a lively evening of dinner catered by Kravitz Inspired Catering, festive holiday drinks, homemade desserts, and 15 rounds of game play. The winner of every bingo round received a brand-new, authentic designer handbag from Coach, Michael Kors, or Kate Spade. For those who weren't lucky enough to take home a purse, there were still many chances to win a prize! Dozens of giveaways, door prizes, a 50/50 raffle, several grand prize packages valued at more than one thousand dollars each, and over 45 chance auction baskets with items and gift cards donated by local businesses were a huge feature of the event. This charitable event was sponsored and presented by DJL Accounting; purses were sponsored by Middlefield Bank, Jamie Blott (State Farm) Insurance Agency, and 7 17 Credit Union; wine and door prizes were sponsored by L'uva Bella Winery; desserts were provided by Sam's Club (Niles) and Choffin Career and Technical Center; grand prizes were sponsored by Junior Achievement of Mahoning Valley, Fount Leather (Cleveland) and Abeischer's Jewelers. A heartfelt "thank you" to all sponsors, volunteers, JA board members, and bingo participants who made this our successful DBB yet!



Become a JA Event Sponsor!

Sponsorships for these events are critical for Junior Achievement of Mahoning Valley to continue providing life-changing programs to students in our community. These programs are delivered at no cost to schools and educators. You can make a difference in the lives of local students by participating in our fundraising events! Contact us to get more information on how to sponsor an upcoming event!



We envision a world where young people have the skillset and mindset to build thriving communities.



Junior Achievement of Mahoning Valley is celebrating its 70th anniversary with an announcement of a new name: Junior Achievement of Eastern Ohio! The update reflects the organizations commitment to a geographic area that covers the eastern part of the state; servicing schools across Ashtabula, Columbiana, Mahoning, and Trumbull Counties.

Junior Achievement's mission is to inspire and prepare young people for success, by helping students connect what they learn in school to life outside the classroom, especially when managing money, work and career readiness, and entrepreneurship.

"Junior Achievement's mission in this territory has evolved significantly over many years, and this update of our brand reflects that reality," said Michelle Merkel, President and CEO of Junior Achievement of Eastern Ohio. "We've worked closely with our partners in education, business, and the community to ensure that we deliver proven, life-changing learning experiences to students. This process, which includes the use of innovative learning technology, accelerated significantly over the course of the pandemic. The time just felt right to make this change to update our brand to recognize what Junior Achievement has become."

The name change will also accompany a rebranded logo. The new logo and color palette resembles birds flying in formation, represents how one leader in the community, working in tandem with Junior Achievement, can impact many lives. The brand update is occurring with JA operations across the United States, and with more than 100 JA operations worldwide. The first part of the rebrand includes websites, social media channels, and other marketing materials. The transition will also include updating curriculum, signage, buildings, and more, and is expected to take a few years to complete. "We feel the new name and brand will resonate with our existing educators and partners, as well as bring new opportunities throughout all four counties that we serve," said Melissa Maki, Board Chair of Junior Achievement of Eastern Ohio.