



Inspiring Tomorrows™



# News Release

For Immediate Release – October 13, 2020

**Contact:**

Susan Peterson  
Area Director, Northwest Wisconsin  
Junior Achievement of Wisconsin, Inc.  
[speterson@javis.org](mailto:speterson@javis.org)  
715-214-1124

## Junior Achievement Kicks Off Annual Operating Campaign

**Eau Claire, Wisconsin** – Goal set to raise \$187,500 this allows Junior Achievement to reach 7,500 students. Junior Achievement of Wisconsin, Inc., Northwest Wisconsin recently kicked off its annual Operating Campaign raising funds to offer JA programming to area youth for the 2020-2021 school year. Last year more than 12,000 area K -12th grade students throughout northwestern Wisconsin received Junior Achievement programming because of the generosity of area businesses and individuals throughout the area's 20-county area.

Junior Achievement's purpose is to empower young people to take ownership of their personal economic success. JA business volunteers work with area educators presenting financial literacy, work readiness and entrepreneurship skills to students attending public, private and parochial schools. Key information is presented to area students to help them understand how to manage money and how to act on their entrepreneurial spirit which results in innovation and job creation. Junior Achievement programs are available to students per the request of teachers. Volunteers are recruited to share their "real life" job experiences with the students and bring relevance to what students are learning in school.

"Junior Achievement continues its efforts to reach additional schools and kids in our communities," said Rolly Enderes, Junior Achievement Campaign Chair and board member. "I personally see the impact that JA programming is having on our kids. From the financial literacy lessons offered and how JA programs help area students with career planning, work readiness and entrepreneurship skills, This is why this year's campaign is even more important than ever so we can continue to support our existing programs and to expand JA programming to the schools and communities that are asking to be included." Susan Peterson, Junior Achievement Director stated, "This year's goal of \$187,500 will provide vital economic lessons to nearly 19,000 students preparing them for success in the global economy. We cannot begin to fulfill our mission without the generosity of area businesses and individuals who are willing to invest in our area youth." To donate or volunteer, call 715.835.5566 or visit [wisconsin.ja.org](http://wisconsin.ja.org).

**About Junior Achievement®** Junior Achievement (JA) is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship. As a nonprofit organization, Junior Achievement reaches more than 3 million students per year in 109 markets across the United States, with an additional 5.2 million students served by operations in 100 other countries worldwide.

Locally, Junior Achievement has 12 area offices across Wisconsin and serve approximately 81,700 students mentored by more than 4,700 volunteers. Northwestern Wisconsin staff collaborates with 390 volunteers and 325 teachers, educating more than 12,000 students throughout northwestern Wisconsin last school year. For more information visit us at [wisconsin.ja.org](http://wisconsin.ja.org) or call 715-835-5566.