

Milestones in JA History



1919

The Boys' and Girls' Bureau of The Eastern States League is formed to educate 8- to 12-year-olds about business, through after-school clubs.



1920

The organization's name changes to Junior Achievement.



1925

President Calvin Coolidge kicks off a five-year, \$1.5-million JA fundraising drive at the White House. "JA Worldwide is a first-class proposal," the president says. "Very much worthwhile!"



1928

High-school and early-college students ages 16 to 21 become the focus of JA, along with a shift from rural to urban youth.



1929

The U.S. stock market crash of 1929 ushers in a global depression. Without funds to attend college and few jobs available, young people seize upon JA as an opportunity to earn a small income (or second income) by starting real companies with real products or services.

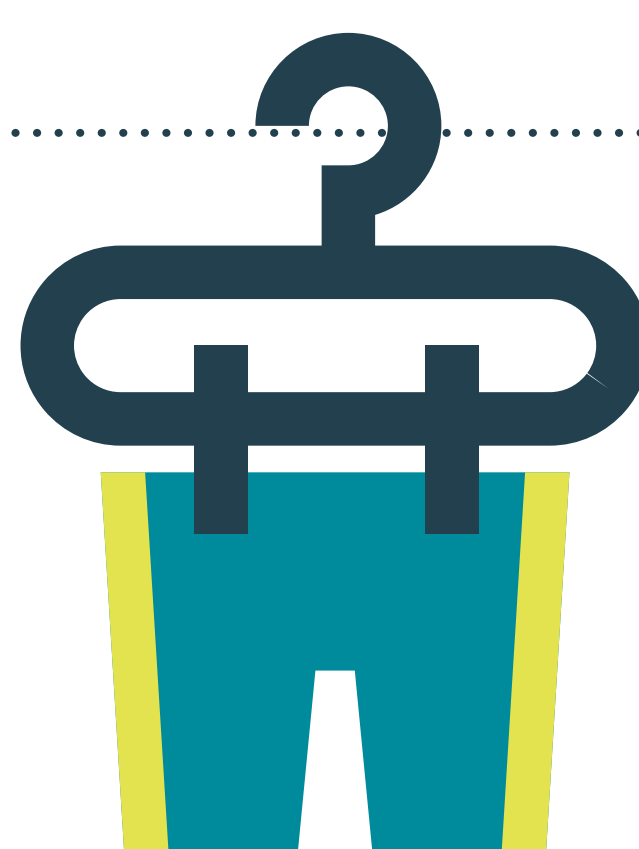


1936

In 1936, an article about JA ("Big business in miniature") appears in *Readers Digest*, the highest-circulating general-interest magazine in the U.S., causing great demand for JA's entrepreneurship program.

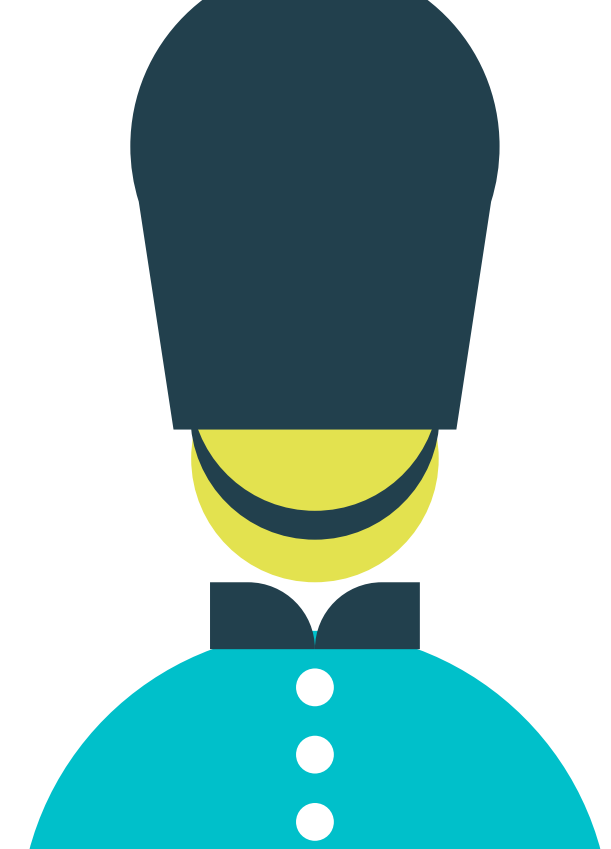
1945

As the U.S. commits to the war effort, one JA student company signs a contract with the U.S. Army to produce 10,000 pants hangers. Another JA company starts a scrap-metal business, while another manufactures baby incubators, which are in short supply after baby-products companies have turned their attention to war production.



1962

Young Enterprise forms in the UK, modeled on JA in the United States. (Many years later, the two organizations will merge.)



1955

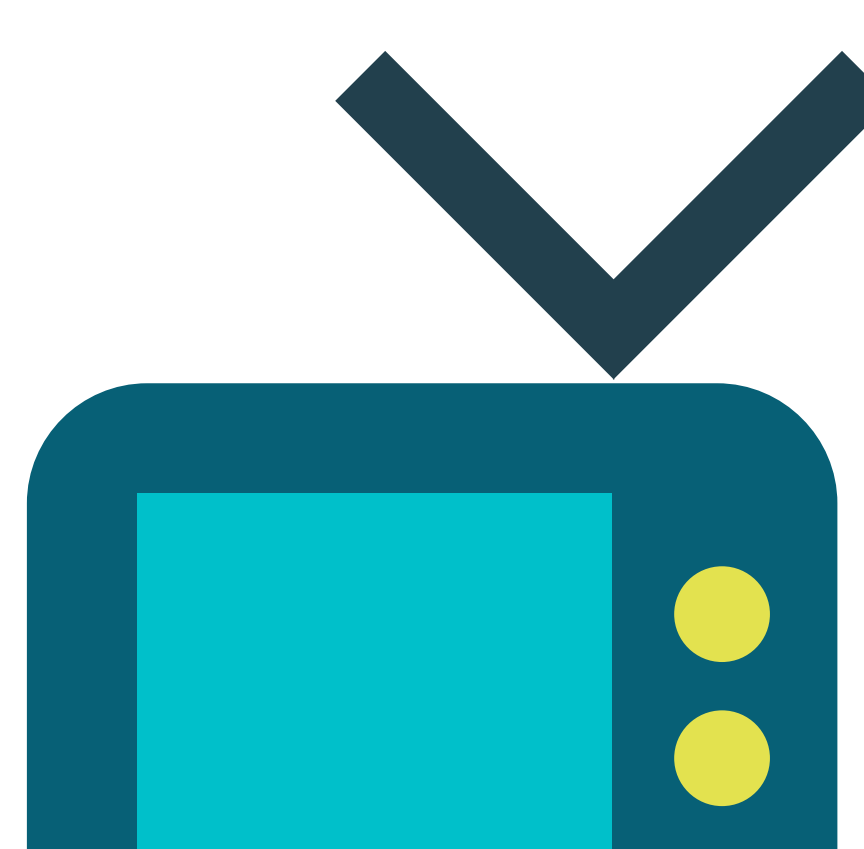
JA opens an international office in Vancouver, British Columbia, kicking off a decade of expansion across Canada.

As JA also expands across the U.S., President Eisenhower declares January 30 to February 5 to be the first annual "National Junior Achievement Week."



1967

Starting in 1967 and lasting nearly 20 years, the *Readers Digest* Speakers Corps identifies and trains high-achieving JA students to speak on behalf of JA. In total, more than 250 students are sent out for interviews, speeches, and lectures.



1969

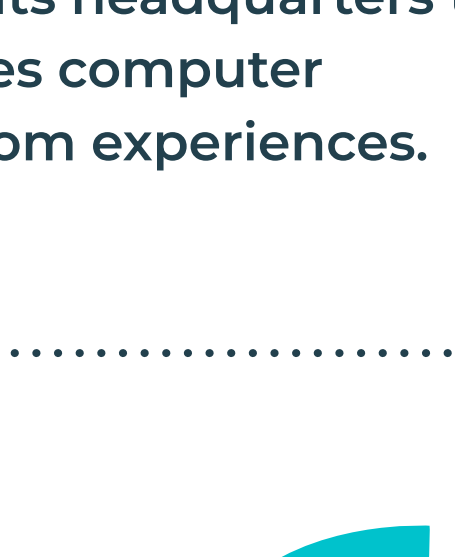
The Today Show features 50 years of JA, as does *U.S. News & World Report*, *Time*, *Business Week*, and *The Wall Street Journal*.

Global expansion begins in earnest, as JA opens a location in the Philippines and, six years later, another in Mexico.

Also in 1969, JA moves its headquarters to Colorado and introduces computer simulation into classroom experiences.

1972

Edward Lee signs up for JA in the Philippines and starts a company that designs and sells T-shirts. He will remain in business with two of his JA teammates for more than 40 years at the helm of COL Financial, the number-one investment brokerage in the Philippines.



1990s

The 1990s bring sweeping political and economic change to Eastern Bloc countries, as they move toward market-based economies. JA is there, establishing locations in Russia, Estonia, Armenia, and others, and often including civics lessons along with entrepreneurship. JA further expands its global footprint, setting up operations in Japan, China, Denmark, Tanzania, and more.

1980s

JA goes truly international after six decades as a largely American program, opening locations in South Africa, Brazil, Costa Rica, Malta, and many more.



2000s

JA's growth in Europe, the Middle East, Africa, and Asia Pacific leads to two new regional operating centers: JA Europe, to oversee JA in European countries, and JA Middle East and North Africa (MENA), which forms as INJAZ Al-Arab.

Also in this decade, JA programs begin to be gamified, blending in-person and online experiences for the first time.



2019: 100 Years

For the first time, NGO Advisor ranks JA among the top ten impactful nonprofit on the planet.

With a global network that has grown to over 100 countries, JA finishes its tenth decade with the highest enrollment in history: 11.5 million students.

The entire network celebrates our Centennial with events and galas, several books published about JA's history and impact, and more!

JA Mexico, JA Americas, and JA Worldwide combine efforts to bring together students, alumni, and business leaders for the first-ever JA Global Youth Forum, while global alumni also gather for the first time in celebration of the Centennial.



JA launches a modernized brand and shares a new vision: a world in which young people have the skillset and mindset to build thriving communities.

Following the Speakers Corps model from the 1960s, JA returns to its roots as a convener of youth voices, launching youthvoices.org, training select alumni to facilitate conversations among their peers, and arranging for youth to speak in front of global audiences.

JA Worldwide receives multiple nominations for the Nobel Peace Prize.

2020s

At the start of 2020, a global pandemic shuts down schools, offices, and businesses and disrupts the global economy. The JA network accelerates a multi-year plan for digital expansion of student learning experiences by launching 30+ programs in a matter of weeks. Student competitions go online, and the JA alumni community becomes a source of connection for our 150+ million alumni.

