



JA  Junior Achievement™
STOCK MARKET CHALLENGE
amazon  BARCLAYS

 Lincoln High School
amazon

JA  Junior Achievement™
of New York
STOCK MARKET CHALLENGE

IMPACT REPORT 2024



Long-term investing in financial markets is one of the most effective ways to build wealth over time, but the tools to understand how to make informed investing decisions are often difficult to access for many young people. The *JA Take Stock in Your Future* program introduces high school students to investing concepts and the stock market through an engaging classroom curriculum. Students then participate in a classroom or school-based JA Stock Market competition, with top teams advancing to JA New York's JA Stock Market Challenge® Final Competition.

The *JA Stock Market Challenge* is an exciting, hands-on event that immerses students in the experience of trading and investing through a dynamic, simulated stock market. Teams research and invest their portfolio from a pool of fictional stocks modeled after real-life companies. Each simulated trading day features news from the financial markets, requiring students to analyze the information and make investment decisions as they reevaluate their portfolios.

Demystifying the stock market for a new generation, encouraging them to become informed, responsible, and successful investors.



In spring 2024, JA New York and Amazon hosted the inaugural *JA Stock Market Challenge* with additional support from Barclays. This capstone event experience leveraged what students learned as part of *JA Take Stock in Your Future* and brought together over 70 high school students from five schools across the Greater New York region to test their investing skills and compete to maximize their portfolios' value.

Over the course of 60 simulated "days," students honed their skills in negotiation, clear communication, and resource management, interacting with volunteers from Amazon and Barclays as they directed their own trades. A total of 22 teams collaborated with volunteer "floor traders" to analyze news and make strategic trades throughout the competition.

JA Take Stock in Your Future Program

372

Students Participated

7

Schools Participated

40

Volunteer Experiences

JA Stock Market Challenge Finals

73

Students Participated

5

Schools Participated

30

Volunteer Experiences



"I learned **how to build a portfolio** and how the stock market works. I enjoyed coming to Amazon to compete and learn about the different jobs offered."

– Student
Oceanside High School Student

"We had such a **great time!** The employees enjoyed their experience working with the students and we look forward to engaging further with JA New York."

- Amazon volunteer

"The JA Take Stock in Your Future curriculum **helped my students** better understand the long-term and short-term risks and rewards of trading stocks. [They] were able to **strategize** during the classroom competition, using their knowledge of how to buy and sell stocks based on trends in the market."

– Educator
Oceanside High School

"The JA Take Stock in Your Future curriculum helped me **better understand the stock market and investing.** I learned how stocks move based on news cycles and I enjoyed [working] with my group, having different ideas and strategies."

– Student
High School for Construction Trades,
Engineering, and Architecture



Corporate Partners



School Partners

Lincoln High School
(Yonkers, NY)

Cathedral High School
(New York, NY)

Oceanside High School
(Oceanside, NY)

Ramapo High School
(Spring Valley, NY)

High School for Construction Trades, Engineering,
and Architecture
(Ozone Park, NY)



GET INVOLVED SPONSORSHIP OPPORTUNITIES

EMPOWER THE NEXT GENERATION OF INVESTORS SPONSOR THE JA STOCK MARKET CHALLENGE!

LASTING
COMMUNITY
IMPACT



BRAND
VISIBILITY



EMPLOYEE
ENGAGEMENT



TALENT
PIPELINE

Join us in empowering future financial leaders! Learn how you can sponsor *JA Take Stock in Your Future* and the *JA Stock Market Challenge* to provide more than 1,200 students with essential financial literacy skills and real-world market and investing expertise through this innovative, transformative experience.

To learn more about available sponsorship and hosting opportunities contact **Emily Tworek** at ETworek@jany.org



FOR MORE INFORMATION CONTACT

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ETworek@jany.org



**GET INVOLVED
VOLUNTEER WITH US**

**EMPOWERING THE NEXT GENERATION:
LEAD CLASSROOM-BASED SESSIONS TO
GUIDE STUDENTS TO THE STOCK MARKET CHALLENGE**

**SHARE YOUR
INSIGHTS**



**INSPIRE THE
NEXT
GENERATION**



**STRENGTHEN
THE
COMMUNITY**



**NETWORK
WITH OTHER
PROFESSIONALS**



**HAVE
FUN!**

Join us in empowering the next generation of investors by volunteering to teach *JA Take Stock in Your Future* in the classroom! As a volunteer, you'll have the opportunity to guide students through the fundamentals of the stock market, helping them understand how investing can shape their financial futures.

These pivotal sessions involve assisting students in constructing their hypothetical stock portfolios and then facilitating reflection on their newfound knowledge, ultimately empowering them to develop investment plans for the future. By participating in this program, students gain the essential skills and knowledge needed to confidently engage in our exciting Stock Market Challenge.



VOLUNTEERING WITH JUNIOR ACHIEVEMENT

Our team will equip you with comprehensive training and resources to ensure your success. Your real-world experience and enthusiasm will inspire young minds to take control of their financial literacy and build a strong foundation for their future success. Your guidance will not only prepare them for this challenge but also ignite a passion for finance and investing that can last a lifetime.

FOR MORE INFORMATION CONTACT

**Catherine Danyko-Sage
CDanyko-Sage@jany.org**



GET INVOLVED SCHOOL PARTICIPATION

UNLOCK FINANCIAL FUTURES JOIN THE JA STOCK MARKET CHALLENGE AND EMPOWER YOUR STUDENTS!

**INTERACTIVE
LEARNING
EXPERIENCE**



**HANDS-ON
FINANCIAL
EDUCATION**



**REAL-WORLD
SKILLS**



**CONNECT STUDENTS TO A
DIVERSE NETWORK OF
INDUSTRY PROFESSIONALS.**



**HAVE
FUN!**

JA Take Stock in Your Future introduces students to basic concepts about how the stock market works and the impact of current events on the stock market. Through *JA Take Stock in Your Future*, students discover the benefits and challenges of investing in the stock market as part of a broader, long-term investment strategy and the risks and rewards of trading.

After completing the classroom curriculum, students and teachers are invited to compete in the *JA Stock Market Challenge*, where high school students compete by investing and trading fake funds in the real market creating draft portfolios as teams, and finalizing their stock selections.



FOR MORE INFORMATION CONTACT

Catherine Danyko-Sage
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**Junior
Achievement**[™]
of New York

Junior Achievement of New York is the local affiliate of Junior Achievement USA, the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. We recruit, train, and mobilize thousands of volunteers from businesses and the community to provide relevant, hands-on experiences that give students knowledge and skills in financial literacy, work readiness and entrepreneurship.

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