

2024 IMPACT REPORT



discovery
C E N T E R



Junior
Achievement™

PAYCHEX™

4,871

Students Participated

46

Schools Participated

105

Educators Engaged

447

Volunteers Engaged

50

Simulations

102,318

**Instructional Contact
Hours**

"I learned how to manage money and customers, while also seeing how subjects you learn in school will help in real life."

- JA BizTown Student

"This experience will have a positive impact on students throughout their educational and adult lives."

-Fifth Grade Educator, Canal View Elementary,
Spencerport Central School District

"Just such a great experience overall and very eye-opening for the kids to realize what real life things they will need to deal with."

-JA Finance Park Volunteer
M&T Bank

INTRODUCTION



The Paychex Junior Achievement Discovery Center is a reality-based learning environment serving 4th through 12th grade students throughout the greater Rochester Region. This educational model is sequential and immersive, providing a relevant connection between what is taught in the classroom and what is happening in the world of work, between “learning and earning.”

Each program encompasses 13 lessons in the classroom, followed by a visit to this authentic mini-city, with replica businesses and organizations that make up our community and our workforce.

In JA BizTown, community volunteers guide students as they become active members of our local economy. Throughout the day-long experience, JA BizTown citizens perform jobs, run our local businesses, open bank accounts, spend their earnings within a budget, elect a mayor and sell services and consumer goods to each other.

A few years later in JA Finance Park, middle and high school students take on new lives, with careers, families, credit scores and other adult obligations. They once again become active members of our local economy, receiving guidance from volunteer role models to make the financial decisions that support the lives they envision.

The Paychex Junior Achievement Discovery Center is developing critical financial self-sufficiency, workforce readiness and entrepreneurial skills in youth, while helping to address many of the most pressing needs in our community, including generational poverty and a lack of skilled workers in a variety of industries.



**Built to educate and designed to inspire,
students will see first-hand the boundless
possibilities available right here in our
Region.**

JA BizTown citizens are surveyed before and after program implementation. The following percentage said that JA BizTown taught them:

- 89%** **The importance of having a bank account.**
- 82%** **How to deposit a check and use earnings to save and spend.**
- 83%** **How to be a responsible citizen, including the importance of voting.**
- 83%** **How businesses work together in a community.**
- 83%** **The importance of teamwork.**

On average, 79% of Biz Town students answered skill/knowledge-based questions correctly after participating in the classroom lessons and the simulation experience.

Students opening bank accounts at Five Star Bank



The following students agreed or strongly agreed that their JA Finance Park experience helped them:

94% Understand how a budget works.

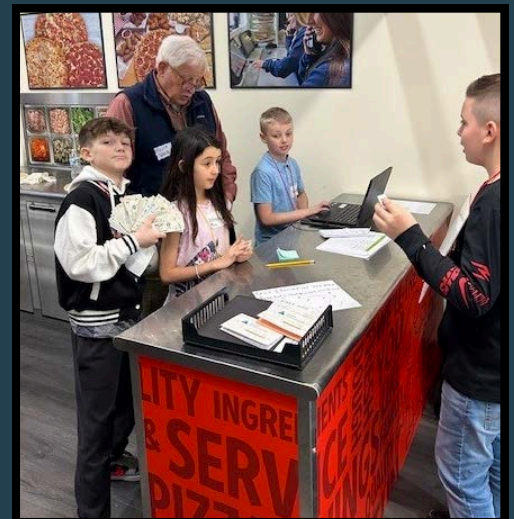
91% See the need for adjustments to a budget in order to live within a particular salary.

92% Be better prepared for budget challenges when they arise.

90% Be better prepared for college or the workplace.

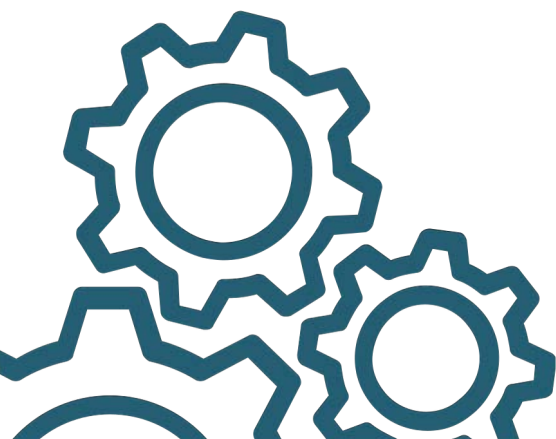
85% Explore new career opportunities.

In addition, 93% of students said their interaction with their volunteer during the simulation had a positive influence on their personal development.



Caledonia Mumford Central School District
Gates-Chili Central School District
Greece Central School District
Keshequa Central School District
Pittsford Central School District
Port Byron Central School District
Rochester City School District
Rochester Prep High School
Spencerport Central School District
St. Pius X
St. Rita
St. Mary's, Canandaigua
Wheatland Chili Central School District

ACKNOWLEDGEMENTS



2024

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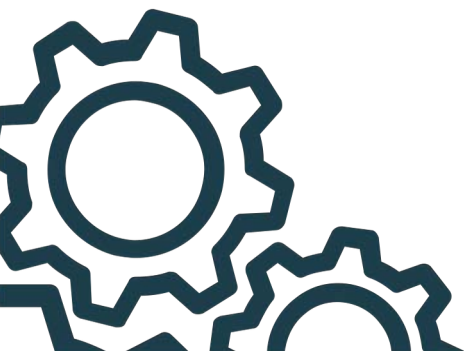
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Present your company to thousands of students through volunteer engagement and sponsorship opportunities. Students will explore various career paths and gain valuable insights into your business.

**Build your future
workforce prospects**



**Engage your
employees**



**Expose your business
to future customers**



**Make a lasting impact on
thousands of students**

“Support of organizations like Junior Achievement is central to our purpose at Paychex. We’re incredibly proud to be part of bringing the first Junior Achievement Discovery Center to New York State. The thousands of students coming through the Paychex JA Discovery Center doors each year represent the future workforce. They will be developing the entrepreneurial leadership skills that could one day help them open their own business and contribute to building vibrant communities in Rochester and the Finger Lakes region.”

- John Gibson, Paychex President and CEO



“A win-win for local company exposure and student hands-on experiences, preparing them for future opportunities.”

-Athena High School College and Career Coordinator
Greece Central School District

Paychex JA Discovery Center Donors



The Paychex Junior Achievement Discovery Center is an unprecedented collaboration of business, industry, education, foundations, individuals and government leaders, all coming together for a common goal: to keep our community growing and strong in the years to come.

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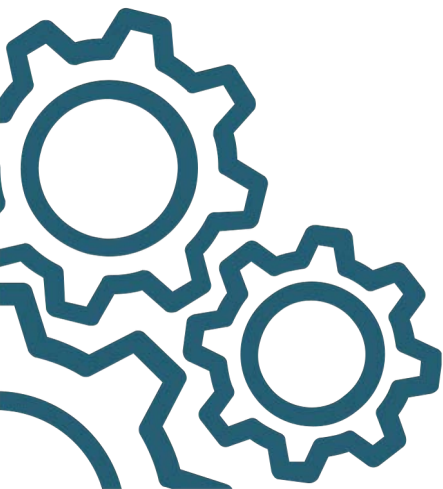
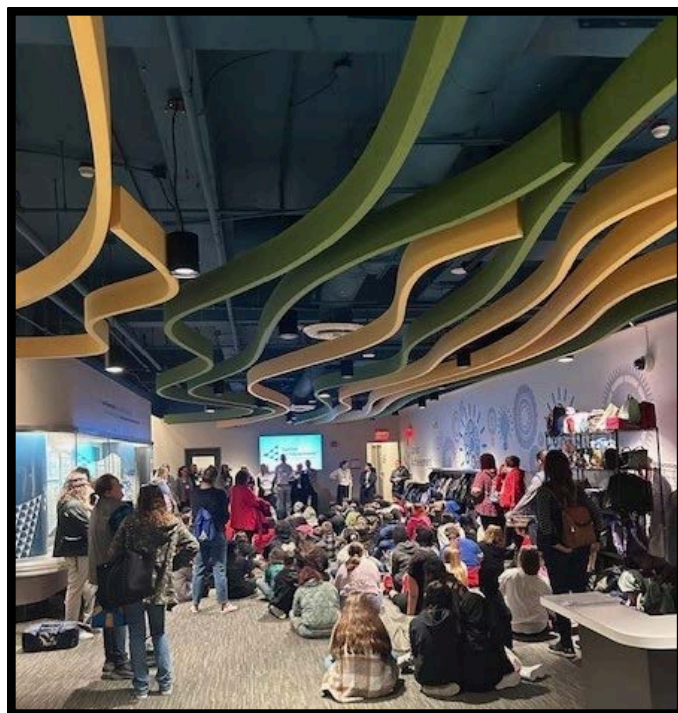


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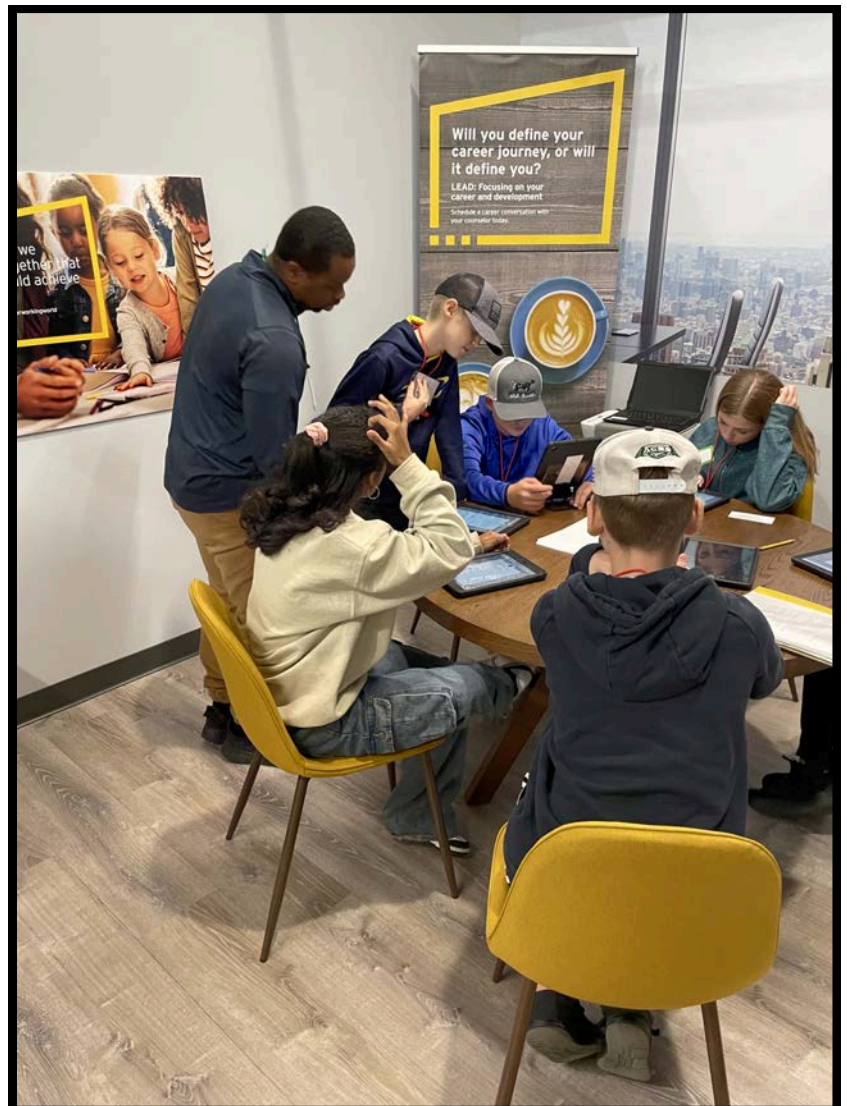


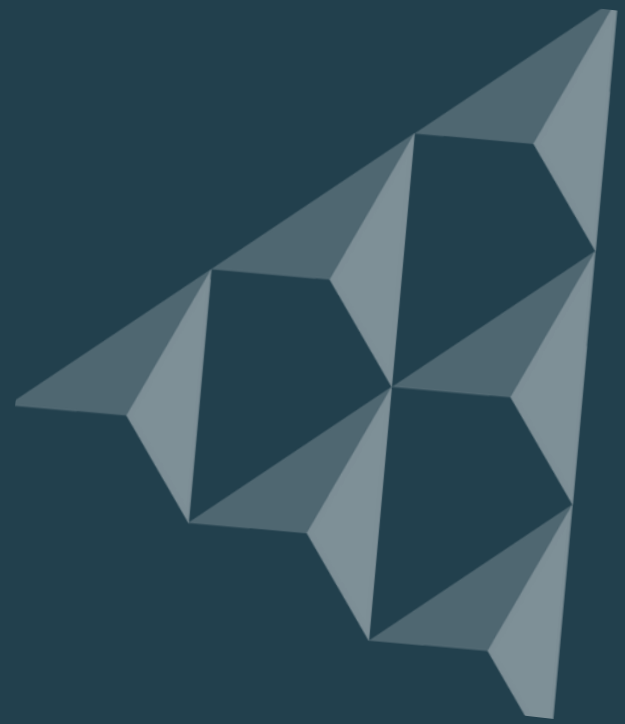
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Junior Achievement of Central Upstate New York, Inc. is a local affiliate of Junior Achievement USA, the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their 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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