

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.



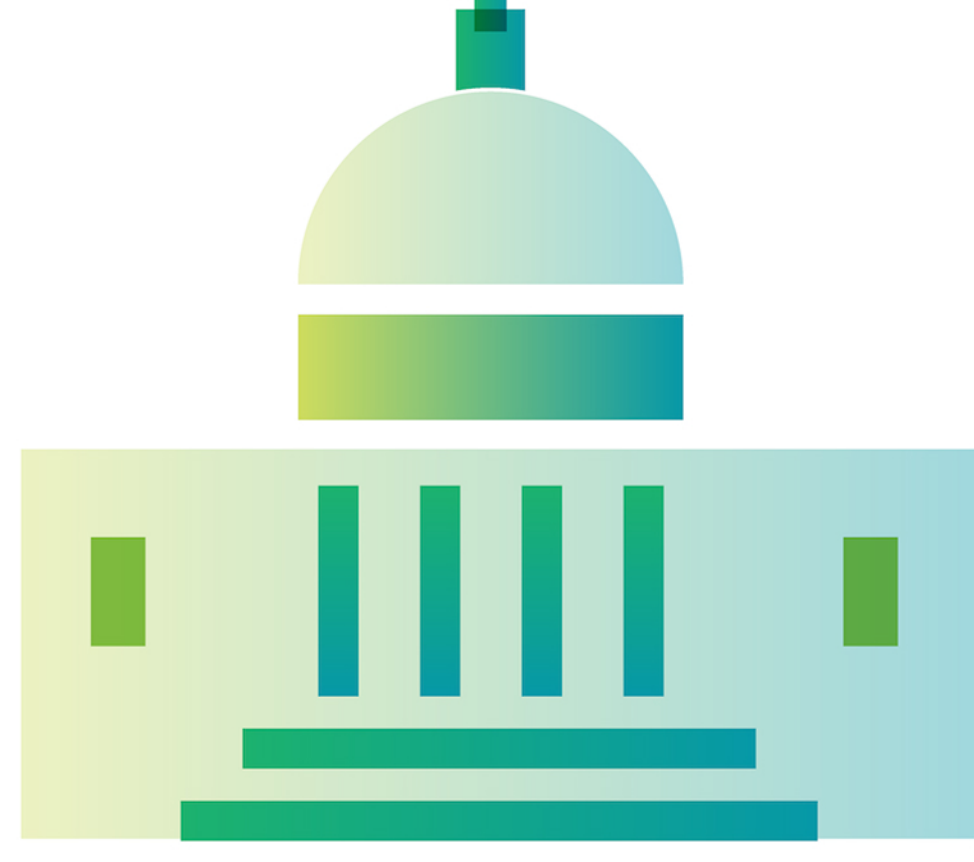
1920



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!"



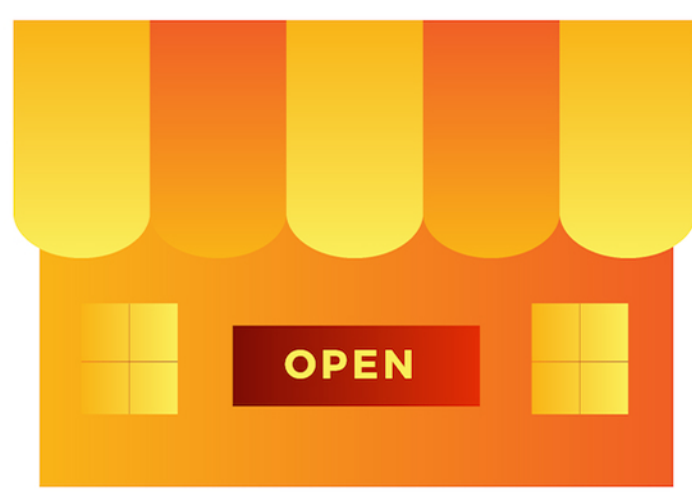
1928

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.

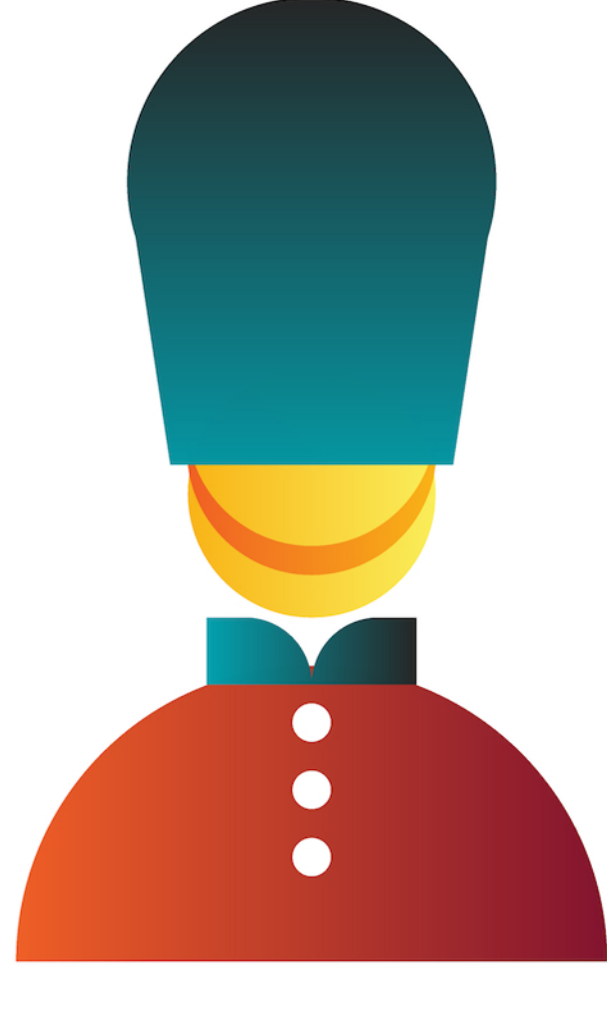
1945

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.

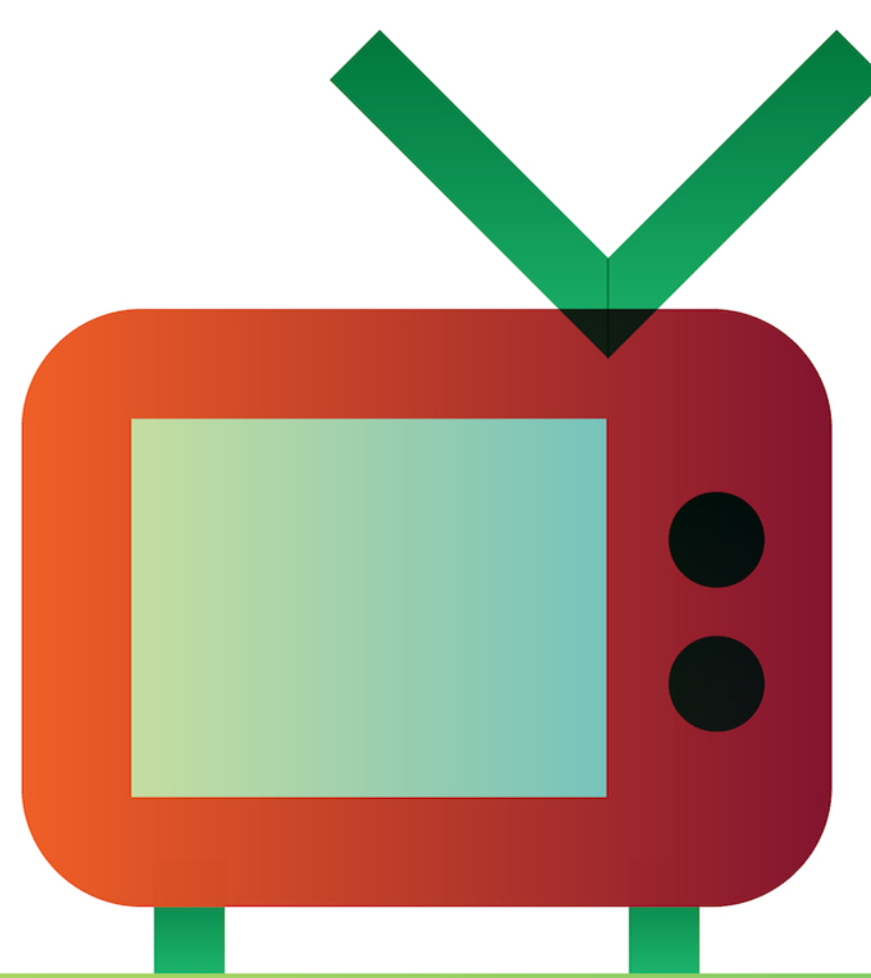


1969

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. Today, more than 40 years later, he's still in business with two JA teammates, at the helm of COL Financial, the number-one investment brokerage in the Philippines.



1986

JA designs its fifth logo, a triangle encasing stairs to show the upward trajectory of JA students.



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.



1990s

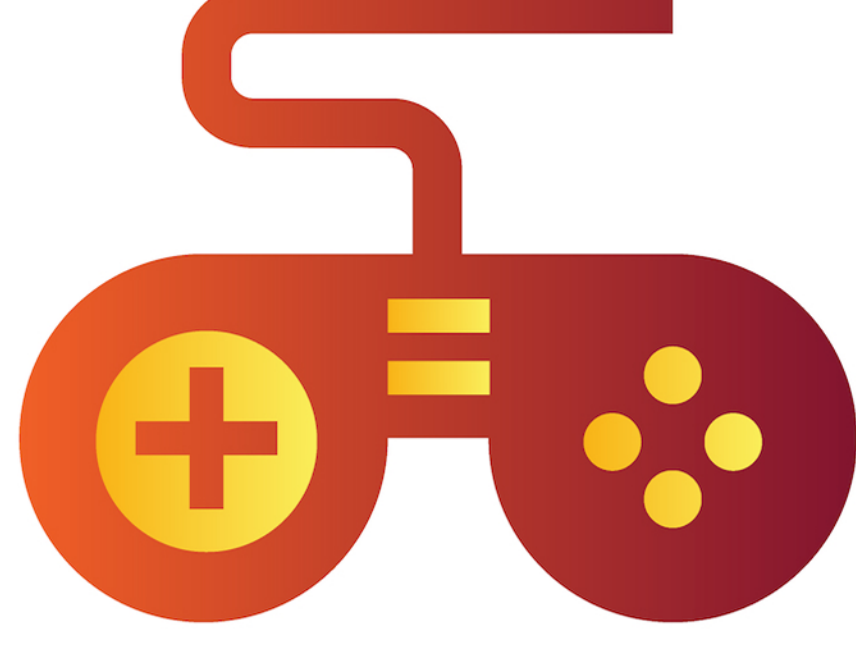
The 1990s bring sweeping political and economic change to Eastern Bloc countries, as they move toward a market-based economy. JA is there, establishing locations in Russia, Romania, Estonia, Armenia, and others. JA continues to be truly global, expanding into Japan, China, Denmark, Tanzania, and more.



2000s

JA's growth in Europe, the Middle East, Africa, and Asia Pacific leads to two new regional operating centers: JA-YE 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.



2018-2019

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. JA alumni begin to connect globally, both in-person and online.

Now in over 100 countries, JA finishes its tenth decade with our highest enrollment in history: 11.5 million students. *NGO Advisor* ranks JA as the seventh most impactful NGO on the planet.

