

# JA DISCOVERY CENTER AT CRANDALL

EDUCATION FOR **WHAT'S NEXT**™



## 2025-26 Mid-Year Impact Report

*Serving Students Across Kaufman County & Surrounding Communities*

# A Message from Our President

*A Year of Momentum in Experiential Learning*

Over the past year, the JA Discovery Center at Crandall has quickly become a cornerstone for student learning across North Texas. Since opening in February 2025, the center has welcomed students from multiple districts and delivered immersive experiences that prepare young people for financial decision-making, career exploration, and civic engagement.

Through JA BizTown® and JA Finance Park®, students are building confidence, practicing teamwork, and gaining real-world skills that will serve them well beyond the classroom. We are especially proud to see returning schools, expanding district partnerships, and growing interest that positions JADC for long-term sustainability.

None of this would be possible without the generosity of our partners, volunteers, and supporters — especially Crandall ISD and the Heartland Education Foundation — whose commitment ensures students from Crandall ISD and surrounding communities can access these transformative opportunities.

Thank you for helping us educate students for what's next.

— Chris LaTurno



President & CEO  
Junior Achievement of Dallas



## IMPACT SNAPSHOT (2025-26 Mid-Year)

**15**

Campuses  
served

**756**

Students Served  
(to date)

**2,789**

Projected to Serve  
(year)

# Inside the Impact at JADC Crandall

Opened in February 2025, the JA Discovery Center at Crandall was built through a powerful partnership between Junior Achievement of Dallas, Crandall ISD, and the Heartland Education Foundation, bringing hands-on learning experiences to students across Kaufman County and surrounding communities.



## Momentum at the JA Discovery Center



**Rachel Grant**  
JADC Capstone Manager

“Seeing the growth of our programs at JADC has been incredibly inspiring. Students are deeply engaged in both JA BizTown (4th-6th grade) and JA Finance Park (7th-12th grade), returning schools are expanding beyond Crandall ISD, and young people leave more confident about financial literacy, career readiness, and entrepreneurship. Serving this community is not just work, it is heart work, and I am excited to reach even more students in the years ahead.”

## Program Momentum Highlights

- Returning campuses from multiple districts
- Expanded participation beyond Crandall ISD
- Strong engagement across both programs
- Growing demand driving future scheduling

# Growth, Partnerships and Center Enhancements

Last year, JADC served 2,708 students and is on track to reach approximately 2,800 this year. With continued interest and ongoing scheduling, participation is expected to grow even further. Students from Crandall ISD, Dallas ISD, and Canton ISD participated across 15 campuses during the 2025–26 academic year.

## ➤ PARTNER UPDATES

JADC is proud to be supported by corporate and foundation partners, including UPS, sponsor of the Shipping and Handling storefront, and an anonymous foundation, funder of the Civics Voting Wall.

## ➤ CENTER UPDATES

- Southwest Airlines donated seating for the Crandall Airport storefront, enhancing the student experience.
- JADC now offers both JA BizTown® and JA Finance Park®, officially making it a flexible, multi-program facility.
- Planned additions for 2026–27 include a farmers market checkout stand and a stage for student speeches.

### JA BizTown® – Career Exploration

Students (4th-6th grade) operate a simulated city and explore how businesses, careers, and personal responsibilities function.

#### Students develop:

- Teamwork and collaboration
- Communication and leadership
- Real-world economic understanding

### JA Finance Park® – Financial Literacy

Students (7th-12th grade) create a personal budget, evaluate financial choices, and manage real-life scenarios related to income and expenses.

#### Students develop:

- Practical financial decision-making
- Critical thinking and planning
- Long-term goal-setting skills

## ➤ PROGRAM UPDATES

Program enhancements such as new retail items, a running presentation and new job roles have increased student engagement in JA BizTown. A personal budget plan and real-life expense exploration has increased student insight in JA Finance Park.

# What Educators Are Saying

*"Ms. Grant and her team of volunteers were wonderful with our students and staff. They were respectful, warm, and made our students feel welcome and eager to extend their learning in JA BizTown. Thank you, and we look forward to visiting again."*

*Otilia Dixon*

*Macon Elementary (JA BizTown®)*



*"This is an outstanding program and a meaningful experience for students as they learn how to prepare for their futures."*

*Bruce Hunter*

*Central Middle School (JA BizTown®)*

## ➤ LOOKING AHEAD

As demand for programming continues to grow, Junior Achievement will focus on thoughtful, sustainable expansion of the JA Discovery Center at Crandall while maintaining high-quality, hands-on learning experiences for students across Kaufman County and surrounding communities. Future plans will be guided by student need, district partnerships, and philanthropic support.

## Goal Impact for 2026 & Beyond

4,000+

Student Served  
Annually

30+

Campuses  
Served Annually

70,000+

Contact  
Hours

200+

Volunteers  
Supporting Hands-on  
Learning

Projected at full capacity

# **WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT**

Heartland Education Foundation and Crandall ISD, thank you for your investments in Junior Achievement allowing us to impact the students of Crandall ISD and surrounding districts. We could not do it without your support!

