

NEWS RELEASE

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We Energies Strong Commitment to Junior Achievement Impacts Students Across Wisconsin

MILWAUKEE, WISCONSIN – Junior Achievement of Wisconsin announced today that the We Energies Foundation donated \$265,000 since March 2023 to support financial literacy, entrepreneurship, and career readiness programs for Wisconsin students. The gift focuses on three key aspects of the work Junior Achievement does to inspire and prepare students for a successful future.

Half of the gift is earmarked for a high school program being piloted in Milwaukee called 3DE. 3DE presents real-life business problems to high school students who work together with community volunteers to research and develop solutions. The case studies are incorporated into all core high school classes and give students the skills, mindset, and behaviors to be competitive in a rapidly changing economy. During the 2023-24 school year, all freshmen at Milwaukee Marshall and Bay View High Schools will participate in 3DE. Based on results in other US cities, 3DE reduces absenteeism and discipline issues, while increasing student enthusiasm for staying in school, achieving high academic goals, and advancing to post-secondary education.

We Energies is also sponsoring Storefronts in the unique business simulation labs implemented at Junior Achievement facilities in Milwaukee and Appleton. Students in 5th through 9th grade visit the storefronts in the simulation labs and learn how to run businesses, understand how to live within a monthly budget, and develop leadership, critical thinking and collaboration skills needed for success in the workplace.

Classroom learning for K-12 students across Wisconsin is the final area supported by the We Energies Foundation gift. Local volunteers serve as role models in thousands of Wisconsin school classrooms and teach students how to become productive employees, successful business owners, effective managers of their personal finances, and engaged citizens of their communities. The goal for the 2023-24 school year is to impact over 127,000 Wisconsin students.

The We Energies Foundation has been supporting communities across Wisconsin for more than 40 years. Since its inception in 1982, the We Energies Foundation has provided over \$200 million in contributions to support non-profit organizations in the communities served by We Energies. During the last 5 years, the We Energies Foundation has donated more than \$50 million to thousands of nonprofits and charitable organizations.

“We are pleased to be longtime supporters of Junior Achievement and help the next generation of leaders discover the opportunities that await them after graduation,” said Beth Straka, president — We Energies Foundation. “It’s never too early for students to start envisioning a bright future for themselves, and for their communities.”

The We Energies Foundation supports initiatives for enhanced educational opportunities, community and neighborhood development, health and human services, arts and culture, and the environment. Learn more at we-energies.com.

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship. Visit www.wisconsin.ja.org for more information.