

JA Canada FY25-27 Strategic Plan

Ambition

Annual Student Learning Experiences by 2027

Target: 500k

Ambition: 1M

Priorities



Optimize Digital

Platform Excellence

Data-driven insights

Direct-to-Youth Channels



Elevate Programming

Content Excellence

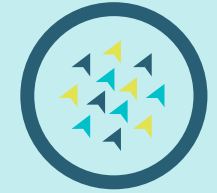
Inclusivity for Unserved and Underserved Youth



Amplify JA Brand

Content, Marketing & Communications

Thought Leadership and Advocacy



Strengthen OneJA

Network in Canada

Ecosystem Linkages

Volunteer, Educator & Alumni Communities

Focus Areas

Impact Measurement

Partnerships (i.e., Government, Technology, Corporate, Agency/Media etc.)

Culture, Governance, People Development, Change Management

Fundraising

Technology

Enablers

