



# Activating Youth for the Future of Jobs

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**ANNUAL REPORT 2016-17**

Since 1955, JA Canada has been inspiring and preparing youth to succeed by providing opportunities to acquire financial literacy, entrepreneurship and work readiness skills with engaging programs and the help of dedicated volunteers.

MISSION

To inspire and prepare young people to succeed in a global economy.

VALUES

- Belief in the boundless potential of young people.
- Commitment to the principles of economics and entrepreneurship.
- Passion for what we do and honesty, integrity, and excellence in how we do it.
- Respect for the talent, creativity, perspectives, and backgrounds of all individuals.
- Conviction in the education and motivational impact of relevant, hands-on learning.
- Belief in the power of partnership and collaboration.

VISION

Be the partner of choice for business, education, and policy makers around the globe seeking to expand youth education and economic development.

In This Annual Report

4 Message from the JA Chair and President and CEO

6 2016/2017 Fast Facts

7 JA Education Pillars

10 How Do We Prepare our Next Generation of Leaders?

12 Volunteers - You Are the Inspiration

13 Supporting our Volunteers

14 Canadian Business Hall of Fame

16 Donors

18 JA Charters in Canada

20 Board of Directors

21 Meet the JA Canada Team

22 Financial

# Message from the JA Chair and President and CEO

Over the past year, JA Canada has continued to help make a positive impact in the lives of youth across Canada by helping them develop financial literacy, workplace readiness and entrepreneurship skills. While this is a very relevant topic for Canadians, the reality is that it is not new for JA. These important areas, or pillars as we call them, have been a part of who we are for over 60 years. We understand the importance that financial literacy, work readiness and entrepreneurship play in the life-long success of all students regardless of their future career path.

JA Canada is the country's largest youth business education organization, with a national office and 16 Charter offices serving students from coast to coast. We are proud to be part of the global JA network through JA Worldwide. Around the globe, JA is one of the largest global NGOs with a network of 119 countries. The JA global network is powered by more than 470,000 volunteers reaching 10 million students.

This year has truly helped showcase the essential role JA plays in preparing our youth for their future success. While we are extremely proud to reach over 248,000 students from coast to coast last year, we believe there are too many students who do not yet have access to any JA programs. As a national organization, we know that the strategy we have put in place for the next three years will help us to continue to grow our reach and ultimately help increase the positive impact on students across the country.

We are pleased with the progress that JA is making to support Canadian students. This has been an exciting year filled with organizational advancement; stories of inspiration; and, remarkable impact.

For the second year in a row, we have seen continued growth in student reach. In fact, this year, we provided an additional 8,500 students with access to a JA program compared to the previous year. In addition, we have ended the fiscal year in a much improved financial position, which will help our national organization put a strong foundation in place for financial stewardship moving forward.

To achieve our mission in Canada, we work in partnership with educators, volunteers and businesses. JA programs are delivered by dedicated volunteers who bring their professional experiences into the classroom to help students connect program concepts with real-life situations. As a registered charity, we are funded by our generous donors. Thank you to the outstanding companies and individuals who have helped to make such a positive impact through their support of JA.

We couldn't do it without you, and we look forward to your support as strive for an even stronger year ahead.

Sincerely yours,



**Gilles Prefontaine**  
Chair, JA Canada



**Scott Hillier**  
President and CEO, JA Canada



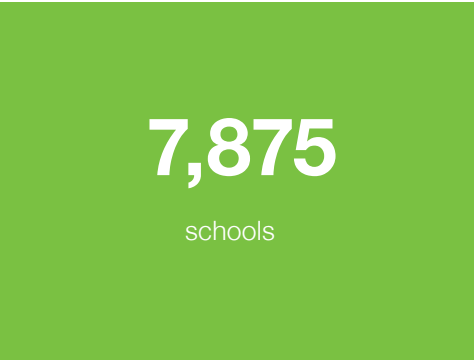
# Fast Facts - 2016/2017

## Over 9,000 programs delivered

BB - Our Community: Jobs, Needs, Tools	398
BB - Our Country: Technology and Innovation	328
Our Business World	1,534
A Business of Our Own	219
More than Money	131
<b>Total Elementary Programs</b>	<b>2,610</b>

Economics for Success	3,156
Dollars With Sense	2,082
Stronger Together (DIA)	397
Success Skills	124
World of Choices	212
<b>Total Middle Programs</b>	<b>5,971</b>

CP Student Venture	480
Investment Strategies Program	466
Titan	148
Be Entrepreneurial	204
Personal Finance	31
<b>Total Secondary Programs</b>	<b>1,329</b>



# JA Education Pillars

## Our Pillars

JA programs inspire students to understand their potential, set life goals and succeed at school and in business.

JA in Canada reaches more than 248,000 students each year in 7,875 schools through a network of approximately 11,279 corporate and community volunteers spread throughout ten provinces. Of those students, approximately 240,597 experienced day programs, whereas the remaining 7,698 participated in Company Program.

JA works in partnership with educators, volunteers, and businesses to bring the “real world” into the classroom to educate students about:

### Financial Literacy

JA empowers students to make smart, lifelong financial choices. Through our financial literacy programs, students learn how to create and manage wealth. They develop skills in areas such as budgeting, investing, and creating financial plans.

### Work Readiness

Achievers are more likely to stay in school and earn more than students who don’t participate in our programs. Our work readiness programs give students invaluable career-building skills that they can use throughout their lives. Students learn how to communicate, network, interview for jobs, and collaborate with diverse groups of people to achieve common goals.

### Entrepreneurship

JA inspires youth to start their own businesses, create jobs, and contribute to the Canadian economy. In our entrepreneurship programs, students gain first-hand experience in running a successful business. They learn how to create business plans, innovate, manage teams, and take a new product to market.

Our volunteers use a variety of learning methods in our programs including hands-on activities, classroom discussions, and e-learning. They also share their personal experiences to help students see how these lessons apply to the real world. This engages students, so they can retain and use the knowledge long after the program ends. Students leave programs feeling inspired, ready to make a positive difference in their communities and confident in their abilities.

## New tools to expand our impact

Canada's business landscape is rapidly changing. To prepare youth to succeed in this dynamic environment, JA Canada is committed to increasing the use of technology to engage more students, enhance their experience and support our dedicated volunteers. Over the course of the last year, JA Canada has continued to deliver on this commitment through:

- The Royden Richardson Virtual Volunteer School helped support and train our dedicated volunteers; and
- The new Business of Your Own game continues to be a fun way for youth to play and learn

# Activating Our Youth for Future Success

## Our Programs



**A Business of our Own**

In JA's newly updated A Business of Our Own program, grade 3-6 students put on entrepreneurial hats and run their own retail business. Students learn how to start a business, produce and promote their products, track their finances, and manage a team.



**More than Money**

The JA More than Money program teaches elementary students about earning, spending, sharing, and saving money.



**Our Business World**

In JA's Our Business World program, elementary students explore how businesses are created and what makes them thrive. Using games and multimedia, students learn about innovation, start-ups, and self-employment.



**Our Community**

Our Community – Needs, Jobs, Tools gives elementary school students the building blocks for a successful career – right here at home! The program shows students how business shapes our lives and strengthens society.



**Our Country – Technology and Innovation**

In JA's Our Country - Technology and Innovation, elementary school students develop innovative, new ideas for business and society. They learn about Canada's technological past and present, as well as, share ideas that could become our next great innovation.



**Dollars with Sense**

Through the newly updated program, Grade 7-9 students get the vital tools they need to make smart financial decisions, live debt-free and become savvy investors. Students learn personal money management skills that they can apply to their lives ... beginning now.



**Economics for Success**

In Economics for Success, grade 8-10 students take a closer look at the advantages of staying in school, as well as learn what's needed to succeed in today's workforce. This program will help students see the link between education and achieving their goals.



**Stronger Together**

Stronger Together: Diversity in Action is an exciting program from JA that teaches grade 6-8 students the value of diversity and how it contributes to improving morale, creativity, teamwork and productivity.



**Be Entrepreneurial**

JA's Be Entrepreneurial program inspires grade 9-12 students to imagine a business venture while still in school. This program is designed to help ignite students' entrepreneurial spirit and help them create business plans.



**Company Program**

Over a four-month period, JA's Company Program teaches grade 9-12 students how to organize and operate a real business. Volunteers from the local business community work with students to launch and run a small enterprise.



**Investment Strategies**

JA's Investment Strategies program teaches students how to save and invest for the future. The program includes both interactive classroom lessons and an online stock market simulation, Invest JA, where students manage their own simulated stock portfolio.



**Personal Finance**

Personal Finance is JA's new financial literacy program for Grade 9-12 students. The program teaches students personal money management skills including the key elements of personal finance such as spending wisely, budgeting, saving, investing and using credit.



**Success Skills**

JA's Success Skills is an exciting program that helps students develop the communication and personal skills needed to achieve career and lifelong learning success.



**TITAN**

JA's TITAN program gives grade 10-12 students the confidence to go after their entrepreneurial dreams. Students take part in an interactive online challenge where they become CEOs of their own company. They must create a business strategy and strive to succeed in a highly competitive industry.



**World of Choices**

The new World of Choices program brings together gender or industry specific high school students with career mentors to explore different career paths.

## Legend



elementary school program



middle school program



secondary school program

# How do we Prepare Our Next Generation of Leaders?

**Providing youth with the knowledge, inspiration, and real-world business experience.**

Beyond the classroom, JA Canada looks to help students experience the real-world of business and learn from our country’s recognized leaders.

## Innovation Day

JA Canada, in partnership with Innovation hub organizations in the Toronto area, held the inaugural Innovation Day. This inspirational and educational experience was held in Toronto on May 18th and involved over 150 students. Students were thrilled to hear directly from His Excellency, the Right Honourable David Johnston, Governor General of Canada. In addition, students had the opportunity to have one-on-one time with business leaders from across Canada. JA Canada launched Innovation Day to educate and inspire youth about the role innovation plays in the Canadian economy and their future. The 2017 event set the stage for new opportunities moving forward. Thank you to Mr. Tom Jenkins for his role in helping to develop and implement this inaugural event.

## Next Generation Leaders Forum

Over 130 students from Canada, Denmark, Norway, Cayman Islands, Bahamas, Ireland, USA, and Hong Kong participated in the 2016 Next Generation Leaders Forum at York University in Toronto. At the Next Generation Leaders Forum, the world’s top youth leaders gather to network, learn and grow. The high-school students who attend this annual event are some of the most talented, motivated and hardworking youth in the world. The Next Generation Leaders Forum gives these students practical skills that will help them succeed in school, life, and in their career. During the event, students collaborated with business leaders, university faculty, industry volunteers, and global peers to solve real business challenges. Each team presented an idea or solution to the business challenge, and this year, student pitches ranged from encouraging youth to get involved in charity through video games, programs for new immigrants, and access to mobile data for third world countries. Thanks to the generosity of the Wilson Foundation, JA Canada was able to provide students from across the globe with this once-in-a-life-time experience.

## Global Company Championship Program

Several JA students and staff from the national and local office attended the JA Sweden CP Championship in May to explore the potential of a Canadian Company Program Championship. This was an excellent opportunity to connect with fellow Achievers and gain insight on best practices to understand the potential of hosting a similar event in Canada. Thank you to Delta Airlines for covering the flights for JA students and staff!



## JA Awards

JA Canada’s 2017 awards and scholarships highlight extraordinary students. Congratulations to this year’s winners!

## Peter Mansbridge Positive Change Award

To highlight a student’s achievement and commitment to use their voice to make a positive change for their community, world and future generations.

**2017 Winner: Harsh Shah**



## Youth Innovation Award

To recognize personal accomplishments and involvement of an Achiever that has exemplified the values of innovation and leadership.

**2017 Winner: Britney Trieu**



# Volunteers

## You are the Inspiration

JA is part of the solution to securing Canada’s future success. With support of our volunteers, JA Canada inspires youth to explore career possibilities, helps them manage finances, start a company and realize their potential. Your participation is what makes life achievements possible for our future employees, consumers and leaders.

JA provides training, support and materials for programs to ensure that this experience is pleasant and rewarding for volunteers.

As a JA volunteer you help:

- Develop a skilled and talented workforce
- Motivate a generation of responsible citizens
- Secure our future economic prosperity
- Ensure Canada’s competitiveness in a global market
- Build vibrant and healthy communities

## Celebrating Our Volunteers

The National Volunteer Award recognizes volunteers whose participation in, and lasting contribution to, JA and its programs locally and/or nationally has immeasurably furthered the aims and objectives of JA in Canada. The 2017 Recipients were:

### Britt Dysart - Governance Volunteer of the Year

Britt Dysart, a managing partner at the law firm of Stewart McKelvey in Fredericton and Chairman of the Board of Directors of JA New Brunswick, has been involved with and volunteering for JA for over 20 years. Britt has made a lasting contribution to JA, both regionally and nationally by representing Charters on key national initiatives including the JA Canada License Agreement, CEO selection and Bylaw renewal.



### Keith Oosthoek - Program Volunteer of the Year

Keith Oosthoek has been a volunteer with JA since 1972. Over the course of his 45 years, Keith has been an active volunteer in both company program and in-school programs. Since his retirement from RBC in 2007, Keith has made JA a top priority in his schedule by regularly providing programs to local students. For the 2016/2017 school year, Keith has delivered 30 JA programs, totaling over 200 hours of community service and reaching 800+ students in Waterloo Region.



Last year JA was extremely fortunate to have more than 11,279 volunteers from the business community sharing their real world knowledge in financial literacy, entrepreneurship and work readiness with 248,297 students in classrooms across the country.

## Supporting our Volunteers

In 2016, JA Canada launched the Royden Richardson Virtual School for Volunteers (“RRVS”). As JA Canada’s first centralized online volunteer training portal, RRVS will enable JA to expand its reach to students across Canada by providing volunteers with a convenient and flexible online platform for training and community engagement.

Through the virtual school, JA provides volunteers with a convenient training option that not only allows them to access information at any time, but also grants them the ability to share their experiences, insights, and best practices with each other.

Throughout the course of the last year, 4,000 volunteers utilized the Royden Richardson Virtual School to successfully prepare online to deliver JA programs, as well as plan how they will share their real-life lessons with students. It provided our volunteers with flexible options for training and interacting with their peers, while they develop their communication, presentation and leadership skills.



To honour the late Royden Richardson, an avid JA Volunteer, the Richardson Foundation provided a transformative legacy gift that funded the development of the Royden Richardson Virtual School for Volunteers. Royden Richardson, a proud Canadian, passionate about family, business, community, and volunteering, was a long standing and active supporter of JA. Throughout his life he was always willing to give back to his community, offering his time and talent, his most precious resource, to making a better future for youth. He understood the importance of mentoring the next generation to achieve success in business and in life.

# Canadian Business Hall of Fame

## Canada’s Highest Business Honour

Each year, senior business leaders from across the country gather to celebrate and honour Canada’s most distinguished leaders across all areas of business for their lifetime accomplishments and enduring contributions to the economy and society.

On May 18, 2017, in recognition and celebration of their achievements, four outstanding business leaders were inducted as Companions of the Order of the Business Hall of Fame by Chancellor Mr. Brian M. Levitt during the 39<sup>th</sup> annual Gala Dinner and Induction Ceremony, which took place at the Metro Toronto Convention Centre.

Congratulations to the 39<sup>th</sup> Class of Companions:

- **Alain Bouchard** – Founder and Executive Chairman of the Board, Alimentation Couche-Tard Inc.
- **Thomas Jenkins** – Chair of the Board, OpenText Corporation
- **Clayton H. Riddell** – Executive Chairman, Paramount Resources Ltd.
- **Nancy Southern** – Chair, President and CEO, ATCO Ltd.

The Order of the Business Hall of Fame is the highest honour of its kind in Canadian business. Each year, business leaders are nominated by their peers and chosen by an independent selection committee representing Canada’s foremost business and academic institutions. The process is managed in its entirety by Lee Hecht Harrison Knightsbridge, the National Partner of the Canadian Business Hall of Fame.

The Canadian Business Hall of Fame Gala is a memorable celebration of inspiration and leadership in support of Junior Achievement of Canada. It recognizes the outstanding contributions made by Canada’s foremost business leaders to the economic growth and development of our nation, in turn providing role models for future generations of enterprising youth. Proceeds from the gala help JA Canada reach the growing demand for financial literacy, work readiness and entrepreneurship programs for Canadian students.

“The individuals being recognized have demonstrated outstanding leadership, ethics and dedication to their roles as top business leaders,” said Mr. Brian Levitt, Chancellor of the Order of the Business Hall of Fame. “It brings me great pleasure to celebrate the contributions these Inductees’ have made to the Canadian business industry, as well as their ongoing support in the community.”

Thank you to our major sponsors of the Gala and associated recognition events:

### National Partner

LEE HECHT HARRISON | Knightsbridge  
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### Official Media Partner

THE GLOBE AND MAIL

### Announcement Reception Sponsor



39<sup>th</sup> Class of Companions (left to right) **Thomas Jenkins, Clayton H. Riddell, Nancy Southern, Alain Bouchard**



**The Right Honourable David Johnston**  
28<sup>th</sup> Governor General of Canada



JA Achievers at the 2017 Gala Dinner and Induction Ceremony



**Scott Hillier**  
President and CEO, JA Canada



**Peter Mansbridge** with Student Winners  
**Britney Trieu** and **Harsh Shah**

# Thank You

As a registered charity, JA Canada is supported by generous donors who provide critical funding needed to develop and deliver our programs, train our volunteers, and offer scholarships to Canada’s future leaders.

On behalf of JA Canada and our nearly 250,000 students and our millions of past JA Alumni, we would like to express our sincere appreciation to all those who made donations during the period of July 1 to June 30, 2017.

Our thanks to all donors who have made a gift, including those who have requested anonymity.

We are extremely grateful for your commitment and ongoing support.

Your generous support is helping us to build a stronger future for all Canadians.

## Over \$100,000





## \$50,000 - \$99,999







## \$25,000 - \$49,999





## \$10,000 - \$24,999
















## \$1,000 - \$9,999

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## In-kind sponsors



\* A note to our supporters: We appreciate your generous donations to JA Canada, and we want to recognize everyone accordingly with 100% accuracy. If we have inadvertently made an error, please contact JA Canada at (416) 622-4602 with concerns or corrections.

# JA Charters in Canada

## Our Charters: Making a Local Impact

Across Canada, there are 16 Charters and Program Delivery Affiliates (PDA's) serving students from coast to coast. JA Canada's national office and these local Charters work in partnership with educators, volunteers and businesses to help activate students success by educating students about financial literacy, work readiness and entrepreneurship.

**JA Northern Alberta and Northwest Territories**  
#200, 10150 100 Street  
Edmonton, AB T5J 0P6  
[www.janorthalberta.org](http://www.janorthalberta.org)

**JA Southern Alberta**  
105 - 12 Avenue SE, Suite 870  
Calgary, AB T2G 1A1  
[www.jasouthalberta.org](http://www.jasouthalberta.org)

**JA British Columbia**  
475 West Georgia Street, #360  
Vancouver, BC V6B 4M9  
[www.jabc.org](http://www.jabc.org)

**JA Manitoba**  
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**JA New Brunswick**  
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[www.janewbrunswick.ca](http://www.janewbrunswick.ca)

**JA Newfoundland and Labrador**  
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**JA Nova Scotia**  
1550 Bedford Highway, Suite 300  
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[www.janovascotia.ca](http://www.janovascotia.ca)

**JA Central Ontario**  
133 Richmond Street West, Suite 405  
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**JA London and District**  
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[www.jacanada.org/london-district](http://www.jacanada.org/london-district)

**JA Ottawa**  
900 Morrison Drive, Suite 205  
Ottawa, ON K2H 8K7  
[www.jacanada.org/ottawa](http://www.jacanada.org/ottawa)

**JA Peterborough Lakeland Muskoka**  
270 George St. North, Box I  
Peterborough, ON, K9J 3H1  
[www.jacanada.org/plm](http://www.jacanada.org/plm)

**JA South Western Ontario**  
60 William St S  
Chatham, ON N7M 4S3  
[www.jacanada.org/sw-ontario](http://www.jacanada.org/sw-ontario)

**JA Waterloo Region**  
40 Shirley Avenue  
Kitchener, ON N2B 2E1  
[www.jacanada.org/waterloo](http://www.jacanada.org/waterloo)

**JA Prince Edward Island**  
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[www.jacanada.org/pei](http://www.jacanada.org/pei)

**JA Quebec**  
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[www.jaquebec.org](http://www.jaquebec.org)

**JA Saskatchewan**  
410 22nd Street East, #1110  
Saskatoon, SK S7K 5T6  
[www.jacanada.org/saskatchewan](http://www.jacanada.org/saskatchewan)



# Board of Directors

<b>Gilles Prefontaine</b> Corporate Strategist Top Draw	<b>Angela Hountalas</b> Vice-President People, Rangle.io	<b>Shirley Malloy</b> Vice President, Market Planning & Community Banking TD Canada Trust
<b>Wendy Brookhouse</b> President Black Star Wealth Partners	<b>Gary Kalaci</b> CEO Alexa Translations	<b>Gerard McInnis</b> Power & Utilities Sector Leader – EY Canada Partner - Transaction Advisory Services Ernst & Young LLP
<b>Russell Crawford</b> Partner, National Service Line Leader, US Corporate Tax KPMG LLP	<b>Marion Kirsh</b> Associate Chief Accountant (retired) Ontario Securities Commission	<b>Kim Ulmer</b> Regional President Manitoba, Saskatchewan & NW Ontario RBC
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<b>Pascal Dion</b> Director, Growth & Transition Capital BDC		

“2016/2017 has helped us to set the stage for a truly exciting future. For the JA Canada Board, we are committed to working with our students, volunteers, Charters and staff to activate JA in Canada for increased impact, support and leadership.”

- Gilles Prefontaine  
- Chair Board of Directors

# Meet the JA Team

<b>Scott Hillier</b> President and CEO	<b>Edmund Zdyb</b> <b>(As of October 2016)</b> Director, Finance
<b>Joanne Walker</b> Executive Assistant to the President and CEO	<b>Veronica Jiang</b> <b>(As of February 2017)</b> Accountant
<b>Aliya Ansari</b> Vice President, Development	<b>Filloyd Baker</b> Sponsorship Manager
<b>Stephen Lippa</b> Vice President, Education & Digital Strategy	<b>Nataleigh Ballantyne</b> <b>(As of February 2017)</b> Youth Engagement Manager
<b>Safia Dakri</b> <b>(As of July 2017)</b> Director, Royden Richardson Virtual School	<b>Reggie Bamrah</b> Multimedia Designer
<b>Andre Gallant</b> Director, Program Development and Services	<b>Thuy Hoang</b> Coordinator, Signature Events
<b>Peter Weizenbluth</b> Director, Finance	

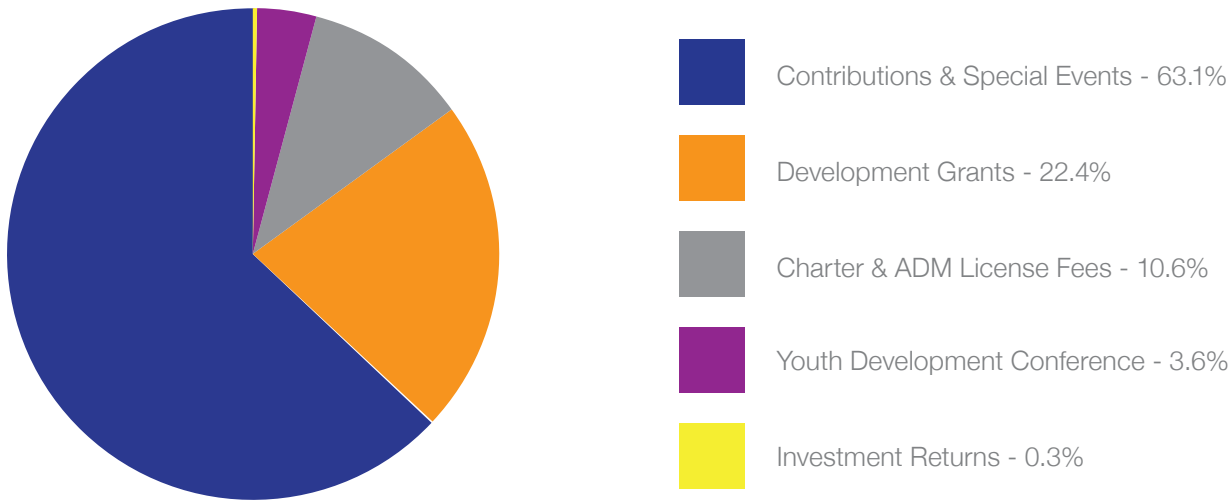
“For the last 15 years, I have been involved with JA, and in 2016, I was thrilled to join JA Canada as the new President and CEO. Our mission is one that resonates with all Canadians, and we must continue to ensure that we are working to set our youth up for their future success.”

- Scott Hillier  
- President and CEO

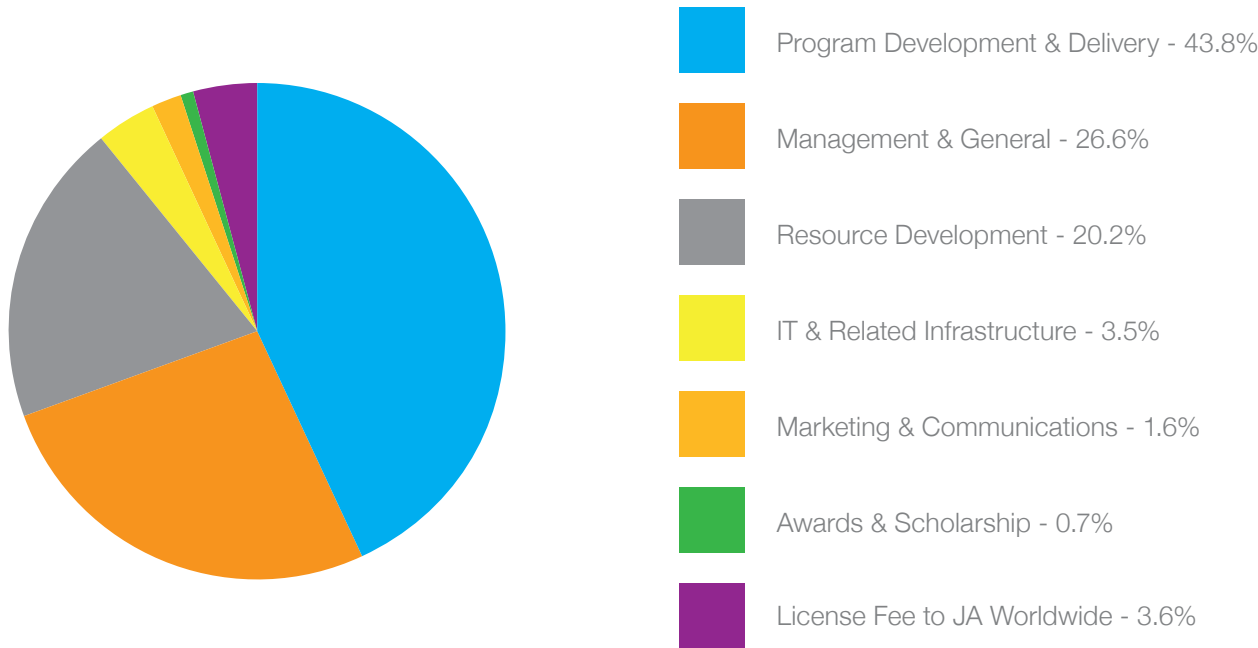


# Our Financials

## REVENUE:



## EXPENSES:



\*These figures do not include the activities of any of the JA Canada Charters and ADMs.



**[www.jacanada.org](http://www.jacanada.org)**

1. 800. 265. 0699

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