



Preparing Young People for Employment and Entrepreneurship

ANNUAL REPORT 2017-18



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.

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Message from the JA Chair and President and CEO

For the fiscal year 2017-18, the JA Canada Board approved a new 3-year strategic plan with three priority areas: resourcing, relevance and reach. We made great progress in all three of these areas. For the second year in a row, we had positive financial results, providing a stable resource base on which we can operate. New and refreshed programs, such as More Than Money and Company Program, increased the relevance of our material. National self-directed programs such as BizCraft and eTrades make JA programs more accessible to youth across the country. Our delivery network – 16 Charters across the country – saw significant growth in the number of students receiving programs . . . helping expand JA's reach across the country. In total, 278,416 youth benefitted from a JA program last year! That's a 12% increase over the year prior.

We couldn't have achieved this without the outstanding contributions of almost 12,500 volunteers across the country, so thank you! Across Canada, JA continues to positively impact the lives of youth by helping them develop financial literacy, workplace readiness and entrepreneurship skills.

A foundational element to the new strategic plan is continued work on our digital transformation. This major initiative will enable us to expand our student reach and dramatically enhance our programs. The strategy will transform JA in Canada, ensuring that we are relevant and able to effectively prepare youth to succeed in the fast-changing business environment.

For the second year, JA Canada hosted Innovation Day (iDay), which involved over 250 students from across Canada. In addition to hearing from keynote speakers, students took part in interactive activities related to innovation, participated in roundtable

discussions with both new and experienced entrepreneurs, and enjoyed the opportunity to learn about life as an entrepreneur from some of Canada's best role models. iDay was part of Canadian Innovation Week, organized by the Rideau Hall Foundation, and we were pleased to showcase several innovative companies and products from JA's Company Program across Canada.

We welcomed the 40th Class of Companions into the Canadian Business Hall of Fame (CBHF) with some of the country's most esteemed and admired business leaders and their guests. The CBHF was pleased to honour four outstanding Canadian business leaders for their achievements and service to the economy, community and our nation.

As a registered charity, we are funded by our generous donors. Thank you to the companies, foundations and individuals who have helped to make such a positive impact through their commitment to developing Canada's next generation of leaders. We couldn't do it without you, and we look forward to your support as we strive for an even stronger year ahead!

Sincerely yours,



Dawn de Lima
Chair, JA Canada



Scott Hillier
President and CEO, JA Canada



Fast Facts - 2017/2018

Over 10,000 programs delivered

BB - Our Community: Jobs, Needs, Tools	449
BB - Our Country: Technology and Innovation	338
BB - Our Business World	1,304
BB - Our Business World (French)	89
A Business of Our Own	323
More than Money	411
Pilot Programs	374
Total Elementary Programs	3,288
Economics for Success	2,985
Economics for Success (French)	201
Dollars With Sense	1,941
Dollars With Sense (French)	79
Stronger Together (DIA)	364
Stronger Together French (DIA)	6
Success Skills	159
Success Skills (French)	1
Pilot Programs	25
Total Middle Programs	5,761
CP - After School	212
CP - In School	193
CP - After School (French)	41
CP - In School (French)	62
Investment Strategies Program	602
Titan	143
Be Entrepreneurial	228
Be Entrepreneurial (French)	28
Personal Finance	91
Personal Finance (French)	0
World of Choices	214
Pilot Programs	33
Total Secondary Programs	1,847

278,416

students participated in a JA program

7,110

schools

12,450

volunteers delivering...

237,906

hours of volunteered time

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 275,000 students in 7,110 schools through a network of approximately 12,450 corporate and community volunteers spread throughout ten provinces.

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 Bizcraft game continues to be a fun way for youth to play and learn

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.



Supporting the next Generation of Entrepreneurs

Inspiring and preparing students to succeed in a global economy.

Beyond the classroom, JA Canada helps students experience the real-world of business and provides opportunities to learn from our country's most recognized leaders.

Innovation Day (iDay)

In partnership with Rideau Hall Foundation, we held our 2nd Innovation Day (iDay). This inspirational and educational experience was held in Toronto on May 17, 2018 and involved over 250 students from across Canada. Students explored the innovation culture as inspired by the *“Ingenious: How Canadian Innovators Made the World Smaller, Smarter, Kinder, Safer, Healthier, Wealthier and Happier”* book released last year by former Governor General Rt. Hon. David Johnston and Tom Jenkins. In addition to hearing from keynote speakers, students took part in interactive activities related to innovation, participated in roundtable discussions with both new and experienced entrepreneurs, and enjoyed learning about life as an entrepreneur from some of Canada's best role models.

iDay was developed to help high school students understand and explore entrepreneurship, innovation and the growing opportunities provided by innovation in Canada. Having developed insight and skills, students get a new perspective on what is possible and how they can help make a positive impact for all Canadians.

JA Americas Company of the Year (COY) Competition - Brazil

Congratulations to Team Bézh who represented Canada at the JA Americas COY competition in Sao Paulo, Brazil in November. COY awards the best JA Company of students throughout Canada, Latin America and the Caribbean. Team Bézh from JA Central Ontario competed and won 2nd place.

Bézh is an innovative social enterprise which aims to make a difference in the perception of the Aboriginal community by demonstrating the importance of their diverse beliefs and culture to a larger consumer body. Their primary product was a hat designed and crafted by Aboriginal artists. After winning second place, congratulations from across the country poured in through social media, including Justin Trudeau, Prime Minister; Navdeep Bains, Minister of Innovation, Science and Economic Development; and, Bardish Chagger, Leader of the Government in the House of Commons and Minister of Small Business and Tourism.

Once again congratulations to Team Bézh!



JA Awards

JA Canada's 2018 awards and scholarships highlight extraordinary students. Congratulations to this year's winners!

Peter Mansbridge Positive Impact Award

This award is given to a student who has proven their commitment to making positive change and to bettering their community, their world, their future and the future of generations to come.

2018 Winner: Muhammad Arif

Peter Mansbridge Youth Innovation Award

This scholarship is presented to a student for personal accomplishments and innovations in their school or in their community.

2018 Winner: Vivian Whalen

Volunteers

You are the Inspiration

JA is part of the solution to securing Canada's future success. With support of our volunteers, JA 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.

Recognizing our Outstanding Volunteers

The Royden Richardson National JA Volunteer Awards

The Royden Richardson National Volunteer Awards recognize 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 2018 Recipients were:

Royden Richardson JA National Volunteer of the Year Award – Governance & Administration - Paul Ayotte, Peterborough, ON

Paul is the former Mayor of Peterborough and was instrumental in bringing JA to the region. Since 2008, he has held various board roles, most recently as Chair of the Board. Under his leadership, JA Peterborough, Lakeland, Muskoka has experienced tremendous growth and success. In addition to his involvement with JA, Paul has volunteered with other community organizations including the MS Society and St. Vincent de Paul.

Royden Richardson JA National Volunteer of the Year Award – Programs - Dan McPhee, Calgary, AB

Now retired from Shell Canada, Dan has been volunteering with JA Southern Alberta for 26 years. He has delivered a variety of programs to over 100 classes during this time, inspiring thousands of youth. Dan has an ability to adapt programs and share his experiences in ways that are relevant and meaningful to the youth he's teaching.

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



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, 2,374 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.

SCOLE VIRTUELLE ROYDEN RICHARDSON VIRTUAL SCHOOL

JA Canada

Remembering Royden SIGN IN CREATE ACCOUNT English | Français

► WATCH TRIBUTE

REMEMBERING ROYDEN RICHARDSON

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.

WHY VOLUNTEER?

JA is part of the solution to bridging Canada's talent and leadership gap. With your support, we inspire youth to explore career possibilities, help 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.

Sign Up

Getting Started

Getting Started

Getting Started

Our Business World

Our Business World

Our Business World

Dollars with Sense

Dollars with Sense

Dollars with Sense

VOLUNTEER AND PREPARE ONLINE TO DELIVER JA PROGRAMS TO STUDENTS

As a JA Volunteer you will 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

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.

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The CANADIAN Business Hall of Fame

Canada's Highest Business Honour

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.

On May 17, 2018, over 800 of the country's most esteemed and admired business leaders gathered to celebrate and honour the 40th Class of Companions. This year's Companions have demonstrated excellence not only in business leadership and professional achievements, they have also made significant contributions to Canada and its citizens.

Congratulations to the 40th Class of Companions:

George Cope

President and Chief Executive Officer, BCE Inc. and Bell Canada

Robert J. Deluce

President and Chief Executive Officer, Porter Aviation Holdings Inc. and Porter Airlines Inc.

Monique F. Leroux

Chair of the Board of Investissement Québec, Strategic Advisor at Fiera Capital and former President of Desjardins Group

Ian Telfer

Chairman, Goldcorp

Each inductee has made their mark in very different industries and yet share a common passion to build organizations, develop new products and services, and pursue innovation.

The Canadian Business Hall of Fame Gala is a memorable celebration of inspiration and leadership in support of JA 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.

For more information on the Canadian Business Hall of Fame visit www.cbhf.ca



40th Class of Companions (left to right) **George Cope, Ian Telfer, Monique F. Leroux, Robert J. Deluce**



David Denison - Chancellor,
Order of the Business Hall of Fame



Dawn de Lima - Chair of the Board, JA Canada



Peter Mansbridge
Master of Ceremonies



Scott Hillier with Student Winners
Muhammad Arif and **Vivian Whalen**

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.

We are extremely grateful for your commitment and ongoing support. Your generous support is helping us to build a stronger future for all Canadians.

\$250,000 - \$499,999



\$100,000 - \$249,999



\$50,000 - \$99,999



\$25,000 - \$49,999



\$10,000 - \$24,999



\$1,000 - \$9,999

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Dawn de Lima	Korn Ferry	Scott Hillier	

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* 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

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JA Southern Alberta

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JA Saskatchewan

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Saskatoon, SK S7K 5T6
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In Canada, the JA organization consists of the national office and 16 Charters and PDA's (Program Delivery Affiliates) serving students from coast to coast.

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Scott Hillier

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Services

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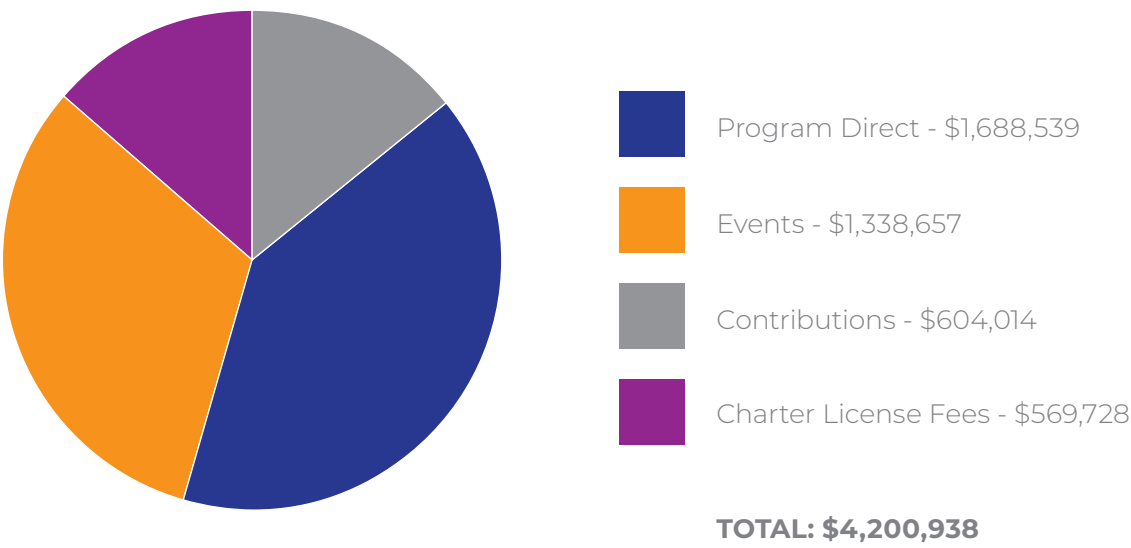
Ossana Ber

Communications &
Events Coordinator

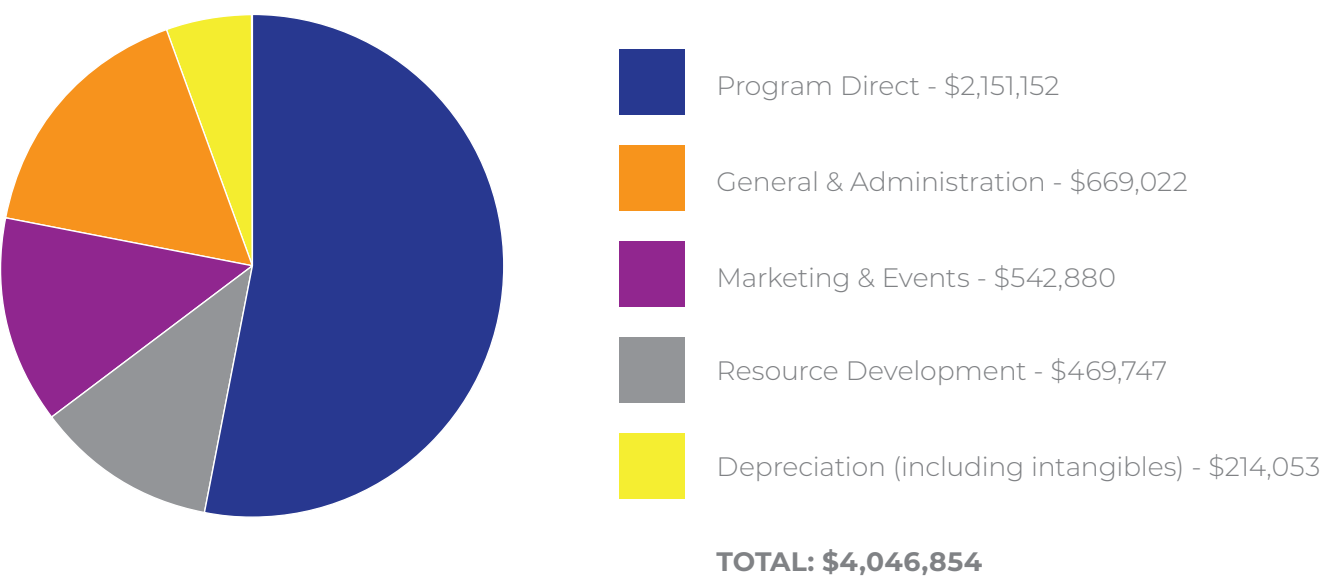


Our Financials

REVENUE:



EXPENSES:



*These figures do not include results of JA Charters in Canada.



www.jacanada.org

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