



JA
Canada

Member of
JA Worldwide

ANNUAL REPORT

2024–2025

Confidence to Succeed

Inspiring Youth to Learn, Lead, and Thrive



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Confidence to Succeed
Inspiring Youth to Learn, Lead, and Thrive

Leadership Message



Gary Kalaci
Board Chair, JA Canada

Scott Hillier
President & CEO, JA Canada

This year has been a powerful reminder of what can happen when vision turns into action. Across Canada, young people are building the confidence, skills, and experiences needed to navigate an increasingly complex world.

Through the collaboration of our network, partners, and volunteers, JA Canada delivered nearly 500,000 learning experiences, representing a 12% increase, and is moving closer to its goal of 1 million experiences annually. Our 8% year-over-year revenue growth reflects the commitment of corporations, foundations, and donors to equip the next generation.

These achievements go beyond numbers, symbolizing innovation, inclusion, and the potential of young people. Success is demonstrated through new programs, enhanced digital access, and practical learning tools for educators. Every statistic tells a story of students discovering entrepreneurship, volunteers guiding career conversations, and mentors fostering teamwork and creativity.

As we pursue our 2025-2027 strategic plan, we remain committed to developing engaging and high quality learning experiences and expanding access to youth across the country. We are grateful to our educators, volunteers, partners, and supporters for believing in the transformative power of learning and helping us equip young people with the confidence to succeed.

About JA

MISSION

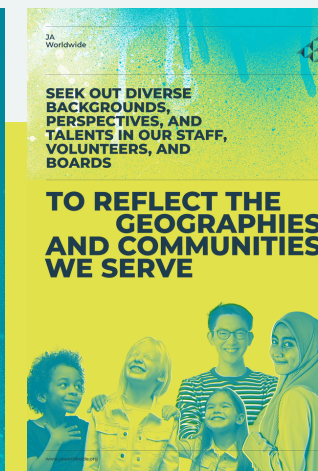
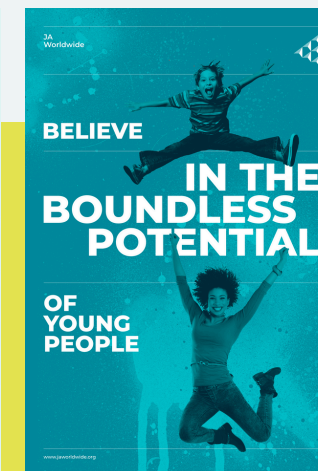
JA Canada inspires and prepares young people to succeed in a global economy.

VISION

A world in which young people have the skillset and mindset to build thriving communities.

JA Canada is part of a global network and a member of JA Worldwide jaworldwide.org.

VALUES



The JA Strategic Plan

HOW WE ACHIEVE OUR VISION

Now in the second year of JA Canada's three-year strategic plan, we continue to build momentum toward our ambition to reach more youth, drive measurable learning outcomes, and strengthen our national network for long-term impact.

Our efforts focus on four strategic priorities that deliver results for students, partners, and communities across Canada.

[View our 2025-2027 strategic plan.](#)



ELEVATE PROGRAMMING

Strengthen the quality, reach, and accessibility of JA's educational experiences to deepen impact and relevance for Canadian students.



OPTIMIZE DIGITAL

Advance JA's digital infrastructure and online learning platforms to expand equitable access and measure learning engagement.



AMPLIFY JA BRAND

Inspire audiences and grow awareness of JA through storytelling, digital campaigns, and communications that demonstrate results.



STRENGTHEN ONEJA

Unite JA's network through collaboration, governance, and operational excellence for efficiency and sustainability.



Coast to Coast to Coast

OUR LOCATIONS

JA British Columbia

jabc.org

JA in Saskatchewan

jacanada.org/saskatchewan

JA New Brunswick

janewbrunswick.ca

JA Northern Alberta

janorthalberta.org

JA Central Ontario

jacentralontario.org

JA Nova Scotia

janovascotia.ca

JA Southern Alberta

jasab.ca

JA South Western Ontario

jaswo.org

JA Prince Edward Island

japei.org

JA Manitoba

jacanada.org/manitoba

JA Northern and Eastern Ontario

ja-neo.org

JA Newfoundland and Labrador

janl.org

JA Ottawa

jacanada.org/ja-ottawa

JA Québec

jaquebec.org/fr

JA NWT/NU/YT

north@jacanada.org

Inspiring Youth

WHAT STUDENTS LEARN

JA empowers students with hands-on, real-world learning in financial health, work readiness, and entrepreneurship. Through programs aligned with provincial standards, students participate in activities that develop core skills such as communication, collaboration, and critical thinking.

With mentorship and practical experience at the centre, JA learners gain the confidence and skills to explore career pathways, manage finances, and launch ventures. These opportunities ensure equitable access to future-focused education for youth everywhere.

AREAS OF LEARNING:

Financial Health

Entrepreneurship

Work Readiness



DELIVERY FORMATS:

Facilitated classroom programs

Virtual and in-person events

Online resources & self-directed learning

Driving Quality, Innovation, and Evidence of Impact

We are proud of this year's advancements in JA's programs and digital presence. These include enhancing program quality, introducing new curricula, optimizing digital learning platforms, and refining measurement tools to better demonstrate impact.

HIGHLIGHTS



Elevate Programming

SCAM SMARTS AND INDIGENOUS CONTENT

JA launched Scam Smarts, made possible by **CIRA**, a series developed in collaboration with Indigenous experts, designed to help recognize and avoid financial and identity scams.

7,295

Learning experiences.

50%

Reached youth in underserved communities.



Elevate Programming

ENTREPRENEURSHIP REVITALIZATION

This year, we enhanced our entrepreneurship curriculum and resources.

- Conducted research and consultations with SMEs for the entrepreneurship framework.
- Developed gamified new tools and refreshed programs.



Elevate Programming

CONTENT ENHANCEMENTS ACROSS CORE PROGRAMS

JA improved its learning platform by implementing new evaluation criteria, backed by a robust quality assurance process, standards, and outcomes.

↑ 40

Learning experiences enhanced.

95%

JA programs met or exceeded core program quality standards.



Optimize Digital

JA CAMPUS ENHANCEMENTS

The JA Campus platform continues to evolve to meet the needs of students, educators, and volunteers.




- Developed custom journeys for primary audiences.
- Introduced advanced search filters.
- Added menus for easy access to learning to improve accessibility.

2024 – 2025 Impact

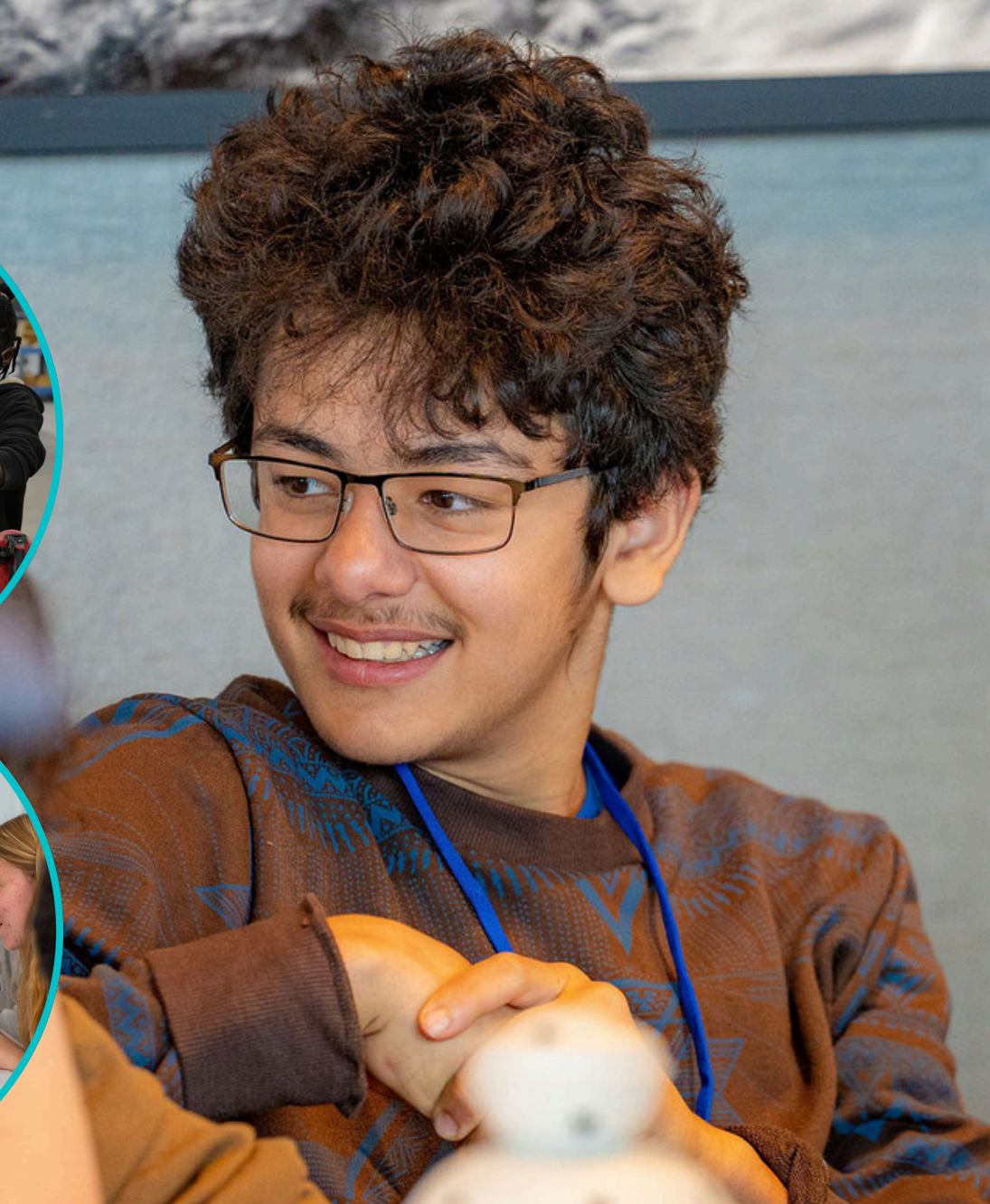
HOW WE MEASURE IMPACT

Impact is more than just numbers. It is about how students learn, grow, and carry skills into their futures.

To capture this, we track *Student Learning Experiences* to measure meaningful learning moments delivered each year, categorized as follows:

		
<p>INSPIRE</p> <p>Learning experiences that spark interest and awareness.</p> <p>Including webinars, online modules, speaker series.</p>	<p>PREPARE</p> <p>Experiences that build skills with guided practice.</p> <p>Including JA classroom programs and student events.</p>	<p>SUCCEED</p> <p>Student learning is applied to demonstrate mastery of skills.</p> <p>Including Trade Shows, speaking engagements and competitions.</p>

This year, JA enhanced its measurement tools to better capture impact across Canada. By assessing **self-efficacy**, a key aspect of JA's Theory of Change, we can demonstrate the outcomes and how students perceive their ability to succeed as a result of their JA experience.



JA Youth build self-efficacy through skill acquisition, competency development, and support from others who believe in their ability to succeed.

2024 – 2025 Impact

BY THE NUMBERS

Although impact is more than numbers, the numbers tell a powerful story. In 2024-2025, program innovation, stronger delivery supports, and new partnerships came together to create a record year of learning experiences for youth across Canada.

499,571



LEARNING EXPERIENCES (12% GROWTH)

1 IN 4 STUDENTS SERVED BY JA WERE YOUTH FACING BARRIERS.



13 | 2024-2025 Impact

Photo credit: Leah Meddaoui

2,074,410

TOTAL LEARNING HOURS

INSPIRE EXPERIENCES

191,383

PREPARE EXPERIENCES

284,705

SUCCEED EXPERIENCES

23,483

Volunteer Impact

These results are powered by the people who make these learning experiences possible. Across Canada, 9,158 volunteers shared their time, expertise, and mentorship to help young people grow the skills and confidence to succeed.



82,423
VOLUNTEER HOURS



“I have had the opportunity to volunteer with Junior Achievement on several occasions over the past two years. Engaging with younger generations can provide individuals with practical work experience, further instilling in them the skills and confidence needed to navigate their futures successfully.

My involvement with JA exemplifies the essence of volunteering: it is a powerful way to create positive change, enhance personal skills, empower younger generations, and contribute meaningfully to the community.”

Melissa Facchini
Manager, Strategy and Operations, GTA Tax
KPMG

“Giving back to the community is always fun and fulfilling for me, I loved it the first time I participated with JA, it gave me a chance to empower young minds with essential life skills.

Teaching financial literacy to grade school students helps lay the foundation for confident, responsible decision-making in their futures which I didn’t have back then so it’s not only the students who learned from it but me as well.”

Jennilyn Jarilla
Branch Manager, Alberta
Fairstone

9,158
VOLUNTEERS

Impact By Program

ELEMENTARY SCHOOL

<p>MORE THAN MONEY</p> <p>Students use innovative thinking to learn money-management skills and the fundamentals of running a business. <i>Grades 3-5</i></p>	<p>27,012 STUDENTS</p>
<p>OUR COMMUNITY</p> <p>Students actively define the cornerstones of a strong society and learn about their role in its growth and prosperity. <i>Grade 3-5</i></p>	<p>10,322 STUDENTS</p>
<p>A BUSINESS OF OUR OWN</p> <p>Students learn what it takes to start a business and the key roles in a company. <i>Grades 3-6</i></p>	<p>10,188 STUDENTS</p>
<p>OUR COUNTRY</p> <p>Students learn about Canada's technological past and present, and brainstorm ideas that could become our next great innovation. <i>Grades 4-6</i></p>	<p>10,037 STUDENTS</p>
<p>OUR BUSINESS WORLD</p> <p>Students learn what businesses are, how they generate profit, benefit communities, and grow. <i>Grades 5-6</i></p>	<p>17,375 STUDENTS</p>



MIDDLE SCHOOL

<p>DIVERSITY IN ACTION</p> <p>Students learn the value of diversity and how it contributes to improving morale, creativity, teamwork and productivity. <i>Grades 6-8</i></p>	<p>3,257 STUDENTS</p>
<p>DOLLARS WITH SENSE</p> <p>Students develop personal money management skills and apply these concepts to real-life scenarios. <i>Grades 7-9</i></p>	<p>34,366 STUDENTS</p>
<p>ECONOMICS FOR SUCCESS</p> <p>Students acquire the knowledge, attitudes and skills needed for long-term career success and financial well-being. <i>Grades 8-10</i></p>	<p>35,612 STUDENTS</p>
<p>SUCCESS SKILLS</p> <p>Students identify and develop a toolkit of transferable skills to enhance resilience and support success. <i>Grades 8-10</i></p>	<p>13,330 STUDENTS</p>

SECONDARY SCHOOL

<p>JA COMPANY PROGRAM JA FLAGSHIP PROGRAM</p> <p>Over 16-18 weeks, through real-world application, students build the knowledge, skills, and ability to plan, launch and operate a successful business. <i>Grades 9-12</i></p>	<p>7,310 STUDENTS</p>
<p>BE ENTREPRENEURIAL</p> <p>Students examine critical business processes, such as determining how to develop an innovative product or service to deliver. <i>Grade 9-12</i></p>	<p>4,428 STUDENTS</p>
<p>INVESTMENT STRATEGIES</p> <p>Students learn about investing and participate in a six-week Stock Market Challenge, where they apply their strategies in a simulation that reflects real-world investing. <i>Grades 9-12</i></p>	<p>17,695 STUDENTS</p>
<p>PERSONAL FINANCE</p> <p>Students develop an understanding and the tools to make responsible financial decisions as teens and young adults. <i>Grades 8-12</i></p>	<p>15,714 STUDENTS</p>
<p>WORLD OF CHOICES</p> <p>Students come together to learn about transferable skills and meet with career mentors to explore different career paths. <i>Grade 8-12</i></p>	<p>49,337 STUDENTS</p>
<p>WORLD OF CHOICES: SKILLED TRADES SUMMIT</p> <p>Through hands-on and mentorship experiences, students deepen their understanding of skilled trades as a potential career pathway. <i>Grade 8-12</i></p>	<p>1,324 STUDENTS</p>



ADDITIONAL LEARNING OPPORTUNITIES

BITE-SIZED LEARNING

Bite-sized learning offers short, interactive modules, webinars, and challenges that can be completed in 30 minutes or less, making financial literacy, work readiness, and entrepreneurship fun and accessible anytime, anywhere.

Curious About Currency • Preparing for Post-Secondary • Money Questions Answered • Scam Smarts • Success Skills Webinars • Youth Well-Being Challenge

SPECIALIZED EXPERIENCES

Local JA offices across Canada tailor programs and experiences to reflect community needs. They organize national and regional events, including entrepreneurship showcases and career exploration days. Additionally, they host youth leadership events in collaboration with local schools and industry partners. These events provide hands-on learning, mentorship, and opportunities for innovation.

Program Highlights

FOSTERING CONFIDENCE AND WELL-BEING WITH SKILLS FOR SUCCESS

JA CAMP SUCCESS
JA Central Ontario

JA Camp Success 2025, enabled by Z Zurich Foundation, brought together students from across Canada for a powerful three-day experience focused on leadership, mental well-being, teamwork, and self-discovery. Through workshops, team challenges, and guided reflection, participants built confidence, strengthened peer relationships, and explored pathways for growth.

“The mental health workshop showed me that everyone has good days and bad days. I also learned how to help others by talking to them about how they feel and making sure they are in a safe space.”

JA Camp Success
Participant



Photo credit: Leah Meddaoui



Photo credit: Leah Meddaoui

EMPOWERING INDIGENOUS YOUTH THROUGH CULTURE AND CONNECTION

YOUTH TEEPEE SUMMIT
JA Northern Alberta

In July 2024, more than 340 Indigenous youth from Treaty 6, 7, and 8 joined the Youth Teepee Summit. Through culturally grounded financial literacy and entrepreneurship sessions, participants built confidence, explored new skills, and strengthened community connections, with the support of CIBC.



JA COMPANY PROGRAM FOR INDIGENOUS LEARNERS
JA British Columbia

JA British Columbia launched a new JA Company Program for Indigenous Learners in partnership with UBC Sauder and the Vancouver School Board. The event focused on entrepreneurship while celebrating Indigenous leadership and creativity in the business world.

INCREASING WORK READINESS THROUGH CAREER EXPLORATION



MARCHÉ DES FÊTES AND RECOGNITION ENTREPRENEURSHIP CELEBRATION COCKTAIL

JA Québec

In December, JA Québec held its annual Recognition Cocktail and Holiday Market, celebrating youth entrepreneurship. 38 JA Company Program teams showcased their products, representing 184 students and generating over \$8,000 in sales.

JA COMPANY PROGRAM EVERGREEN FESTIVAL

JA Nova Scotia

JA Nova Scotia's Company Program students took part in the Evergreen Festival on December 14th with a pop-up market on the historic waterfront. This year's market featured companies like Carry for a Cause, Mugged, ColorWave, Clink, Knock Knock, and Feeling Felt.



MEDIA AT ANNUAL STUDENT TRADE FAIR

JA Manitoba

JA Manitoba held its annual Company Program Trade Fair, featuring 221 students from 11 teams showcasing their companies and products. The event had strong community engagement and media attention.

[Read More](#)



WORLD OF CHOICES (WOC)

WOC, fueled by RBC and a diverse set of Supporting Partners, connects students with mentors from diverse industries through panels, workshops, and networking opportunities. These experiences help youth explore career options, understand pathways, build confidence, and hear from professionals.

55 World of Choices events held across Canada.

31,000+ students participated.

8 out of 10 participants enhanced their understanding of Canada's on-demand career opportunities.

80% of youth gained new insights by engaging with JA career mentors from a wide range of careers and industries.

JA VIRTUAL SKILLED TRADES EXPO

This year marked the launch of JA's first national Skilled Trades Expo, made possible thanks to RBC. This included students interested in exploring careers in skilled trades after their initial participation in a JA World of Choices or Skilled Trades event.

2,500+ student learning experiences.

18 trades panelists from across Canada.



WATCH THIS VIDEO TO
LEARN MORE



72 EVENTS
REACHING
68,000
YOUTH

Partnering for Impact

**JA CANADA AND RBC
CATALYZING SKILLED
TRADES CAREER
PATHWAYS**



RBC VOLUNTEER HIGHLIGHT

A dedicated national partner representative, Sonia helped kick off the World of Choices Skilled Trades Summit at NAIT (with JA Northern Alberta) and brought financial planning expertise into classrooms.

Sonia Mosele, MBA, FCSI, AICB
RBC Royal Bank

Our partnership with RBC empowers students with practical skills and helps them explore career pathways in the skilled trades.

In 2024-25, we reached over **68,000 youth** through more than **72 events**. This includes RBC's support of JA's work-readiness programs, including World of Choices Career Exploration Events, Skilled Trades Summits, and our Virtual Career Exploration Centre. These programs exposed participants to diverse career options and provided opportunities to build practical skills.

RBC's investment has allowed JA Canada to enhance our skilled trades education offerings, paving the way for a brighter, more inclusive future for youth across Canada.





22,000
YOUTH REACHED

8 OUT OF 10
STUDENTS GAINED A BETTER UNDERSTANDING
OF HOW TO CREATE AND FOLLOW A BUDGET

Partnering for Impact

**STRENGTHENING
FINANCIAL CONFIDENCE
AND LIFE SKILLS WITH
CIBC**



In the 2024-25 academic year, CIBC volunteers actively engaged with students as program facilitators, empowering over **22,000 young people** with essential skills. This includes budgeting, career planning, and goal setting.

CIBC's commitment to financial education is evident in initiatives such as its role as the National Program Delivery Partner for **Economics for Success**, which helps young Canadians acquire essential skills, such as budgeting, for post-secondary education. CIBC also supported student teams in the JA Company Program and celebrated emerging entrepreneurs across Canada.

Over **80% of Economics for Success participants** reported a stronger understanding of the importance of planning and budgeting for their futures.

We're proud to continue this partnership, shaping the lives of young Canadians across the nation.



91,000
STUDENTS REACHED

82%
FEEL MORE CONFIDENT
MANAGING MONEY



Partnering for Impact

**EXPANDING FINANCIAL
LITERACY ACROSS
CANADA WITH
TD BANK**



As JA Canada's National Financial Literacy Sponsor, TD Bank plays a crucial role in shaping the financial futures of Canadian youth.

In our recent three-year partnership (2022-2025), JA Canada reached over **91,000** students through TD-supported programs, such as Dollars with Sense and Curious About Currency. As a result, **82%** of program participants felt more knowledgeable about managing their money effectively.

This collaboration has not only enhanced program content but also expanded JA's reach in underserved communities, creating more inclusive learning experiences. We're excited for the next three year collaboration with TD Bank and look forward to empowering the next generation with essential financial skills in the years to come.

“Volunteering has been a rewarding experience, offering the chance to give back to the community and grow both professionally and personally. The Dollars with Sense program, through JA, allows the opportunity to deepen students' understanding of Financial Literacy. A highlight was being able to volunteer at my daughter's school.”

Rita Koehler
Senior Business Program Analyst
TD Bank



Partnering for Impact

BUILDING THE ROAD FORWARD FOR CANADIAN YOUTH WITH ENTERPRISE MOBILITY



JA Canada and Enterprise Mobility's ROAD Forward initiative fuels the future of Canadian youth by delivering meaningful programs that build essential skills for post-secondary education and the workforce.

By 2030, ROAD Forward will support over **75,000** student learning experiences across Canada, with a focus on career readiness, entrepreneurship, and well-being.

By the 2025 academic year, more than **11,800** students had engaged in JA initiatives supported by Enterprise Mobility, which include various learning opportunities and the flagship JA Company Program.

Together, JA Canada and Enterprise Mobility are empowering the next generation of leaders and innovators.

11,800
STUDENTS
REACHED

75,000
BY 2030



JA CANADA AND Z ZURICH FOUNDATION, PREPARING YOUTH FOR THE FUTURE

22,000

YOUTH DIRECTLY ENGAGED IN ACADEMIC YEAR 2024-25

90%

EXPRESSED IMPROVED SELF CONFIDENCE AND OPTIMISM

Z ZURICH FOUNDATION VOLUNTEER HIGHLIGHT

“Volunteering with JA Canada to talk about mental health was an inspiring experience. I was moved by the **students' creativity and commitment to spreading a positive message, proving that open conversations can break down the stigma. This experience deepened my appreciation for the power of youth-led change and the importance of creating safe spaces for these discussions.**”

Mariella Moran Botero,
Underwriting Associate
Z Zurich Foundation



In collaboration with our National Advisory Group and the Mental Health Commission of Canada, we delivered programming that builds essential, transferable skills youth can use in school, work, and life. With support from the Z Zurich Foundation, we expanded our reach through mental well-being **webinars and resources**, the **Success Skills Program**, the **Youth Well-Being Challenge**, national webinars, and **Mental Well-being Summits**.

Between 2022 and 2025, this partnership positively impacted more than **273,000** students and educators, equipping them with tools and support networks that strengthen mental health, confidence, and future readiness. Notably, **80%** of participants reported a deeper understanding of the role mental well-being plays in their education and career paths.

As we enter the next phase of our partnership, we look forward to enhancing school-based and experiential learning opportunities, with a goal to reach **355,000** young people by 2028.

Partnering for Impact

PROMOTING YOUTH MENTAL WELL-BEING, SUCCESS SKILLS, AND ENTREPRENEURIAL RESILIENCY WITH Z ZURICH FOUNDATION





**Coca-Cola
Canada
Bottling
Limited**



Partnering for Impact

**JA CANADA, COKE
CANADA BOTTLING
AND THE COCA-COLA
COMPANY PARTNER TO
ADVANCE YOUTH
EMPLOYABILITY IN
CANADA**



In January 2025, we launched an ambitious partnership with Coca-Cola in Canada to build employability skills and support young people as they prepare for the workforce.

Coke Canada Bottling employees support students aged 14 and up through career mentorship sessions delivered at JA's World of Choices events. The new pilot program, Pouring Potential: A JA Job Shadow Experience, is also giving students a behind-the-scenes look at careers in manufacturing, distribution, merchandising and warehousing.

Throughout 2025, Pouring Potential events will impact over **170 Canadian youth** across 5 different facilities. Coca-Cola also supports our flagship World of Choices program, helping thousands of young people explore careers and build the confidence and skills they need to thrive.

COKE CANADA BOTTLING VOLUNTEER HIGHLIGHT

“I really enjoyed my experience volunteering at the World of Choices Junior Achievement event. Connecting with the students and having the opportunity to speak with them about their career paths was very rewarding.”

Stacey St. Pierre, Senior Planner
Coke Canada Bottling

Student Success

CANADIAN COMPANY OF THE YEAR CHAMPIONSHIP

Each year, JA Company Program teams from across Canada compete for the national title, showcasing innovation, teamwork, and business acumen. In 2024, **deckorous** from JA Southern Alberta earned top honours for their strong execution and real-world results.

Local JA offices nominate teams in Technology, Retail and Manufacturing, and Social Enterprise categories. The top three teams from each category advance to a session, and one finalist from each category competes in the live national event.

deckorous
playing cards with purpose

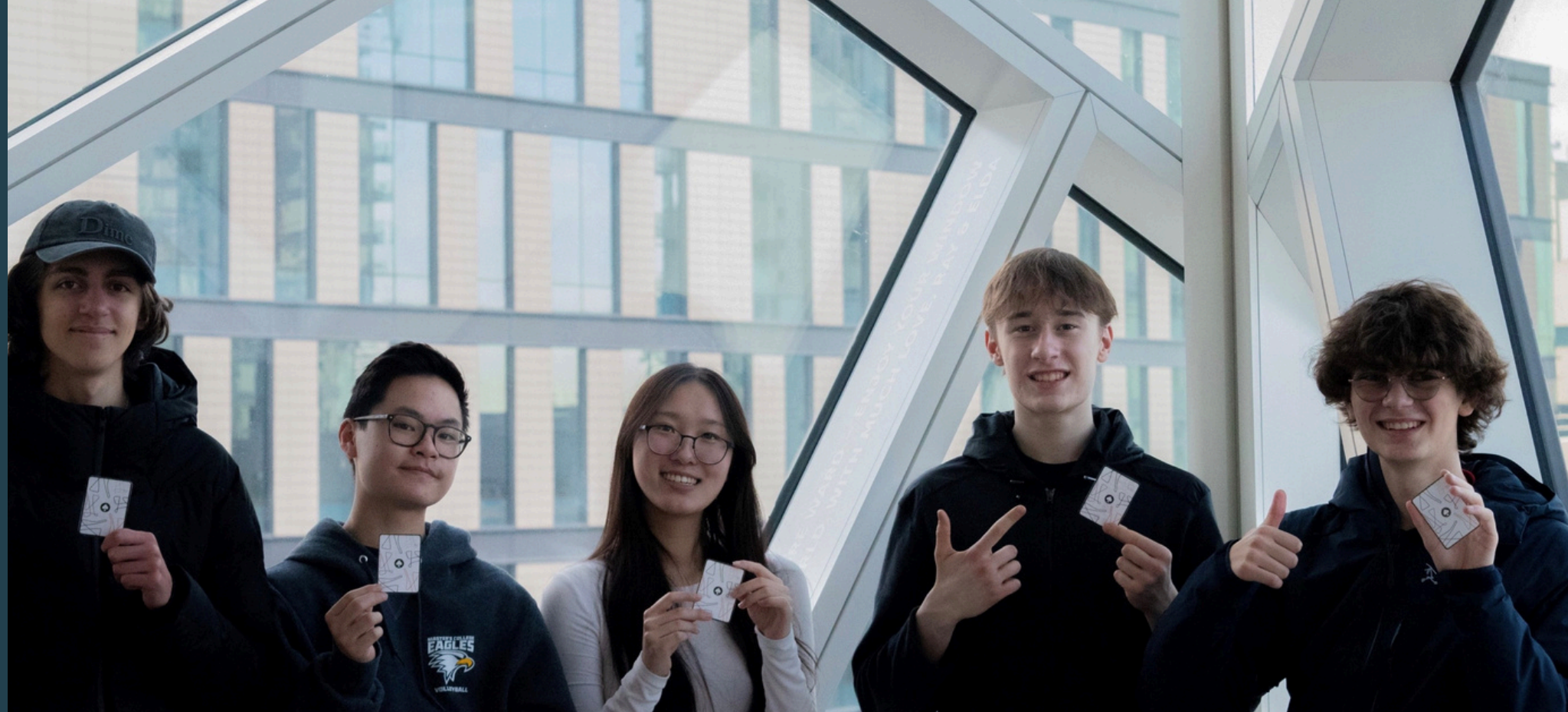
2024
CHAMPION

COY Canadian Company of the Year Championship 2024

TECHNOLOGY FINALIST
Tapi from JA Central Ontario

RETAIL & MANUFACTURING FINALIST
Chirper from JA Manitoba

SOCIAL ENTERPRISE FINALIST
Deckorous from JA Southern Alberta



NATIONAL STUDENT SCHOLARSHIP

The Seymour Schulich Entrepreneurship Scholarship recognizes an outstanding JA Company Program student who demonstrates exceptional leadership, innovation, and entrepreneurial spirit. The award supports their continued education and celebrates how JA experiences prepare youth to turn ideas into impact. This year's recipient is **Chris Tao** from JA South Western Ontario.

“JA reshaped my leadership philosophy. I learned that being a leader is not about standing in the spotlight, but being the metronome that keeps the team in sync. Leadership is about knowing how to harmonize the strengths of your team to move toward a shared goal.”

Chris Tao
2025 Recipient
JA South Western Ontario



Celebrating Our Volunteers

ROYDEN RICHARDSON NATIONAL JA VOLUNTEER AWARDS



Inspired by longtime volunteer Royden Richardson, JA Canada created the national volunteer awards to recognize outstanding contributions to its mission. Local JA offices nominate volunteers in two categories: Program and Governance and Administration. Congratulations to JA's 2025 winners.



“Since 2018, volunteering with JA Québec has been a deeply rewarding experience, as it allows me to give back to my community and witness the incredible growth and curiosity of the students I worked with. Seeing their enthusiasm and progress during the financial literacy lessons I taught was inspiring, and I feel privileged to have played a small part in their learning journey.”

Bryan Khan, Program Volunteer
JA Quebec



“My journey with Junior Achievement began in 1974 as an accountant trainee with the Royal Bank of Canada in South Western Ontario. Over the years, the last 10 of which have been with JA British Columbia, it has been my privilege to volunteer with many JA professionals and educators to help students learn real life skills through JA's financial literacy, work readiness and entrepreneurship programs.”

Brian McArthur, Program Volunteer
JA British Columbia



“Junior Achievement has been part of my life for over 35 years, from my time in JA Company Program in my teens, to volunteering in several provinces through Economics of Staying in School through to my six years as a Board Member with JA Canada. I credit Junior Achievement for the impact it had on my life, and am proud of the impact it has on countless youth across Canada and around the world.”

Sean Munro
Governance & Administration Volunteer
JA Canada

Canadian Business Hall of Fame

The Order of the Canadian Business Hall of Fame (CBHF) recognizes exceptional business leaders whose achievements have shaped Canada's economy and strengthened its presence on the global stage. Inductees are selected by the CBHF Selection Committee and are honoured for their vision and leadership, economic impact, and commitment to citizenship and philanthropy. Together, these qualities distinguish them as exemplary role models – leaders who build stronger communities and inspire and mentor JA youth.

2025 COMPANIONS

On May 22, 2025, JA Canada proudly welcomed four new honourees at the annual Induction Celebration in Toronto. Each represents the spirit of Canadian enterprise through innovation, resilience, and a lasting commitment to making a positive impact in the community.



RYAN BEEDIE

O.B.C., C.B.H.F.
President, Beedie

JACYNTHE CÔTÉ

(F. ICD), C.B.H.F.
Chair, Board of
Directors RBC

PIERRE LASSONDE

O.C., GOQ. C.B.H.F.
Chairman Emeritus,
Franco-Nevada
Corporation

LARRY TANENBAUM

O.C., Hon LLD, C.B.H.F.
Chairman & Chief
Executive Officer,
Kilmer Group of
Companies



CBHF IMPACT



1.6M

UNPRECEDENTED EVENT REVENUE
FUELING JA ENTREPRENEURSHIP
REVITALIZATION

700

BUSINESS AND YOUTH LEADERS
ENGAGED AT THE CELEBRATION.

32,000+

PRESS RELEASE AND
MEDIA IMPRESSIONS.

624,000

GLOBE AND MAIL
READERS REACHED.



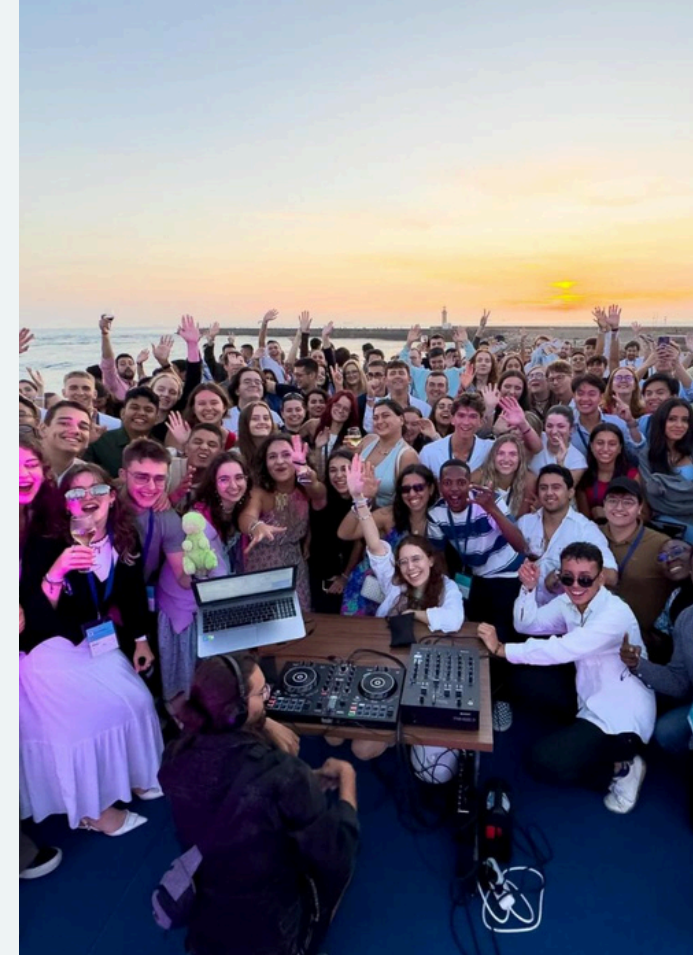
Alumni Engagement

2024 ALUMNI SUMMIT IN PORTUGAL

In August 2024, Canadian alumni Cainwyn Clark and Maya Bezubiak from JA Northern Alberta represented JA Canada at the JA Worldwide Global Alumni Emerge Summit in Porto, Portugal.

The event brought together over **320** alumni to connect, collaborate, and share experiences, and included panel discussions, keynote sessions, and a global pitch competition.

Learn more about the JA Alumni Summit [here](#).



JA ACHIEVERS ALUMNI CELEBRATION

The JA Achievers Alumni Celebration honours outstanding JA students who demonstrate leadership and a commitment to making a positive impact in their community.

In May 2025, thanks to the support of the McCall MacBain Foundation, selected alumni served as JA Ambassadors in Toronto, participating in networking sessions with leaders from DMZ, G Adventures, and the Coca-Cola Canada Headquarters.



Thank You to Our Partners

We extend our sincere appreciation to the corporations, foundations and partners whose leadership, collaboration, and sponsorship make our work possible. Your commitment fuels high-quality learning experiences, expands access, prepares youth for a global economy, and drives meaningful impact across Canada.



- Agnico Eagle
- Air Canada
- CN
- Cogeco The Fund
- Colliers
- Delta Airlines
- EY
- Irving Oil
- Lafarge Canada
- Maple Leaf Foods
- Porter Airlines Inc.
- PwC
- Southdown Builders Limited
- Teck
- TMX Group
- TorQuest Partners
- University of Toronto
- University of Utah

- Burgundy Legacy Foundation
- GSD Strategies
- Harvard Western Insurance
- Innovation Credit Union
- Intended Consulting
- Ontario Feisters
- Ontario Teachers' Pension Plan Board
- Pelletier Hill Hutterite School
- R2D2 Farm Ltd.
- Saskatoon Community Foundation
- The Boiler Inspection and Insurance Company of Canada
- The Paquin-Thevenoz Foundation



Economic Achievers Society

THANK YOU TO OUR INDIVIDUAL DONORS & SUPPORTERS

The Economic Achievers Society (EAS) recognizes donors who help make JA programs accessible to youth across Canada. Their support this year strengthened program development, impact measurement, and technology expansion.

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Board of Directors

GOVERNANCE

JA Canada's governance framework ensures accountability, transparency, and alignment across our national network. The Board of Directors provides strategic direction and oversight, approves budgets and policies, and monitors performance so our programs deliver trusted results for youth across Canada. We work with regional charters to uphold shared standards and consistent impact measurement nationwide.



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Financials

Continuing a multi-year trend of growth, this fiscal year JA Canada's revenue increased by a further 8% to **\$8.3M**. This enabled the execution of key strategic projects and the delivery of nearly **500,000** learning experiences to youth nationwide – a **12%** increase over the previous year.

We continue to maintain a strong financial position and healthy reserves, providing a sustainable base for the long-term success of our mission.

↑ 8% YOY REVENUE GROWTH

Our progress was made possible by the critical support and commitment of both returning and new donors, as well as the continued success of Canadian Business Hall of Fame fundraising initiatives.

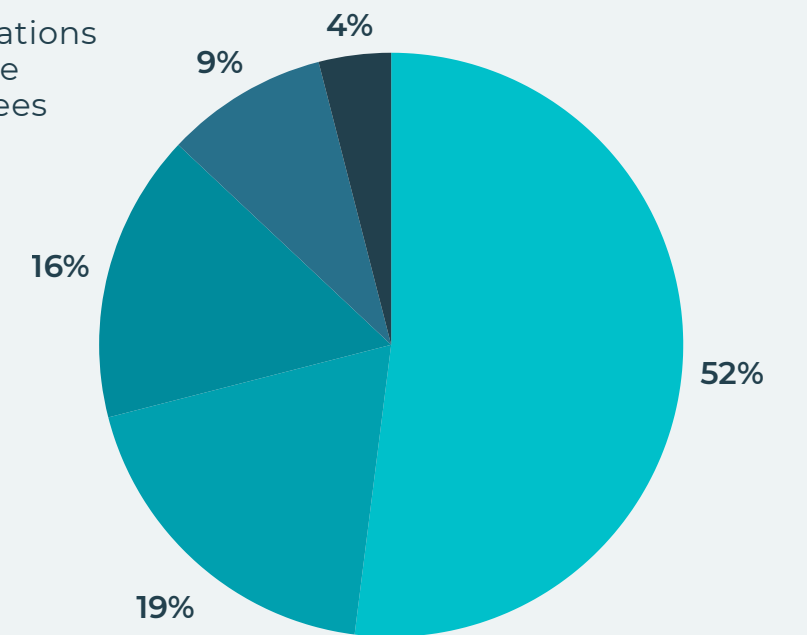
499,571 LEARNING EXPERIENCES

A **12%** increase in learning experiences from last year, made possible by revenue growth.

71% OF FUNDING DEDICATED TO FUEL LEARNING INITIATIVES

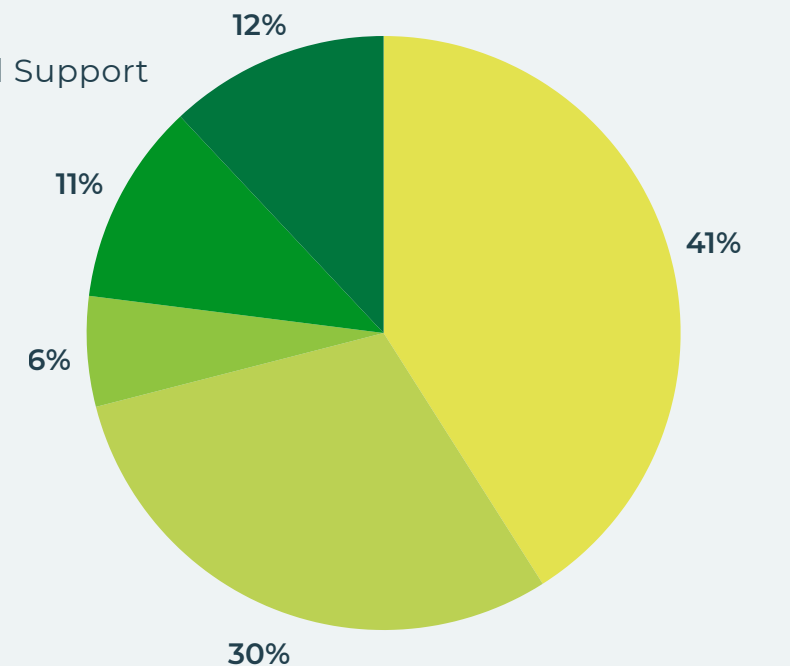
WHERE OUR FUNDING COMES FROM

- Corporate Sponsorships & Donations
- Canadian Business Hall of Fame
- Program Materials & License Fees
- Philanthropy
- Government, Interest & Misc



WHERE OUR FUNDING GOES

- Program Development & Digital Support
- Program Delivery
- Fundraising
- General Operations & Admin
- Marketing & Events



These financials represent the results of JA Canada national office. Total revenue for all of JA in Canada (including area offices) was \$21.5M in 2024-25. JA Canada's financials were audited by Doane Grant Thornton LLP. For more details please visit jacanada.org.

ALIGNING INVESTMENTS WITH IMPACT

Our financials demonstrate how every investment directly supported our strategic priorities to elevate programming, strengthen digital infrastructure, amplify the JA brand, and reinforce a unified national network.

Through careful stewardship and targeted growth, we have created a strong, sustainable foundation that allows JA Canada to continue expanding access and impact for youth across the country.

This year demonstrated the impact of our strategy. Aligned investments provided increased learning experiences, expanded digital access, and supported underserved youth while strengthening OneJA. With the help of partners, volunteers, and donors, we transformed resources into essential skills and confidence for students.

ELEVATE PROGRAMMING

We enhanced program delivery and design capacity to ensure JA learning experiences are top-tier and accessible to all Canadian youth.



OPTIMIZE DIGITAL

JA invested in platform excellence, stability, and security to boost confidence in our systems and seize emerging technology opportunities.



AMPLIFY JA BRAND

We expanded our outreach to engage youth outside traditional classrooms, increasing awareness of JA programs.



STRENGTHEN ONEJA

We strengthened our foundation through investments in operational resilience and organizational unity to maximize our impact.



Future Outlook



Advancing our strategic plan will help even more youth build the confidence to succeed. Grounded in our mission to inspire and prepare young people with the skillset and mindset for success, we are carrying forward the momentum of the past three years and the partnerships that have strengthened JA Canada's impact.

In the years to come, we will deepen our focus on equity and access, expanding opportunities for youth in underserved and underrepresented communities, including those from northern, rural, and newcomer communities. Partnerships that remove barriers and open new pathways will remain at the heart of this work.

We will continue to measure what matters, connecting every learning experience to student confidence, curiosity, and skill development. By aligning our evaluation tools with JA's Theory of Change, we can demonstrate not only how many students we reach but how deeply their learning shapes their futures.

Our commitment to stewardship and sustainability will continue to drive decision-making. We will diversify revenue, maintain healthy reserves, and ensure that every investment directly translates into meaningful outcomes for youth.

Most importantly, we will continue to listen to students, educators, and partners so that JA remains relevant, inclusive, and ready for what comes next.

With renewed strategic priorities and the continued support of our national network, we are confident that the future holds even greater possibilities. Together, we will inspire the next generation of innovators, entrepreneurs, and community builders to learn, lead, and thrive as they shape Canada's future.



JA
Canada

Member of
JA Worldwide

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1-800-265-0699
Charitable Registration #10755 4222 RR0002

jacanada.org | jacampus.org | cbhf.ca

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