

Annual Report

2021-22

Preparing students to thrive
in an ever-changing world



JA
Canada

Member of
JA Worldwide

Message from Chair and President & CEO

As we reflect on the 2021-2022 year at JA Canada, we have much to celebrate. Through the year we continued our investment in digital and launched several new technologies and resources to be sure we were prepared to meet the needs of students and teachers wherever they were. Enhancements to the JA Campus educational platform and adaptive learning models, reduced barriers to access for youth, prepared us to accommodate the ever-changing learning environment.

We pride ourselves in having JA offices across the country that are equipped with knowledge, insights, and connections to communities, so they are prepared to meet local needs. Across the country, JA found new and innovative ways to create meaningful program experiences and provide youth with transferable skills that prepare them for success. These agile and innovative approaches, combined with effective use of technology, contributed to a 20% increase in the number of young Canadians who benefited from JA!



Across the global network, we were proud to see JA recognized as a Nobel Peace Prize nominee. By helping youth develop the employment and entrepreneurial tools to find meaningful work and start sustainable companies, JA serves as conduit for peace and prosperity. We also joined the global network in preparation to roll out a new brand. JA's new brand and updated values embrace the past and support the relevance of JA today to deliver on our mission to equip young people with the mindset and skillset to build thriving communities.

As we look ahead, it is with an eagerness to embrace new projects and initiatives that will fuel growth. To all who partner with us in our work, thank you. Our generous donors, skilled board members, dedicated volunteers, and hard-working staff teams across the country, we simply couldn't do it without you. You have made what we do possible and for that we are most grateful.



Dawn de Lima
Chair, JA Canada



Scott Hillier
President & CEO

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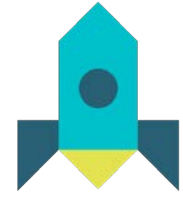
Photo by: Deagreez



This is JA

Mission

JA 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.

Values

- Believe in the boundless potential of young people
- Advocate for the impact of relevant hands-on learning
- Teach principled, market-based economics and entrepreneurship that build a more sustainable world
- Approach our work with passion, honesty, integrity and excellence
- Seek out diverse backgrounds, perspectives, and talents in our staff, volunteers and boards to reflect the geographies and communities we serve
- Nurture the power of partnership and collaboration

JA Milestones in 2022



JA Canada was the recipient of one of the JA Americas Model Country Awards for 2021-22.



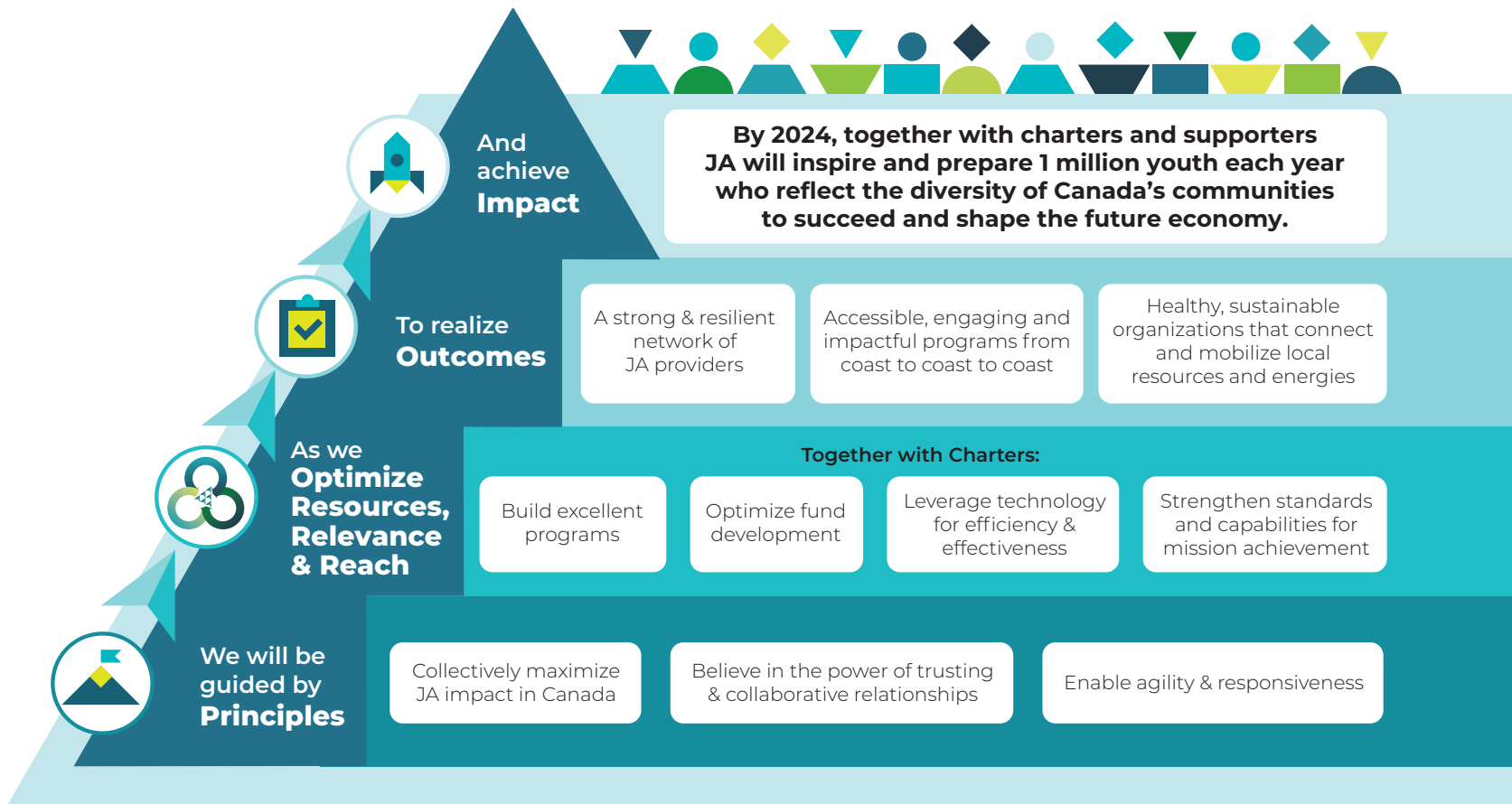
JA Worldwide was selected as a top-ten global social-good organization.



JA Worldwide was nominated for the 2022 Nobel Peace Prize.

Strategic Plan 2022-24

Prepared for scale and growth



**JA Canada's goal and unique contribution to our collective impact is
A STRONG, EFFECTIVE AND EFFICIENT JA NETWORK ACROSS CANADA POWERED BY
FINANCIALLY RESILIENT, OPERATIONALLY CAPABLE ORGANIZATIONS ACHIEVING MISSION IMPACT.**



JA in Canada

Prepared to meet students where they are

Across Canada, there are 14 regional offices providing immersive learning experiences to students from coast-to-coast.



JA British Columbia
#360-475 West Georgia St
Vancouver, BC V6B 4M9
www.jabc.ca

JA Southern Alberta
870, 105 12th Ave SE
Calgary, AB T2G 1A1
www.jasab.ca

JA Northern Alberta & NWT
10160-103 St
Edmonton, AB T5J 0P6
www.janorthalberta.org

JA in Saskatchewan
C/O 161 Bay St 27th Floor
Toronto, ON M5J 2S1
www.jacanada.org/saskatchewan

JA Manitoba
200-1460 Chevrier Blvd
Winnipeg, MB R3T 1Y6
www.jacanada.org/manitoba

JA South Western Ontario
15 Wharncliffe Rd N
London, ON, N6H 2A1
www.jaswo.org

JA Central Ontario
10 King St E, Ste 501
Toronto, ON M5C 1C3
www.jacentralontario.org

JA Northern and Eastern Ontario
270 George St N, Box B03
Peterborough, ON, K9J 3H1
www.ja-neo.org

JA Ottawa
900 Morrison Dr, Ste 205
Ottawa, ON K2H 8K7
www.onfe-rope.ca/our-work/jaottawa/

JA Newfoundland & Labrador
3rd Floor, Delgado Building
171 Water St
P.O. Box 7468
St. John's, NF A1E 4V8
www.janl.org/

JA Prince Edward Island
342 Grafton St, Ste 205
Charlottetown, PEI C1A 1L8
www.jacanada.org/pei

JA Nova Scotia
201-1223 Lower Water St
Halifax, NS B3J 3S8
www.janovascotia.ca

JA New Brunswick
P.O. Box 631, Station A
Fredericton, NB E3B 5A6
www.janewbrunswick.ca

JA Québec
533-204, rue Ontario Est
Montréal, PQ H2L 1N8
www.jaquebec.org

About JA Canada

JA Canada inspires the next generation to realize their potential and make a positive impact in their communities. Through our network of local offices, we collaborate with educators, volunteers, and organizations across Canada to deliver hands-on, immersive, and digital learning experiences to young people. JA commits to ensuring accessibility and inclusivity through programs that help youth build transferable skills in work readiness, financial health, and entrepreneurship. Success starts here.

JA Canada prepares students for future success by providing programs that focus on one or more of its key pillars (focus areas):



Financial Health



Work Readiness

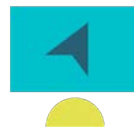


Entrepreneurship

JA Canada is agile and innovative in its program offerings to ensure programs are accessible to students and teachers in diverse communities across Canada.



Facilitated Programs
(by a teacher or volunteer)



Self-Directed Online Programs
(independent learning)



Student Events
(in-person or virtual)



Student Spotlight



Junior Achievement has helped me in my personal and professional development. Being a part of the JA program, I learned skills such as teamwork, commitment, determination, creativity, collaboration, flexibility, reliability, dependability, and accountability.

Logan Curle
JA in Saskatchewan
2022 JA Future Leader Scholarship Winner



The brand my team developed is *Turning Point*, and I am most proud of the impact I have made. Our mission was to bring awareness to mental health and suicide prevention. In addition to posting positive messages on social media, we also donated 20% of our profits to a local mental health foundation to help people in our community.

With growth came challenges. Managing a diverse group of people was difficult. I took on the leadership role as president, ensuring everyone knew what their duties were but more importantly that everyone had a voice, identifying the strengths that each person possessed that would make us a stronger team.

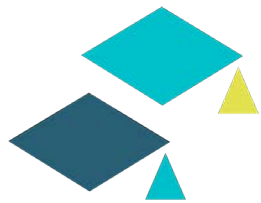
What started out as a class project turned into a mission of awareness and prevention. What an honour and a privilege to make such a valuable impact on people I've never even met! None of this would have been possible without the help of Junior Achievement.

[Click here to see the CTV News segment about *Turning Point*](#)



JA in Canada Program Highlights

Preparing students with the knowledge and transferable skills to thrive in an ever-changing world



272,035
Students
Reached



1,912,816
Student
Learning Hours



4,556
Unique
Schools



20%
Growth in Reach



12,099
JA Campus Users



9,806
Classrooms

JA Programs are available in multiple formats to be more accessible to youth across Canada.



212,572
Students participated in a facilitated program



5,512
Students participated in a self-directed online program



52,296
Students participated in a JA event

Thank you to the volunteers and teachers who dedicate their time to leading students through interactive and adaptive JA learning experiences.



4,801
Volunteers gave their time to facilitate a JA program



84,659
Volunteer hours supported JA initiatives and program deliveries



4,510
Educators supported JA by facilitating a teacher-led JA program



JA Programs



A Business of Our Own

Students learn how to start a business, produce and promote their products, track their finances, and manage a team.



More than Money

Students learn about earning, spending, sharing, and saving money.



Our Business World

Students explore how businesses are created and what makes them thrive.



Our Community

Students discover how businesses shapes our lives and strengthens society.



Our Country

Students develop innovative new ideas for business and society.



Diversity in Action

Teaches students the value of diversity and how it contributes to improving morale, creativity, teamwork and productivity.



Dollars with Sense

Students get the vital tools they need to make smart financial decisions, live debt-free and become savvy investors.



Economics for Success

Students learn what's needed to succeed in today's workforce and think about life after high school.

 Elementary School Programs

 Middle School Programs

 High School Programs



Success Skills

Students develop the communication and personal skills needed to achieve career and lifelong learning success.



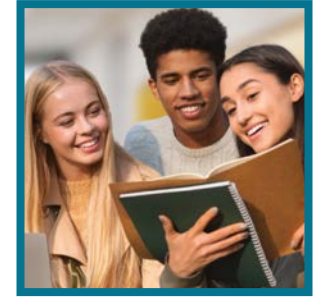
Personal Finance

Students gain personal money management skills including spending wisely, budgeting, saving, investing, and using credit.



E-Trades

Assists students in understanding, evaluating and applying financial and business skills essential for a successful trades career.



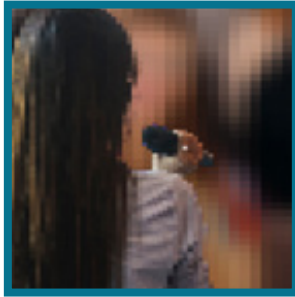
Be Entrepreneurial

Students imagine a business venture and learn how to create a business plan.



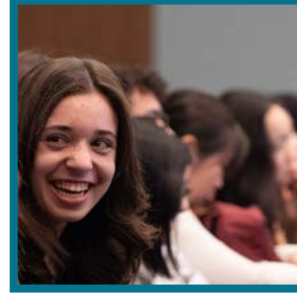
Investment Strategies

With an online stock market simulation, students manage their own simulated stock portfolio.



Intro to Public Speaking

Provides students with useful tips and tricks to improve their speaking style and strategies for persuading an audience.



World of Choices

Students come together with career mentors to explore different career paths.



JA Company Program

Over several months, students learn how to organize and operate a real business.



Student Events

Canadian Company of the Year



Student teams involved in JA's Company Program competed in the 2021 Canadian Company of the Year Championship. Student companies competed in one of three categories: manufacturing, social enterprise, and technology.

The category winners were:



Manufacturing
Elevate
JA Northern Alberta



Social Enterprise
YOÜ
JA South Western Ontario



Technology
MarketAngelo
JA Central Ontario

These teams moved on to the final round of the competition which took place on July 28, 2021. The teams were quite different, but there were strong similarities. They each had to overcome challenges as they ran their businesses, and they learned creative ways to engage their teams virtually.

The Canadian Company of the Year Champion was MarketAngelo from JA Central Ontario.

Rogers Communications was pleased to be the National Sponsor of the 2021 Canadian Company of the Year Championship. Through the Ted Rogers Community Grants program, Rogers works with organizations – like JA – that go above and beyond to provide their communities with educational support.

JA Americas Company of the Year

The JA Americas' 13th Annual Company of the Year Competition took place virtually from December 7-9, 2021. The competition welcomed 21 student companies from 11 countries, including three Canadian JA student companies.

The Canadian finalists included:

- MarketAngelo from JA Central Ontario
- Elevate from JA Northern Alberta
- YOÜ from JA South Western Ontario

MarketAngelo was named the winner of the JA Company of the Year Competition, and Elevate was selected as the 3rd place winner.



de la Vega Global Entrepreneurship Award

As the winners of the JA Americas Company of the Year Competition, MarketAngelo joined the top teams from JA Asia Pacific, JA Europe, JA USA, INJAZ Al-Arab JA MENA, and JA Africa in the second annual de la Vega Global Entrepreneurship Award competition in early 2022.

While MarketAngelo was a strong participant, Scribo from JA Slovakia was the top team for the award.



Preparing Students for Success



My favorite part of JA was getting to experience the inner workings of business planning. It helped me take steps in my own life to have better oversight and not suffer the cliché of ‘hindsight is 20/20’ as often. I’ve been using these planning and development skills to improve my future and make better decisions.

Konsoler Mandah
JA Northern Alberta
2022 Company Program Impact Scholarship Winner



I have become a better communicator by participating in JA programs, and the improvements in my communication skills have led to clear refinements in my public speaking skills.

Eldon MacDonald
JA Nova Scotia
2022 Public Speaking Scholarship Winner







Volunteer Awards

This year, JA Canada was pleased to recognize three volunteers for their continued dedication and contributions to JA. Below are the 2022 Royden Richardson National JA Volunteer Award recipients.



Program Volunteer - JA British Columbia Max Lane

As a respected business leader, students are always asking Max for his advice because they trust his guidance and judgment. He doesn't take this as an opportunity to dictate their direction. Instead, he asks questions to help the students find their own way to the best answers and decisions.

Program Volunteer - JA Northern Alberta Stephanie Mah

Stephanie leads youth summer programs at the U of A where she successfully taught programs to 45 students in the summer of 2021. Following that, in the 2021-22 school year, Stephanie's outreach allowed students in over 25 new schools in the Metro Edmonton area to experience JA.



Governance Volunteer - JA British Columbia Kelly Heed

Kelly has been actively supporting JA British Columbia's fundraising efforts by connecting the organization to corporate supporters, that provide volunteering time and talent, as well as financial support of JA program deliveries across the province. He continues to support the Development Team as an Advisor.



2022

Canadian Business Hall of Fame

The Canadian Business Hall of Fame is the national signature fundraising event for JA Canada. Celebrating the leaders of today and inspiring the leaders of tomorrow.



Photo left to right: Hassan Khosrowshahi, Maureen Kempston Darkes, André Desmarais, Paul Desmarais, Jr., & Janice Fukakusa.

Maureen Kempston Darkes, Hassan Khosrowshahi, Paul Desmarais, Jr., André Desmarais, and Paul Guy Desmarais (posthumous) are the 43rd Class of Companions of the Order of the Canadian Business Hall of Fame.

The Canadian Business Hall of Fame Induction Ceremony and Celebration hosted on May 12, 2022, was among the first in-person events held in 2022. With 600 business leaders, former Companions, including Calin Rovinescu representing the Class of 2021, joined community members and students at the Metro Toronto Convention Centre.

Janice Fukakusa, CBHF Chancellor, brought sincere congratulations to the esteemed group, while presiding

over the ceremonial pinning and signing the official book of honour. The inductees gave heartfelt speeches about their leadership journeys, thanking family and mentors, and imparting words of wisdom for the next generation of leaders.

The evening's proceedings, hosted by television business news anchor Catherine Murray, also featured greetings from Scott Hillier, CEO JA Canada, Jin Schofield, JA Company Program Student, Darryl White, CEO BMO Financial Group and Dawn de Lima, Chair JA Canada who recognized Companions of past years whose legacies live on through the CBHF. Friends and colleagues donated gifts in honour of Companions sharing messages of congratulations.



Vision & Leadership | National Impact | Civic Leadership | Role Model



Hassan Khosrowshahi & Janice Fukakusa (Chancellor)



André Desmarais & Paul Desmarais, Jr.



Catherine Murray & Maureen Kempston Darkes

“As the 2022 CBHF Chancellor, it is my pleasure to congratulate Ms. Kempston Darkes, Mr. Khosrowshahi, and the Desmarais Family. Not only are these an accomplished and diverse group of trailblazers recognized for their vision and leadership, national and global economic impact, community engagement and philanthropy, they are role modes for enterprising young Canadians.”

-Janice Fukakusa, C.M., Chancellor, CBHF



Canadian Business Hall of Fame Ceremony & Celebration



Jin Schofield
JA Company Program Student



Canadian Business Hall of Fame Awards

“JA Canada makes a remarkable difference in the lives of the students, helping them see the connection between education and opportunity.”

-Jin Schofield, JA Company Program Student



Donor Spotlight



Gordon C. Gray

2021 Companion
Canadian Business Hall of Fame

When the Selection Committee invited me to accept the Order of the Canadian Business Hall of Fame, I was honoured and humbled. It is a privilege to be a Companion with fellow Canadian leaders across the country who have exceptional achievements in business and community service on a national and global scale.

There is a commitment we make as accomplished leaders to mentor young people on their path to excellence in leadership. That is why it has been meaningful to me to support JA Canada.

Why Support is Meaningful

When I graduated from Queen's University, I was fortunate to join Price Waterhouse; after which I moved to A.E. LePage. It was there where I took it from 35 employees to more than 12,000 and opened doors to new markets including the commercial division.

It was my education and mentorship from legendary businessmen Eddie LePage, Founder of A.E. LePage, E.P. Taylor, and my father, Robin Gray, Manager of the Bank of Toronto, in Copper Cliff, Ontario, that helped set me up for success.

Why JA Canada is Valuable

JA Canada offers programs with experiential learning opportunities for students in grades 3-12; being guided and mentored so early in their years of education. My hope is that all future leaders in Canada can access programs and learn from mentors so they can build their skillsets and mindsets to set them up for success. With this, we can be comforted that our young people will continue to build on our strong Canadian achievements and economy.

Gordon C. Gray

National Partner Spotlights

Prepared to support JA's mission through meaningful partnerships



“Fairstone has always believed that strong financial literacy has the power to elevate communities and ensure better futures for all. We also believe that educating young people early sets them up for success and contributes to their entire communities’ financial health. Supporting JA thus came as a simple decision – the impact they have on Canadian youth is tremendous, and it’s wonderful to see how far our contribution can go in making a real difference in the lives of those students. Plus, it’s a fantastic way for us to engage with our employees on the importance of financial literacy in their own communities.”

-Grant Wyard-Scott,
Executive Vice President &
Chief Operations



“Amazon Canada is proud to support the communities our customers and employees call home and we want to ensure that young people have the resources they need to build their best futures.

There is a greater need for technical skills and a growing number of opportunities for people with the right education and training. We thank JA for the important work they are doing and we share their commitment to ensuring the greatest possible access to education and services.”

-Amazon Canada

Corporate Partner & Foundation Donors

JA Canada is proud to partner with organizations that share JA's commitment to empowering young people. The following corporations and foundations have generously supported program development and delivery, strategic initiatives, events and JA's core mission over the past year.





- ADP Canada
- Avanade
- Brookfield Asset Management
- Burgundy Asset Management & Burgundy Legacy Foundation
- Concord Pacific Foundation
- Coril Holdings
- Crescent Point Energy
- DS Advocats LLP
- Encore Services
- EToro Group Limited
- Fortis Inc.

- General Motors Canada
- Hugessen Consulting
- Innovation Credit Union
- Irving Oil Limited
- Jones Deslauriers
- KingSett Capital
- Maple Leaf Foods
- Marsh
- Metro Toronto Convention Center
- Ministry of Education, Ontario
- Northbridge Insurance
- ONEX

- Power Sustainable
- Sagard Holdings
- Saskatoon Community Foundation
- Scotiabank Global
- Shaw Communications
- Speech & Debate Canada Foundation
- Teck Resources Limited
- The Boiler Inspection and Insurance
- Vantage International
- Wagepoint



Individual Donors

Economic Achievers Society



ECONOMIC
ACHIEVERS
SOCIETY

Thank you for joining a group of individuals whose mission-based donations allow JA Canada to be resilient, relevant, nimble, and propel JA's mission in a digital world. Because of you, each year more Canadian youth have access to world-class immersive financial health, work readiness and entrepreneurship learning experiences from one of Canada's largest and most impactful youth-serving organizations.

As a donor of the Economic Achievers Society, you are part of a community that shares the belief that JA programs are an essential addition to every young Canadian's education. On behalf of JA Canada, its Charters across the country, and the more than 270,000 youth served this year, thank you for your commitment and passion to sustainably improve the futures of JA's youth, the Canadian economy, and JA Canada.

Founders

Clive Beddoe

Jack Cockwell

JR Shaw

Paul and Paula Kennedy

Leaders

David Peterson
Gordon Gray
Janice Fukakusa

Kerny Korchinski
Linda Hohol
Maureen Kempston
Darkes

Paul Hill
Pierre Lessard
Reza Abedi

The Harris-Taylor Family
Foundation
The Nadir & Shabin
Mohamed Foundation

Mentors

Andrew Marchant
Brian Phillips
Cheryl Graden
David Dalziel
Dawn de Lima

Employees of RBC
Employees of TC Energy
Gary Smith
Gerard McInnis
Janeen Speer
Jeff Gilchrist

Jen James
Julie Hache
Marion Kirsh
Nicholas Thadaney
Rehan Aqeel
Scott Hillier

Scott Munn
Sean Munro
TD Canada Trust Private
Giving Group
Tim Christmann

Advocates

Anonymous
Albert Wong
Andre Gallant
Angela Scott
Anne Lachance
Audrey Marie Hoffman
Bruce Cram
Caroline Lutzen

Cheuk Man Cheng
Christina Beyer
Christine James
Darren Anderson
Dipesh Mistry
Erin Barton
Evelyn Devlugt
Gregory Brand

Jinhyuk Cho
Joanne Walker
John McNutt
Kate Webb
Lee Anne Underwood
Mary Ellen Bockler
Mel James
Melissa From

Michael Duval
Patrick McCleary
Paula Krulicki
Sheryl Barlage
Terry Kelly
Vanessa Underwood
Ziff Davis





Board of Directors

Chair of the Board

Dawn de Lima

Executive Vice President,
Corporate Services, TC Energy

Rehan Aqeel

General Manager, Central
Canada Managing Director
Financial Services Industry Lead,
Canada,
Avanade

Tim Christmann

Chief Strategy and Innovation
Officer,
Deloitte

Jeff Gilchrist

Canadian Operating Unit
General Manager (retired)
Avanade Canada Inc.

Cheryl Graden

Senior Vice President, Group
Head Legal, Risk & Government
Relations,
TMX Group Ltd.

Julie Haché

Partner,
Autonomy Box

Marion Krish

Associate Chief Accountant,
(retired)
Ontario Securities Commission

Andrew Marchant

Location Managing Director -
Canada Pacific/Vancouver,
Managing Director -
Communications, Media &
Technology,
Accenture

Gerard McInnis

Principal,
Ozone Advisory Group Inc.

Scott Munn

Executive Vice President and
Partner,
Hugessen Consulting Inc.

Sean Munro

Vice President, Automotive
Finance National Office,
RBC Royal Bank of Canada

Gary Smith

Executive Vice President of
Eastern Canada and Caribbean
Operations,
Fortis Inc.

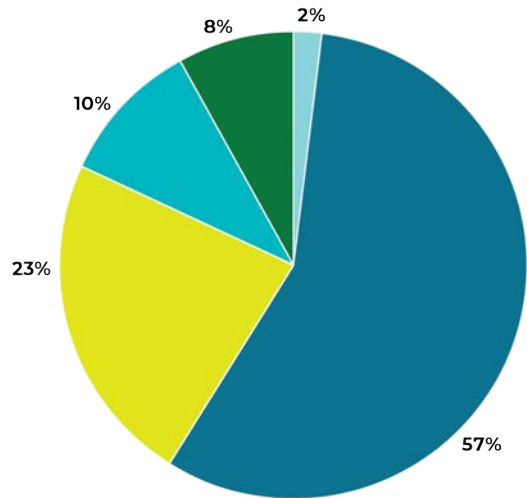
Janeen Speer

Chief People Officer,
Benevity Inc.



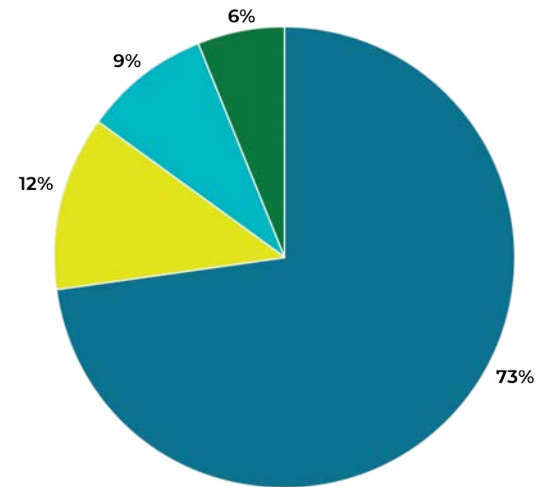
Financials

Funding Sources



- Programs & Project Contributions
- Event Sponsorship & Donations
- Mission-Based Donations
- License Fees from JA Charters
- Interest & Other

Your Dollars at Work: Supporting Our Mission



- Programs & Projects
- Events & Marketing
- General & Administration
- Fundraising Costs

Top line revenue for all of JA in Canada (including local offices) was \$19.0M in 2021-22. JA Canada (national office) revenue was \$5.58M. JA Canada’s financials were audited by Grant Thornton LLP.



jacanada.org



**JA
Canada**

Member of
JA Worldwide



@ja_canada



JA Canada



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@JAchievement

161 Bay St., 27th Floor, Toronto ON M5J 2S1 1-800-265-0699

Charitable Registration#: 10755 4222 RR002

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