

ANNUAL REPORT

2022-2023



SUCCESS STARTS HERE



JA
Canada

Member of
JA Worldwide

Message from Chair and President & CEO

This year, we proudly declare that "Success Starts Here" is not merely a theme but a resounding truth that speaks to the transformative work of JA in Canada this past year.

Navigating Success through Wellbeing

Success, is a journey influenced not only by acquiring skills for financial management, career readiness, and entrepreneurial ventures but also by fostering positive mental wellbeing, a pivotal factor in achieving success. In response to the evolving needs of our youth and thanks to the commitment of our partners, we were excited to introduce mental wellbeing skills content, empowering students to foster resilience in the face of life's challenges.

A New Look Reflecting JA Today

Success is often marked by evolution, and this year, JA Canada underwent a transformation in its brand. Across Canada, it was with pride that we released our refreshed brand – a symbol of our commitment to staying current, relevant and inspiring. The new visual identity reflects the vibrancy of our mission and the evolution of JA.

Celebrating Growth in Student Reach

Every number tells a story, and this year, we are thrilled to share the story of our expanding impact. Youth across Canada participated in over 340,000 JA experiences, representing a 25% annual increase and exceeding pre-pandemic levels. This achievement is a testament to the dedication of our incredible network – donors, volunteers, educators, and staff – who believe in our mission to inspire and prepare young people to succeed.

The Value of Community

None of these achievements would be possible without the unwavering support of our community. From our partners and donors, who believe in investing in the leaders of tomorrow to our volunteers, who generously share their time and expertise; to our educators, who passionately guide and inspire; and to our staff across 14 local offices – you are the heartbeat of JA Canada.

As you review this report, know that every success story, every milestone, is a tribute to your commitment to shaping a future where success truly starts here.

Thank you for being the driving force behind the success of JA Canada.



Dawn de Lima
Chair, JA Canada

Scott Hillier
President & CEO

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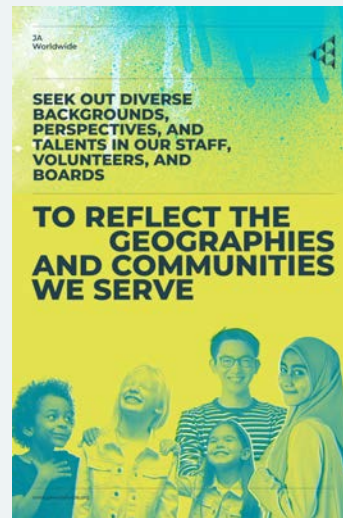
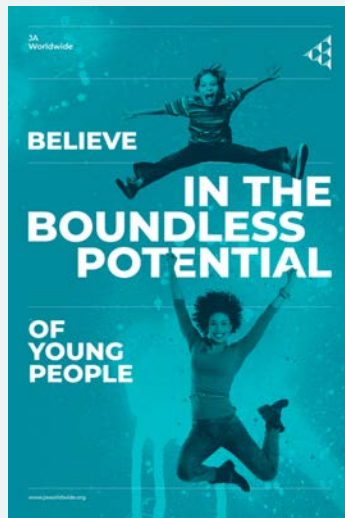
Mission

Junior Achievement 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



This is JA

This is JA

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



Financial Health



Entrepreneurship

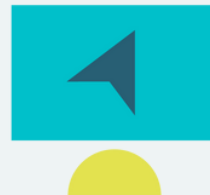


Work Readiness

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



Facilitated Programs



Self-Directed Online Programs



Student Events

Success Starts Here




This past year, JA in Canada embraced a new brand rollout, led by JA Worldwide. This was a full refresh with refreshed colours, logos, assets and messaging. This gives JA a more modernized and relevant brand which to better equip youth with the skillset and mindset to succeed.

Rebranded signs, walls and websites!



National Footprint

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 Manitoba**
200-1460 Chevrier Blvd
Winnipeg, MB R3T 1Y6
www.jacanada.org/manitoba
- JA in Saskatchewan**
C/O 161 Bay St 27th Floor
Toronto, ON M5J 2S1
www.jacanada.org/saskatchewan
- JA South Western Ontario**
15 Wharncliffe Rd N
London, ON, N6H 2A1
www.jaswo.org
- JA Ottawa**
900 Morrison Dr, Ste 205
Ottawa, ON K2H 8K7
www.onfe-rope.ca/our-work/jaottawa
- JA Northern & Eastern Ontario**
270 George St N, Box B03
Peterborough, ON, K9J 3H1
www.ja-neo.org
- JA Central Ontario**
10 King St E, Ste 501
Toronto, ON M5C 1C3
www.jacentralontario.org
- JA Québec**
533-204, rue Ontario Est
Montréal, PQ H2L 1N8
www.jaquebec.org
- 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 Prince Edward Island**
342 Grafton St, Ste 205
Charlottetown, PEI C1A 1L8
www.jacanada.org/pei
- JA Newfoundland & Labrador**
3rd Floor, Delgado Building
171 Water St | P.O. Box 7468
St. John's, NF A1E 4V8
www.janl.org



JA in Canada Program Highlights

Our mission is to inspire and prepare young people to succeed in a global economy.

340,845

Student
Experiences

2,224,815

Student
Learning Hours

3,281

Unique
Schools

25%

Growth in Reach

34,961

JA Campus
Digital
Experiences

9,016

Classrooms



JA in Canada Program Highlights



77,943

Inspire

Introductory JA Learning experiences that develop an interest.



232,478

Prepare

JA learning experiences that prepare youth for meaningful work and starting sustainable businesses by building skills, attitudes and competencies



30,424

Succeed

Applied JA learning experiences that demonstrate mastery of competencies

Impact Highlights

Success Across Canada

The 2022-23 year brought out great success across our 14 local offices from coast-to-coast-to-coast. We saw success of a strong return to in-person learning experiences (while embracing some hybrid or virtual opportunities as well). For many locations, this year was the first return to in-person programming since 2020.

We saw success with growth in student reach, with some locations seeing record-breaking student reach this year. Many were also successful with growth in fund development!

Success was also seen through the emergence of new opportunities this year, including new and evolving events as well as new pilot programs. See a few highlights from each of our regions below and on the following page.

Regional Highlights - West

JA British Columbia, JA Northern Alberta, JA Southern Alberta, JA in Saskatchewan & JA Manitoba



190,535 Students Experiences



33% Growth in Reach

In collaboration with First Nations educators, delivered program in a record number of Indigenous communities.

JA British Columbia

Ukrainian National students participated in JA Company Program with the support of Ukrainian-speaking volunteers and business student. Their company developed a short story for children, based on a Ukrainian cultural story with English and Ukrainian translations.

JA Northern Alberta



Photos by JA Northern Alberta

Regional Highlights - Central

JA Northern & Eastern Ontario, JA Central Ontario, JA South Western Ontario & JA Ottawa



92,214 Students Reached



12% Growth in Reach

The first mental well-being summit supported by the Z Zurich Foundation took place in Toronto. More than 85 grade 8 students enhanced their skillsets by actively participating in workshops and activities led by youth and other mental health experts.



Photos by Henry Lin

JA Central Ontario

Regional Highlights - East

JA Quebec, JA New Brunswick, JA Nova Scotia, JA PEI and JA Newfoundland & Labrador



58,096 Students Reached



24% Growth in Reach

The first World of Choices Skilled Trades Summit made possible by RBC Foundation took place at NBCC Moncton. Students gained insights on trades pathways and developed new skills through hands-on workshops.



JA New Brunswick



JA Newfoundland & Labrador partnered with Sharing our Cultures Inc. Social Enterprise to deliver a six-week entrepreneurship learning experience to newcomer youth.

JA Newfoundland & Labrador

JA’s hands-on, immersive financial literacy education programs and modules introduce young people to smart saving and investing, thoughtful spending and credit, the role of taxes, methods of payment, and budgeting.



“I love the students’ reactions to pay stubs and the reality of budgeting. For most students it’s the first time learning about taxes.”

JA Volunteer, Economics for Success program, JA Nova Scotia

“I enjoyed the budget planning in the program because it made me feel like I had an understanding of how the real world works and how to budget while planning trips or a party.”

Grade 7 Student, Dollars with Sense program, JA Central Ontario



Money and risk management



Adaptability



Negotiation



Resilience



Intuitive decision making

JA's work-readiness supports Youth in exploring careers and developing career pathways. Whether learning from experienced mentors, testing their skills through digital experiences, or developing solutions during business challenges, JA students are preparing for the future of work.



"I liked hearing about the mentors' personal journeys. It helped remind me that everyone goes through challenges."

High School Student, World of Choices Event, JA British Columbia



Problem-solving
and learnability



Communication,
interpersonal
and social skills



Hard work,
dependability,
and teamwork



Positive attitude
and positive
self-concept



Self-efficacy

Through JA Canada's entrepreneurship programs, students work as a team to develop an innovative product or service, finance their start-up business, creatively market their product, and launch their careers as entrepreneurs.

By building a variety of skills and nurturing self-belief, JA prepares young people for future jobs and teaches them to adopt an entrepreneurial mindset so they're set up for success.



"Among delivering such applicable content to young individuals, I really love how JA engages with students no matter type of person that enters the program. I feel that, not a lot of students have the opportunity in life to learn about business or finances. Junior Achievement is so influential in the way that it bridges this gap and creates connections between passion and entrepreneurship."

High School Student, 2022 Canadian Company of the Year Champion



Goal orientation
and initiative



Leadership and
responsibility



Creativity



Teamwork



Perseverance



Self-efficacy

Powering our Success

At JA Canada we attribute much of our success to a vast network of supporters including volunteers, educators and donors, that enable us to provide youth across Canada with JA learning experiences. We are most grateful for these relationships and the dedication of our stakeholders to helping us reach more students!

6,144

Volunteers gave their time to facilitate a JA program



6,107

Educators supported JA by facilitating a teacher-led JA program



“As part of our commitment to JA, our team members volunteer their time to deliver financial education workshops across the country to help make the ambitions of these students a reality.”

Jeffrey Nold, Director of Employee Engagement and Partnerships, CIBC Foundation



“JA does an excellent job of meeting curriculum expectations, relaying useful real-world information, and making it all fun and engaging for students.”

Grade 8 Teacher, JA South Western Ontario

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.



Our Country

Students develop innovative new ideas for business and society.



More than Money

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



Diversity in Action

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



Our Business World

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



Dollars with Sense

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

National Development Partner TD



Our Community

Students discover how businesses shape our lives and strengthen society.



Economics for Success

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

JA Programs



Success Skills

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

National Development Partner Z Zurich Foundation



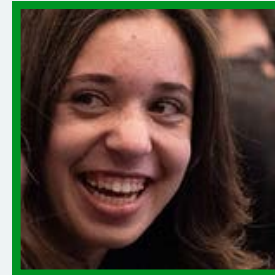
Investment Strategies

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



Personal Finance

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



World of Choices

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

National Community Partner RBC Future Launch



E-Trades

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



JA Company Program

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



Be Entrepreneurial

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



Bite-Sized Learning

Learning modules that help prepare youth for financially healthy futures. Success starts here.

Students Demonstrating Success



Student teams involved in JA Company Program during the 2021-22 school year participated in the virtual Canadian Company of the Year Championship in July 2022. Participating companies competed in one of three categories: manufacturing/retail, social enterprise, and technology.

The 2022 Category Winners Were:



Manufacturing/Retail

Gaia
JA Northern Alberta



Social Enterprise

Roof
JA South Western Ontario



Technology

Cactus Kids Health Club
JA Central Ontario

Each of the category winners participated in a final virtual competition.

Team Gaia from JA Northern Alberta was selected as the 2022 Canadian Company of the Year Champion.



Watch a video from Harriet Li, Present of Gaia share her program experience.

Students Awards



JA Company Program has provided me with a life-changing foundation for growth and achievement as a future leader. I have uncovered skills that I actively use in my academic and professional endeavors, all of which are yielding remarkable success.

-Hayden, JA South Western Ontario
2023 National Award Recipient

By participating in the JA Company Program, I developed business and leadership skills that have enabled me to take the initiative of starting my own organization to better my community!

-Samuel, JA Central Ontario
2023 National Award Recipient



JA has taught me the value of networking and building relationships. I have connected with industry professionals through JA programs and events, which has given me access to unique learning opportunities.

-Williams, JA Ottawa
2023 National Award Recipient

Volunteer Awards

“I am truly grateful to volunteer with an organization that has and continues to make a meaningful difference.”

-Trevor Smith

JA Central Ontario Program Volunteer



“JA has been such a large part of my education and a major force of influence in my career.”

-Shan Gu

JA Ottawa Governance Volunteer

“What I enjoy most about volunteering with JA is seeing that one person can still make a positive difference.”

-Scott Robinson

JA Southern Alberta Program Volunteer





JA
Canada

Member of
JA Worldwide



In the photo: Madeleine Paquin, Hugh Anthony Arrell, CBHF Chancellor Janice Fukakusa, Chief Jim Boucher, and Edward Sonshine

Recognized for their vision and leadership, national and global economic prosperity, and civic engagement, Hugh Anthony Arrell, Chief Jim Boucher, Madeleine Paquin and Edward Sonshine are the 44th Class of Companions of the Order of the Canadian Business Hall of Fame.

The Canadian Business Hall of Fame Induction Celebration, held at the Metro Toronto Convention Centre on May 11, 2023, attracted over 600 attendees. Supporters in attendance included prominent business leaders, officials, and philanthropists who shared a common goal of fostering entrepreneurship and business education among the next generation of Canadian youth leaders.

The room was united by a shared commitment by all Companions, sponsors and supporters to fostering entrepreneurship and providing opportunities for Canadian youth.



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

The Inductees expressed gratitude to their families, friends, and mentors for their support and shared wisdom and insights with the next generation of business leaders. The Induction Ceremony was led by Janice Fukakusa, CBHF Chancellor, presenting each Inductee with a pin, award, and ceremonial signing of the history book. The event was hosted by news anchor Catherine Murray. Welcome remarks by Grand Chief Reg Niganobe of Anishinabek Nation and additional greetings were extended by Scott Hillier, CEO of JA Canada, and Gary Smith, CBHF Governance Committee Chair



Catherine Murray
CBHF Event Host/MC



Hugh Anthony Arrell with
JA Students



Scott Hillier
President & CEO, JA Canada



Chief Jim Boucher
with Sol Mamakwa



Ed Sonshine, signing
the Ceremonial Book



Madeleine Paquin and
her daughter Valerie Thevenoz

Thank you to our Partners

We are grateful for the many partners that support JA Canada program development, digital innovation, national delivery across JA Charters, and fuel healthy national operations and special events.



Future Launch



ZURICH *Foundation*



Deloitte.





- ADP
- Atlas-Apex Roofing
- Brocollini
- Brookfield Management Partners
- Canadian Opera Company
- Canadian Western Bank
- CBRE Limited | Brokerage
- CN Rail
- Coril Holdings (Trioinvest)
- CSL Group/Fednav
- DiamondCorp
- EL Financial/Equitable Bank
- Ernst & Young LLP

- FIS Holdings
- Fogler Rubinoff LLP
- Goodmans LLP
- Government of Ontario, Ministry of Education
- Hugessen Consulting
- Imperial Coffee/Canuck Properties/Markham Suites Hotel/Effort Trust company
- Killam Apartment REIT
- Kingsett Capital
- LLA Architecture
- Loblaws Inc.
- MCS
- Metropia/Paradise Developments
- Pennock Acheson Nielsen Devaney LLP

- RP Investment Advisors LP
- Saskatoon Community Foundation
- Skygrid Construction Inc.
- St. Michael's Foundation
- Teck Resources Ltd.
- The Harden Group
- Toronto Metropolitan University
- Torquest Partners
- Trinity Group
- Urban Reform Realty
- Westdale Properties
- Woodbourne Capital

Economics Achievers Society

Thank you to Our Individual Donors

The Economic Achievers Society (EAS) is JA Canada's annual giving program to recognize individual donors.

Members of the EAS share the belief that JA programs are an essential component of a young person's education and should be accessible to all Canadian students. As part of the EAS, donors support strategic initiatives where increased resources and capacity will enable JA to scale its reach to youth across the country.

This year JA Canada is grateful to have received unprecedented contributions from individual donors who have helped achieve significant impact. Your gifts supported program development, expanded delivery models to serve diverse groups of students, and enabled adaptive programs to serve Indigenous and underserved communities across our country.

Thank you to those individuals who have made it possible for youth across the country to have access to best-in-class experiential learning opportunities in financial literacy, entrepreneurship and career readiness.

Founders

Claude Lamoureux
Clive Beddoe

Gavin Semple
Jack Cockwell

John Cleghorn
Stephen Smith

The Sonshine Family Foundation

JA Canada apologizes for any missed donors or misspelling of names

Leaders

- Dawn de Lima
- Claire Johnson
- David Mirvish
- Employees of CD Capital Developments
- Employees of CIBC
- Employees of Context Developments Inc.
- Employees of Metro Richellieu Inc
- Employees of RBC
- Employees of TC Energy
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- Gordon Gray
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- Linda Hohol
- London Community Foundation
- McCall MacBain Foundation
- Ryan Bosa

Mentors

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- Anthony Fell
- Brett Kropf
- Bryan Jaskolla
- Burgundy Legacy Foundation
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- Rehan Aqeel
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- Scott Hillier
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- Sheryl Barlage
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- Anh Thy Vo
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- Employees Conoco Phillips Corporation
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- Employees of Activision Blizzard
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Board of Directors

Chair of the Board

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Corporate Services, TC Energy

Director

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Partner, Microsoft National
Alliance Leader, PwC

Director

Heather Crosby

Associate Partner, Strategy and
Transactions Ernst & Young LLP

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President & CEO, JA Canada

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Partner, Hugessen Consulting Inc.

Director

Janeen Speer

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Head Legal, Risk and
Government Relations, TMX

Director

Marion Kirsh

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Securities Commission (retired)

Director

Sean Munro

Senior Vice President, Retail Distribution
Strategy and Transformation
RBC Royal Bank of Canada

Director

Tim Christmann

Chief Strategy and Innovation
Officer, Deloitte

Director

Julie Haché

Partner, Autonomy Box

Director

Andrew Marchant

Managing Director, Client Group
Lead – Resources Canada
Accenture Inc.

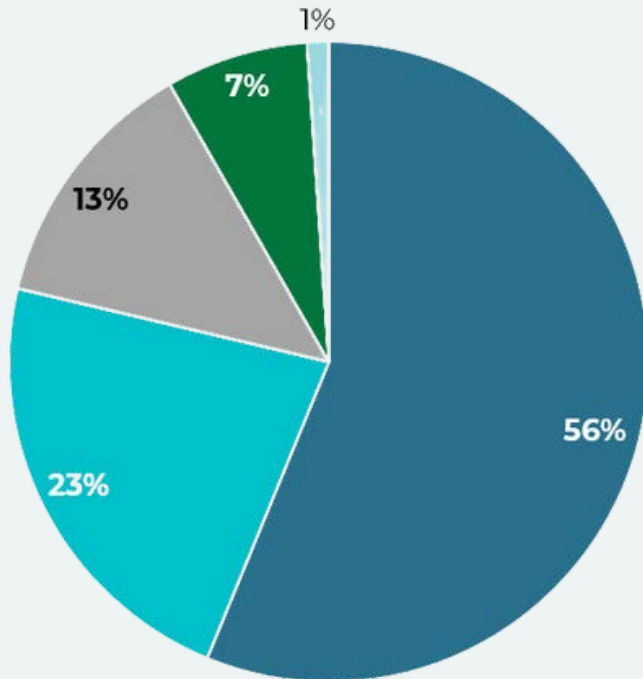
Director

Gary Smith

Executive VP of Eastern
Canadian and Caribbean
Operations, Fortis Inc.

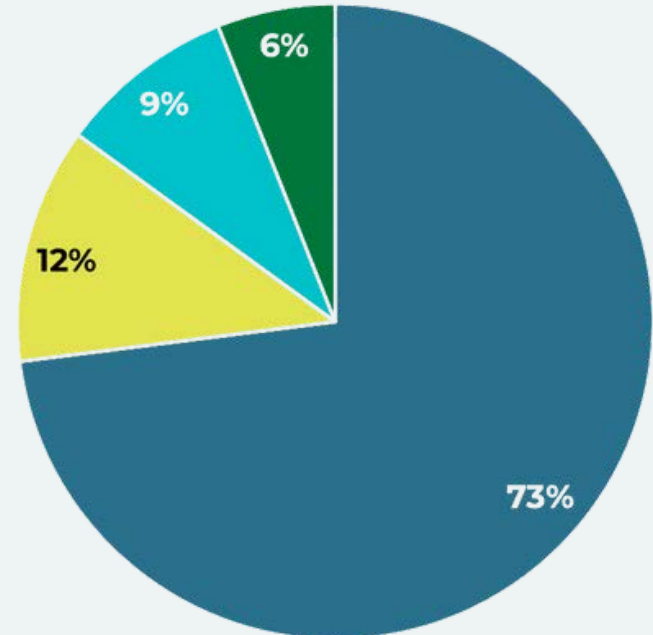


Funding Sources



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

Your Dollars at Work: Supporting Our Mission



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

Topline revenue for all of JA in Canada (including local offices) was \$19.52M in 2022-23. JA Canada (national office) revenue was \$6.78M. JA Canada’s financials were audited by Grant Thornton LLP.



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JA Canada

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Charitable Registration#:
10755 4222 RR002

