



JA Newfoundland
and Labrador

A Member of JA Canada

*Preparing Young
People for
Employment and
Entrepreneurship*

**ANNUAL REPORT
2019-2020**



THE JA WORLDWIDE VISION

PURPOSE

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 market-based economics and entrepreneurship.

Passion for what we do and honesty, integrity and excellence in how we do it.

Respect for the talents, creativity, perspectives and backgrounds of all individuals.

Belief in the power of partnership and collaboration.

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LEADERSHIP MESSAGE

We trust this message finds you well. A lot has happened in the world since we last penned an annual report. The JA 2019-2020 year started in a positive way with programs running, volunteers on board to share their skills and knowledge with youth in our province and donors eager to support JA's purpose of inspiring and preparing young people to succeed in a global economy. As well, we were ready to induct a stellar group of individuals into the JA Newfoundland and Labrador Business Hall of Fame. Cathy Bennett, brothers Aubrey Budgell and Reginald Budgell and the founders of Verafin, Jamie King, Brendan Brothers and Raymond Pretty – truly role models for all.

In March 2020, our focus quickly shifted to ensuring that JA's critical mission would be sustained through the pandemic. We were hit hard by COVID-19 but adapted quickly to maintain operations. From a fiscal perspective, we had a deficit but were able to absorb that shortfall. We downsized to fit the current fiscal reality and in comparison to previous years, student reach was obviously lower. Approximately 1,450 students completed JA programs while 175 programs were either not fully completed or unable to be delivered.

Despite the challenges of this global pandemic, collaboratively across the JA network in Canada, we pivoted with remarkable speed to digitize a suite of 11 JA programs available for students in grades 3 to 12. These programs are available at the new digital campus (www.jacampus.org). For the upcoming school year, we are exploring several program delivery models. We envision a variety of learning modes for youth – in-person volunteer, virtual (volunteer- or teacher-led) or self-directed – to ensure maximum impact.

The JA Business Hall of Fame Gala was scheduled for May 20, 2020 but due to COVID restrictions, it had to be cancelled. After thoughtful deliberations, we decided to host this event in person on a smaller scale during the fall when and if it is safe to do so.

To the JA community, thank you for your continued support which is integral to achieving JA's purpose of preparing young people for employment and entrepreneurship.

Best Regards,



Sandra Patterson
President & CEO



Karl Smith
Board Chair

PROGRAM SUITE



A Business of Our Own

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.



Our Country

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.



More Than Money

Elementary students are taught about earning, spending and saving money and are introduced to the process of starting, running and growing a business.



Our Business World

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.



Economics for Success

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

elementary school program

junior high school program

high school program



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.



Personal Finance

This program teaches students personal money management skills including the key elements of personal finance, such as spending wisely, budgeting, saving, investing and using credit.



Be Entrepreneurial

Grade 9-12 students are inspired 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, grade 10-12 students learn how to organize and operate a real business. Volunteers from the local business community work with students to launch and run a small enterprise.



World of Choices

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

elementary school program

junior high school program

high school program

Our programs are available for delivery in person, live virtual, or virtual self directed through jacampus.org.

JA PROGRAM VOLUNTEERS

Allison Walsh
Alyssa Comerford
Amy Critch
Andrew French
Baasra Waseem
Brandon Yetman
Brooke Lawlor
Carissa Garland
Carol Yang
Caroline Murphy
Collette Rogers
Craig Hannam
Dancia Belben
David Gibbs
Derek Winsor
Destinee Wells
Erin Doherty
Gian Delgado-Aspiazu
Greg London
Haris Mubashir
Hayley Reynolds
Heather Oakley
Jenelle Rideout
Jennielle Park
Jennifer Bessell
Jennifer Porter
Jerry O'Neil
Jessica Keeping
Jessica Strang
Jhoanna Co-Blundon
Joel Neumann
John Snow
Judy Cumby
Julia Druken
Julie Abbott
Justin Mackey
Kailin McCormick
Karen Hurley
Katelyn Parsons
Katie Noel
Kayla Winsor
Kevin Young
Kristen Keats

Larry Bauer
Lisa Allen
Luanne Dominix
Lucas Keeping
Luke Fowlow
Madison Pennell
Mark Hemington
Mark Major
Martin Cook
Matthew Lawrence
Matthew Rogers
Matthew Sommerton
Moirra Cooper
Natalie Butler
Pamela Power
Pearl Ugah
Peggy Vokey
Peter Hynes
Rene Doucet Cotreau
Reshelle Adams-Foley
Robert Wheaton
Rochelle Abbott
Rohit Madan
Roxana Green
Ryan Mackey
Samir Jaoudi
Sandra Marin
Sarah Fitzgerald
Shelley Butler
Sherry Styles
Sherry Walsh
Spencer Noseworthy
Stephanie Hartley
Stephanie Howe
Steve Coward
Susan Hurley
Tim Fahey
Tina Skinner
Troy Pollett
William Goodridge
William Neville
Xiaowan Yao
Yvette Power



Thank you to JA volunteers who donated their time to deliver programs.

Thanks also to the volunteers who were scheduled to deliver programs, but had their sessions cancelled due to the pandemic.

PARTICIPATING SCHOOLS

JA partners in education throughout the province recognize the benefit of providing students with a Junior Achievement learning experience.

Amalgamated Academy
Baltimore School
Bishop Field Elementary
Canon Richards Memorial Academy
Corner Brook Intermediate
Eastside Elementary
Eric G. Lambert School
Frank Roberts Junior High
Juniper Ridge Intermediate
Lakecrest Independent School
Leo Burke Academy
MacDonald Drive Elementary
Mary Queen of Peace Elementary
Octagon Pond Elementary
Riverside Elementary
Sacred Heart Academy
Sprucewood Academy
St. Andrew's Elementary
St. Kevin's High School
St. Paul's Junior High School
Vanier Elementary
Villanova Junior High
White Hills Academy

Bay Roberts
Ferryland
St. John's
Flower's Cove
Corner Brook
Corner Brook
Churchill Falls
Conception Bay South
Torbay
St. John's
Bishop Falls
St. John's
St. John's
Paradise
Clarenville
Marystown
Grand Falls-Windsor
St. John's
Goulds
St. John's
St. John's
Conception Bay South
St. Anthony

"My favorite part was when we were budgeting. I thought it was cool to learn how much everything costs."

- Student

"I really enjoyed how it was taught, I had so much fun playing the games that I didn't even notice how much I was learning."

- Student

"I really enjoyed the group work. I felt it really got our class engaged in the learning. I had so much fun and I do feel more prepared for my future. Thank you!"

- Student

Inspired to work directly with youth and help them change the world?

Talk to us to find out how you can play a role in shaping future leaders





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.



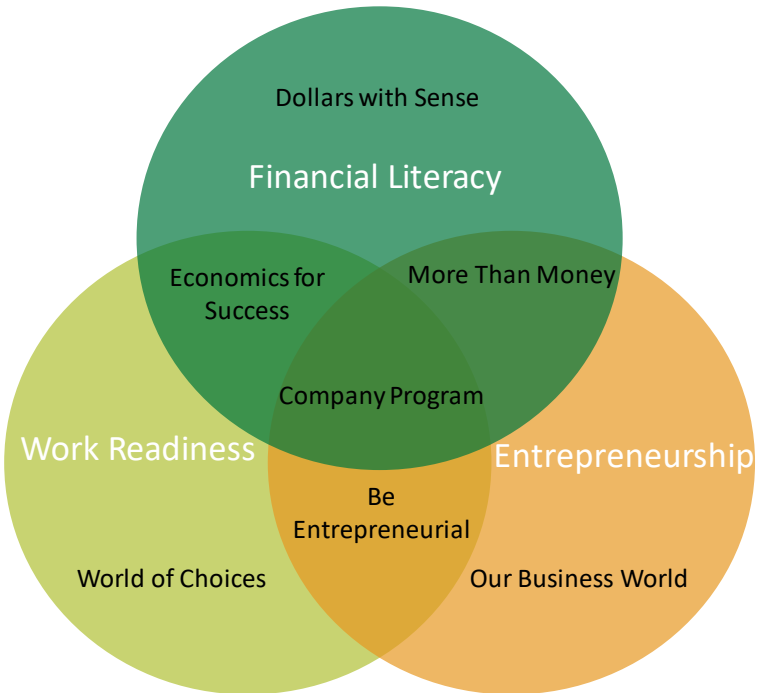
Work Readiness

JA's 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.





DONORS GENEROSITY

Donor gifts of time and financial support provide students with the opportunity to participate in JA programs. Funding partners, both cash and in-kind, have a lasting impact on youth.

\$25,000 +

Atlantic Canada Opportunities Agency

\$10,000 - \$24,999

Hibernia Management and Development Company Ltd.

\$5,000 - \$9,999

CIBC
RBC Royal Bank
Scotiabank
Smith Hurtubise Family Foundation
TD Bank Group

\$2,000 - \$4,999

A Bell Group
A. Harvey & Company Ltd.
Bell Canada
Crosbie Group Limited
Faculty of Business Administration, Memorial University
Husky Energy
The O'Neill Foundation Inc.
Pennecon Limited
Pluto Investments Inc.
Stewart McKelvey

\$600 - \$1,999

Baine Johnston Corporation
Hickman Automotive Group
Pratt Representatives (Newfoundland) Ltd.
St. Anthony Basin Resources Inc.
Sandra Patterson
Town of Gander

We would also like to express sincere thanks to those supporters who deferred their donations to the next fiscal year.

ABOUT THE SELECTION PROCESS

Through a public call for nominations in the fall of the year and a review of previous nominations, the Laureate Selection Committee will convene and commence the selection process. Specific committee duties: review nominations received and generate additional prospects if considered necessary; utilize rating criteria to short-list up to five nominations; make recommendations for the top three candidates for induction with those remaining on the short-list to be considered as alternates and/or future inductees.

Final recommendations are presented to the Executive Committee of the JA Board of Directors by the Chair, Business Hall of Fame Committee, for approval. All nominations, discussions and deliberations which take place are confidential.

CRITERIA FOR SELECTING CANDIDATES

To be considered for selection to the Junior Achievement Newfoundland and Labrador Business Hall of Fame, candidates must demonstrate they have fulfilled all three of the following criteria:

- Have demonstrated in his or her business career, an entrepreneurial spirit and have a record of outstanding entrepreneurial achievements over a reasonable period of time; and/or be recognized by his or her organization or profession as having made an outstanding contribution to the success of the organization or profession in support of business excellence;
- Must have demonstrated effective leadership, not only within his or her organization but in the community;
- Must be considered a role model for future generations of entrepreneurs and business leaders, as well as others in business.

COMMITTEE MEMBERSHIP

Chair, JA Newfoundland and Labrador Board of Directors

Chair, JA Newfoundland and Labrador Business Hall of Fame Committee (a member of the JA Board of Directors)

Current Honourary Chair, JA Newfoundland and Labrador Business Hall of Fame

Past two Honourary Chairs, JA Newfoundland and Labrador Business Hall of Fame

President & CEO, JA Newfoundland and Labrador

President, Memorial University

Chair, St. John's Board of Trade

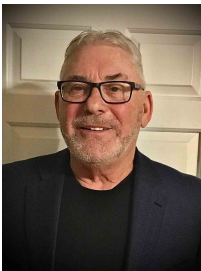


We look forward to inducting the 30th class of Inductees to the JA Newfoundland and Labrador Business Hall of Fame

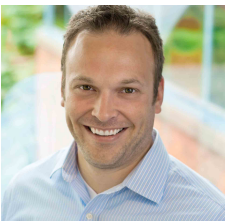
Cathy Bennett
Entrepreneur, Board Director and Consultant



Aubrey Budgell and Reginald Budgell
Entrepreneurs



Jamie King, Brendan Brothers and Raymond Pretty
Co-founders of Verafin



Statement of Financial Position		2020	2019
As at June 30, 2020		\$	\$
ASSETS			
Current			
Cash and short-term deposits		433,736	446,112
Accounts receivable		90,439	68,477
Government assistance receivable		20,000	--
HST receivable		3,633	10,378
Prepaid expenses		12,304	4,771
Total current assets		560,112	529,738
Tangible capital assets		2,765	3,296
		562,877	533,034
LIABILITIES			
Current			
Accounts payable and accrued liabilities		18,459	27,951
Government remittances payable		3,783	6,044
Deferred revenue		212,400	--
Total current liabilities		234,642	33,995
Long-term debt		40,000	--
Restricted contribution		5,000	--
		279,642	33,995
NET ASSETS			
Unrestricted Net Assets		283,235	499,039
		562,877	533,034

Statement of Operations and Changes in Net Assets			2020	2019
For the year ended June 30, 2020			\$	\$
REVENUE				
Hall of Fame			--	262,992
Programs			78,650	112,117
Curling bonspiel			--	10,288
Inspiration breakfast			--	3,117
Miscellaneous			940	2,303
Futures unlimited banquet			--	2,291
ACOA - Youth entrepreneur development initiative			40,000	5,437
Government subsidy (CEWS)			18,730	--
TOTAL REVENUE			138,320	398,545
EXPENSES				
	Programs	Administration		
	\$	\$		
Salaries and benefits	220,836	41,625	262,461	296,762
Program costs	14,826	--	14,826	19,289
JA Canada license fee	15,312	--	15,312	14,611
Rent	10,965	1,935	12,900	12,900
Professional fees	12,660	2,234	14,894	12,726
Marketing	965	134	1,099	848
Travel	9,169	1,283	10,452	4,068
Parking	2,287	404	2,691	6,074
Communications	4,313	1,799	6,112	7,446
Training and conferences	2,597	--	2,597	2,459
JA Canada insurance	3,472	613	4,085	4,262
Office supplies	1,217	781	1,998	3,099
Meetings and program training	--	--	--	462
Interest and bank charges	354	62	416	419
Amortization	847	149	996	1,402
Technology upgrade	1,680	472	2,152	4,091
Recognition	--	134	134	389
Miscellaneous	--	--	--	30
Postage and courier	--	--	--	20
Credit card usage fees	649	114	763	1,202
Bad debt expense	50	--	50	100
TOTAL EXPENSES			353,938	392,659
EXCESS OF REVENUE OVER EXPENSES			(215,804)	5,212
NET ASSETS, beginning of year			499,039	493,827
NET ASSETS, end of year			283,235	499,039

The complete audited financial statements reported by Ernst & Young LLP are available upon request.

BOARD OF DIRECTORS

Stephen Barker
Business Development Bank of Canada

Andrew Bell
ABell Group of Companies

Gabriel Brodeur
Stewart McKelvey

Mike James
RBC Royal Bank

Greg London
BDO Canada LLP

Emily O'Dea
JA Alumni Representative

Gail Penney
Penney Group

Gary Smith
Fortis Inc.

Karl Smith
Chair, JA

STAFF

Stephanie Abbott
Program Manager*

Kelsey Hollett
Program Manager*

Jackie King
Administrative Services

Emily Lockyer
Program Manager

Sandra Patterson
President & CEO

**Partial year*



JA Newfoundland
and Labrador
A Member of JA Canada

Junior Achievement of Newfoundland and Labrador

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