



ANNUAL REPORT 2020-2021

Preparing young people for
employment and
entrepreneurship



This is JA

MISSION

To inspire and prepare young people to succeed in a global economy.

VALUES

- Belief in the boundless potential of young people.
- Commitment to the principles of economics and entrepreneurship.
- Passion for what we do and honesty, integrity, and excellence in how we do it.
- Respect for the talent, creativity, perspectives, and backgrounds of all individuals.
- Conviction in the education and motivational impact of relevant, hands-on learning.
- Belief in the power of partnership and collaboration.

VISION

Be the partner of choice for business, education, and policy makers around the globe seeking to expand youth education and economic development.

Since 1985, JA Newfoundland and Labrador has worked with dedicated staff, business volunteers and generous sponsors to deliver programs that inspire and prepare youth in the province to succeed in tomorrow's economy. JA's engaging, experiential programs focus on skill development in financial literacy, work readiness and entrepreneurship.

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We are on a mission to inspire and prepare youth to succeed in a global economy.

Leadership Message

Similar to the rest of society, it has been a year of challenges and opportunities at JA Newfoundland and Labrador – a year like no other. We are delighted to report that we are emerging positively from the global pandemic that disrupted our operations and challenged our organization since early winter 2020.

We completed the year in a positive financial situation and were able to provide a JA learning experience to 2669 students throughout Newfoundland and Labrador despite shut-downs and many restrictions. We transformed our model of delivery to include teacher-led, virtual volunteer-led and self-directed programs. We introduced new programs, multi-class deliveries and customized workshops, all in a virtual format. Innovation at its best for JA. We served students from grade three to grade twelve and reached them at home and at school.

In early fall, we hosted the annual JA Leaders Breakfast in a virtual format. A great conversation ensued on embracing change and harnessing silver linings with several business leaders.

We look forward to pandemic recovery during the next year - being able to have volunteers return to the classroom, to host in person events, particularly the JA Newfoundland and Labrador Business Hall of Fame, and to further develop new opportunities that have arisen as a result of the pandemic. Our goal is to focus on steady growth recognizing that we will still be living and working with a level of restriction.

From all of us at JA, thank you for your continued commitment to working with us to ensure that youth are inspired and prepared for employment and entrepreneurship and have the fundamentals to develop them into financially savvy young people. Together, we are helping to develop core competencies and create a “can do” attitude that is essential for youth and our economy.

Regards,



Sandra Patterson
President & CEO

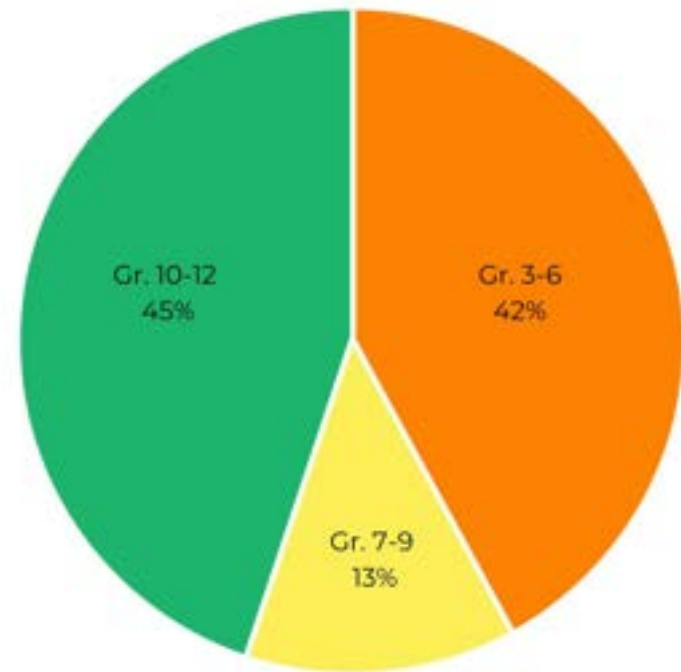


Andrew Bell
Board Chair

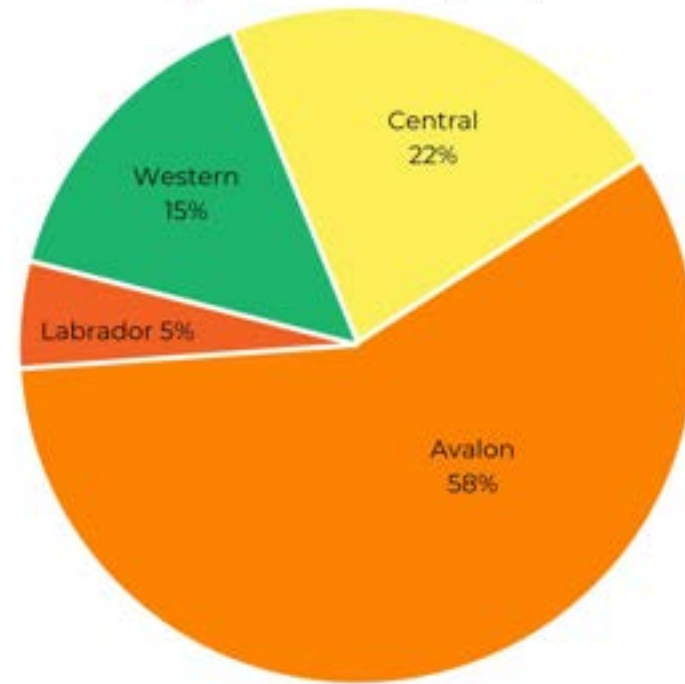
2020-2021 in Review

2020-2021 was filled with adversity and opportunity for JA in Newfoundland and Labrador. JA volunteers and staff delivered newly updated programs virtually, teachers provided their students with in-class programming and students took initiative to complete self-directed programs online. In total, 178 programs were delivered to 2669 students throughout the province. While the continued digital transition that has taken place over the last year was not without challenges, we look forward to continuing with a hybrid delivery model that will enable the organization to reach more students in more areas of the province.

Program Delivery by Grade Grouping



Program Delivery by Region



Programs Delivered	178
Students Reached	2669
Schools Involved	36

I like the use of multiple methods to deliver the content - discussion, video, text, games, role play."

- Educator

"The students enjoyed the program and it fit well with our Consumer Studies course."

- Educator

"I liked how we were properly taught how to manage money."

"I have an idea how to make a budget."

"I learned how expensive it is when you get older."

- Student

Our Programs



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.



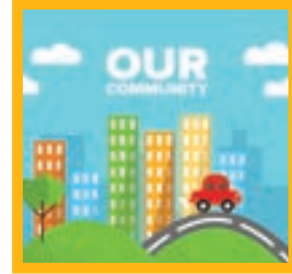
More than Money

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.



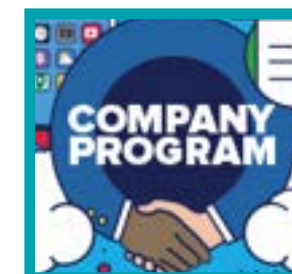
Our Community - Needs, Jobs, Tools

Elementary school students are provided with the building blocks for a successful career - right here at home! The program shows students how business shapes our lives and strengthens society.



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.



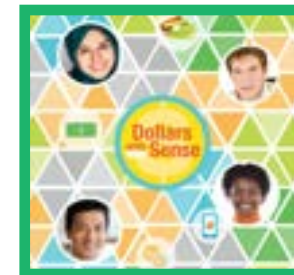
Company Program

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.



Our Country - Technology and Innovation

Elementary school students develop innovative, new ideas for business and society. They learn about Canada's technological past and present, as well as share ideas that could become our next great innovation.



Dollars with Sense

Through the newly updated program, Grade 7-9 students get the vital tools they need to make smart financial decisions, live debt-free and become savvy investors. Students learn personal money management skills that they can apply to their lives beginning now.



Economics for Success

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.



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.



Success Skills

JA's Success Skills is an exciting program that helps students in grades 10-12 develop the communication and personal skills needed to achieve career and lifelong learning success.



World of Choices

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



Legend

- elementary school program
- middle school program
- secondary school program

Participating Schools

Amalgamated Academy	Bay Roberts	Holy Heart of Mary	St. John's
Baccalieu Collegiate	Old Perlican	Holy Trinity High School	Torbay
Baltimore School	Ferryland	Jens Haven Memorial	Nain
Bayside Academy	Port Hope Simpson	Larkhall Academy	St. John's
Bishop Feild Elementary	St. John's	Mobile Central High	Mobile
Brookside Intermediate	Portugal Cove-St. Philips	Mount Pearl Intermediate	Mount Pearl
Burgeo Academy	Burgeo	Octagon Pond Elementary	Paradise
Christ the King School	Rushoon	Riverside Elementary	Clarenville
Dunne Memorial Academy	St. Mary's	Smallwood Academy	Gambo
Discovery Collegiate	Bonavista	St. Anne's Academy	Dunville
Eastside Elementary	Corner Brook	St. Francis of Assisi	Outer Cove
Ecole Holy Family Elementary	Paradise	St. Joseph's All Grade	Terrenceville
Elizabeth Park Elementary	Paradise	Sprucewood Elementary	Grand Falls-Windsor
Eric G. Lambert	Churchill Falls	Truman Eddison Memorial	St. Lunaire-Griquet
Exploits Valley Intermediate	Grand Falls-Windsor	Upper Gullies Elementary	Conception Bay South
Fatima Academy	St. Bride's	Whitbourne Elementary	Whitbourne
Fortune Bay Academy	St. Bernard's	White Hills Academy	St. Anthony
Hazelwood Elementary	St. John's	Woodland Elementary	Dildo



Business Hall of Fame

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.



On May 18th, 2022
we will welcome
the 30th class
of inductees.

Cathy Bennett
Entrepreneur, Board
Director and Consultant



Aubrey Budgell
Reginald Budgell
Entrepreneurs



Brendan Brothers
Jamie King
Raymond Pretty
Co-founders of Verafin



JA Educational Pillars



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.



"Some great panelists today and interesting how all from different areas and walks of life, but very much the same messaging to our youth."

- Educator

"My favourite thing was learning the steps to make a successful business in case I want to."

- Student

Financials

Statement of Financial Position As at June 30, 2021	2021 \$	2020 \$
ASSETS		
Current		
Cash and short-term deposits	481,733	433,736
Accounts receivable	45,714	90,439
Government assistance receivable	8,404	20,000
HST receivable	2,314	3,633
Prepaid expenses	12,304	12,304
Total current assets	550,469	560,112
Tangible capital assets	2,045	2,765
	552,514	562,877
LIABILITIES		
Current		
Accounts payable and accrued liabilities	25,855	18,459
Government remittances payable	5,249	3,783
Deferred revenue	145,650	212,400
Total current liabilities	176,754	234,642
Long-term debt	60,000	40,000
Restricted contribution	5,000	5,000
	241,754	279,642
NET ASSETS		
Unrestricted Net Assets	310,760	283,235
	552,514	562,877

Statement of Operations and Changes in Net Assets For the year ended June 30, 2021		2021 \$	2020 \$	
REVENUE				
Programs		97,213	78,650	
ACOA - Youth entrepreneur development initiative		84,041	40,000	
Inspiration breakfast		63,387	--	
Government subsidy (CEWS)		30,480	18,730	
Miscellaneous		579	940	
TOTAL REVENUE		275,700	138,320	
EXPENSES				
	Programs	Administration		
	\$	\$		
Salaries and benefits	148,063	38,398	186,461	262,461
Rent	10,965	1,935	12,900	12,900
JA Canada license fee	11,968	--	11,968	15,312
Professional fees	8,536	1,506	10,042	14,894
Program costs	8,078	--	8,078	14,826
Jones DesLauriers Insurance Management Inc.	3,808	672	4,480	4,085
Communications	3,658	698	4,356	6,112
Parking	3,177	724	3,901	2,691
Maintenance	1,385	366	1,751	2,152
Amortization	1,697	--	1,697	996
Office supplies	1,157	216	1,373	1,998
Equipment Purchases	268	177	445	--
Credit card usage fees	253	45	298	763
Training and conferences	220	--	220	2,597
Interest and bank charges	174	31	205	416
Travel	--	--	--	10,452
Marketing and communica- tions	--	--	--	1,099
Recognition	--	--	--	134
Bad debt expense	--	--	--	50
TOTAL EXPENSES	203,407	44,768	248,175	353,938
EXCESS OF REVENUE OVER EXPENSES				
			27,525	(215,604)
NET ASSETS, beginning of year			283,235	499,039
NET ASSETS, end of year			310,760	283,235

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

Donor 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+

Fortis Inc.

ACOA

RBC Foundation

Suncor Energy Services Inc.

\$10,000-\$24,999

Scotiabank

\$5,000-\$9,999

CIBC

Marco Group Limited

Penney Group Inc.

TD Bank

\$2,000-\$4,999

A. Harvey & Company Limited

Coast Broadcasting Ltd

The O'Neill Foundation

Up to \$1,999

Community Sector Council NL

Stephen Barker

Board of Directors



Andrew Bell
Chair
ABell Group of
Companies



Mike James
Vice Chair
RBC Royal Bank



Greg London
Treasurer
BDO Canada LLP



Bonnie Donovan
Secretary
The Flowr Corporation



Karl Smith
Past Chair
Retired, Fortis Inc.



Stephen Barker
Director
Business Development
Bank of Canada



Gail Penney
Director
Penney Group



Gary Smith
Director
Fortis Inc.

Meet the Team

Sandra Patterson
President & CEO

Emily O'Dea
Programs and Operations

Emily Lockyear
Program Manager

Jackie King
Finance and Administration





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