



ANNUAL IMPACT REPORT 2019



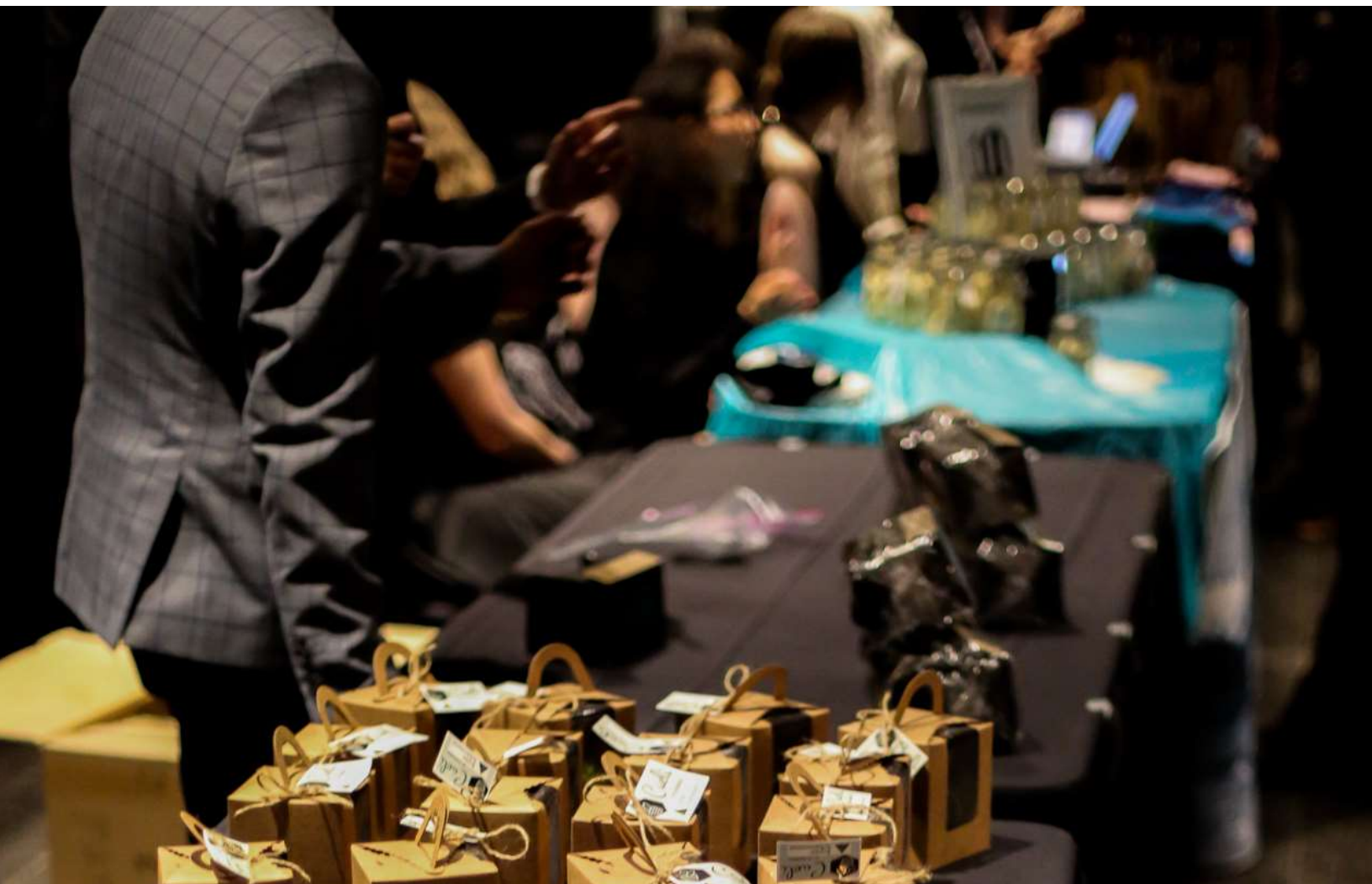
**GIVE THEM THE
POWER TO CHANGE
THEIR WORLD**



JA Northern Alberta
and Northwest Territories

“Junior Achievement is an incredible organization that doesn’t just put a band-aid over a problem, but instead focuses on solutions that can help prevent the problem—financial literacy and business education. This is why I support JA. I want to feel like I am making a difference in a child’s life and in our community.”

- **Lisa Heerensperger | Senior
Manager, Marketing**
Grant Thornton LLP



STAKEHOLDER'S MESSAGE

JENNIFER MARTIN, PRESIDENT & CEO, JANA

Junior Achievement Northern Alberta & NWT celebrated a powerful legacy in 2018-19. For 55 years, donors and volunteers have inspired and empowered youth to be ready to join the workforce, have money sense, and learn entrepreneurship. These three pillars create productive careers for individuals and fuel the economy for all.

As we look into the future, we see a greater need for JA than ever. Globally, two thirds of jobs our present-day five-year olds will fill, have not even been invented yet. Tech and digital innovations are developing at warp speed, and JA programming will keep pace thanks to our dedicated mentors from the real world of work. As we speak, JA Canada is developing online learning tools too, to boost efficiency and savings for all chapters.



Locally, JA is being transformed to compete and responsibly sustain itself. New executive leadership with a business minded focus is in place. Operations and JA staffing have been restructured, program delivery has been reorganized and our approach to revenue and spending has been overhauled. Stewardship has a vigorous new focus and is a top priority.

At the same time, Alberta's economy is still challenging, and conventional gala's that worked well before having reached a saturation point. New donors and volunteers are demanding a fresh value proposition when deciding to give.

JA is responding to the changes we see around us.

Now, when asked, "Why choose to support JA?" we can tell a great story with our new Competitive Analysis. It reveals how other initiatives may seem similar, but JA's emerge as the most impactful and complete. At the same time, we are committed to growing sponsored endeavours, such as the annual Canadian Western Bank Leadership Breakfast, Leading Ladies panel, and JA will create a whole new experience, energy and buzz around a revamped Alberta Hall of Fame Celebration. While we laud our inductees, guests will be inspired and learn something new in interactive ways, and access a powerful, improved networking opportunity. Supporters will leave saying, "Now that, was worth my time."

JA programs have been changing lives since 1963, and we have a strong mandate from the community to continue for years to come. Thanks to your passion and commitment, together this year, we will inspire and prepare nearly 10,000 youth to have the confidence and skills to make their dreams a reality, and in turn make our communities and economy strong. For that, we can only say a most heartfelt, **"Thank You!"**

YOUR DONATIONS

Your gift empowers youth in our community to become tomorrow's leaders by funding integral youth-based programs in our community.

*JA creates an annual return to society
of \$45 for every \$1 spent*

- Boston Consulting Group, 2010



“Our grade 5 and 6 students were completely engaged in our presentation. Through varied activities, students’ knowledge and skills about business management grew. They were able to apply their learning in a cross-curricula business planning project. Our presenters were enthusiastic, knowledgeable and related well to our students. We enjoyed the program so much that it has expanded to a JA day for the rest of our school. We look forward to having the program again next year.”

- Barb Kleespies and Nicole EisenKrein, Namao School



TOGETHER WE IMPACTED

132

Schools received programming due to funding from donations.

758

Programs were delivered to students in Northern Alberta.

46,336

Students received Junior Achievement programming ranging from grade 3 to grade 12 in the 2017-18, 2018-19 school years.

CURRENT JA INITIATIVES

Job Shadow Day

Held annually, Job Shadow Day (JSD) offers students a unique opportunity to visit a professional work environment and gain insight into how to find and keep a fulfilling career. The event is proudly sponsored by the Chartered Professional Accountants of Alberta. Students must apply and specify what they have an interest in before they are paired with a host from their preferred field. JA Northern Alberta & NWT tries in earnest to pair students and hosts accordingly.

This year **20 students and 13 companies** participated in Job Shadow Day.

Future Leaders Week

Future Leaders Week (FLW) is an annual, week-long event hosted by NAIT and the JR Shaw School of Business. This year, more than 1600 students visited the Centre for Applied Technologies where they listened to keynote speakers share their stories, received JA programming delivered by volunteers from local businesses and post-secondary institutions, and learn more about community partners, such as CAREERS, The Next Generation and Skills Canada.

This year, **1644 students from 10 different schools** participated in **63 programs** delivered by **74 volunteers** throughout the week.

JA Leading Ladies

JA Leading Ladies connects emerging and executive business women with outstanding youth to celebrate successes, develop talents, capture new opportunities, and inspire the next generation of women leaders. Through keynote presentations, table discussions and interactive activities, women at various stages of life will increase knowledge and confidence to further their career goals and network building.

The 2019 event featured **Marina Banister, Keri Skelton, and Carrie Doll**.

JA Leadership Breakfast

Join an interactive discussion and Q&A session with a panel of local business leaders who will be discussing a hot topic in our city. Learn how you and your organization can get involved with JA and help give students the skills and confidence they need to become tomorrow's business and community leaders.

At the 2018 breakfast, **Carolyn Campbell** moderated a discussion around the future of entrepreneurship in our city featuring: **Angela Santiago (The Little Potato Company Ltd.)**, **Tony Williams (Zept)**, **Barry Strauss (DFI Corporation)**, and **Chris Fowler (Canadian Western Bank)**.

World of Choices

World of Choices (WOC) invites students in grades 10-12 to join local career mentors as they share exciting aspects of their work. Students will be exposed to a variety of career possibilities in traditional and emerging careers; they will have the opportunity to learn about the education, qualifications, and 21st century employability skills necessary to be successful in their chosen career paths.

This year **14 schools** participated in WOC, bringing in **1143 students**. That number is up from **188 students in 2018**. **114 mentors** from **33 different work sectors** participated as well.

Company Program

The corner stone of Junior Achievement, the JA Company Program is an after-school program that has groups of students working together to operate their own business venture.

Divided into three segments: **start-up, operations, and liquidation**, the program allows students to take ownership of their success by giving them the resources necessary to run their business. Companies identify and create a product-based business using market research, develop and submit a business plan containing proposed financial statements and marketing strategies; fabricate and sell their product; and close their business over the span of 4 months.

This year **42 companies** participated in Company Program. **482 students** made up those companies along with **88 advisors**.

Alberta Business Hall of Fame

The annual Junior Achievement Alberta Business Hall of Fame Gala Dinner is the single most important fundraising event in support of Junior Achievement of Northern Alberta & NWT. Established by JA Northern Alberta & NWT in 1980, the Alberta Business Hall of Fame celebrates the lifetime accomplishments of Alberta's most distinguished business leaders. Each year, inductees are chosen for their enduring contributions to the economic development and prosperity of Canada. Inductees are recognized for their outstanding achievement and merit of the highest degree, especially in service to the Alberta economy or to the Alberta business community.

This year our inductees were **Paul Collins, Kurt Sr., and Ashif Mawji**. **Cory Janssen** received the Inaugural Innovator Award.

2018/19 JUNIOR ACHIEVEMENT HIGHLIGHT

This year at Junior Achievement we restructured the organization to focus on financial sustainability; increasing revenue, boosting stewardship, cutting costs and finding operational efficiencies.

This process involved meeting with stakeholders, creating a new Management Plan, reviewing program delivery and the completion of a Competitive Analysis.

The analysis helps JA explain why the organization is still as needed as ever in a rapidly evolving global economy, and that our programs lead in content and impact when compared to other similar initiatives.



THANK YOU FOR YOUR CONTINUED SUPPORT OF JUNIOR ACHIEVEMENT OF NORTHERN ALBERTA & NWT

IT IS BECAUSE OF YOUR EFFORTS THAT WE ARE ABLE TO
CONTINUE TO PROVIDE OUR IMPORTANT PROGRAMMING TO
STUDENTS IN NORTHERN ALBERTA

