

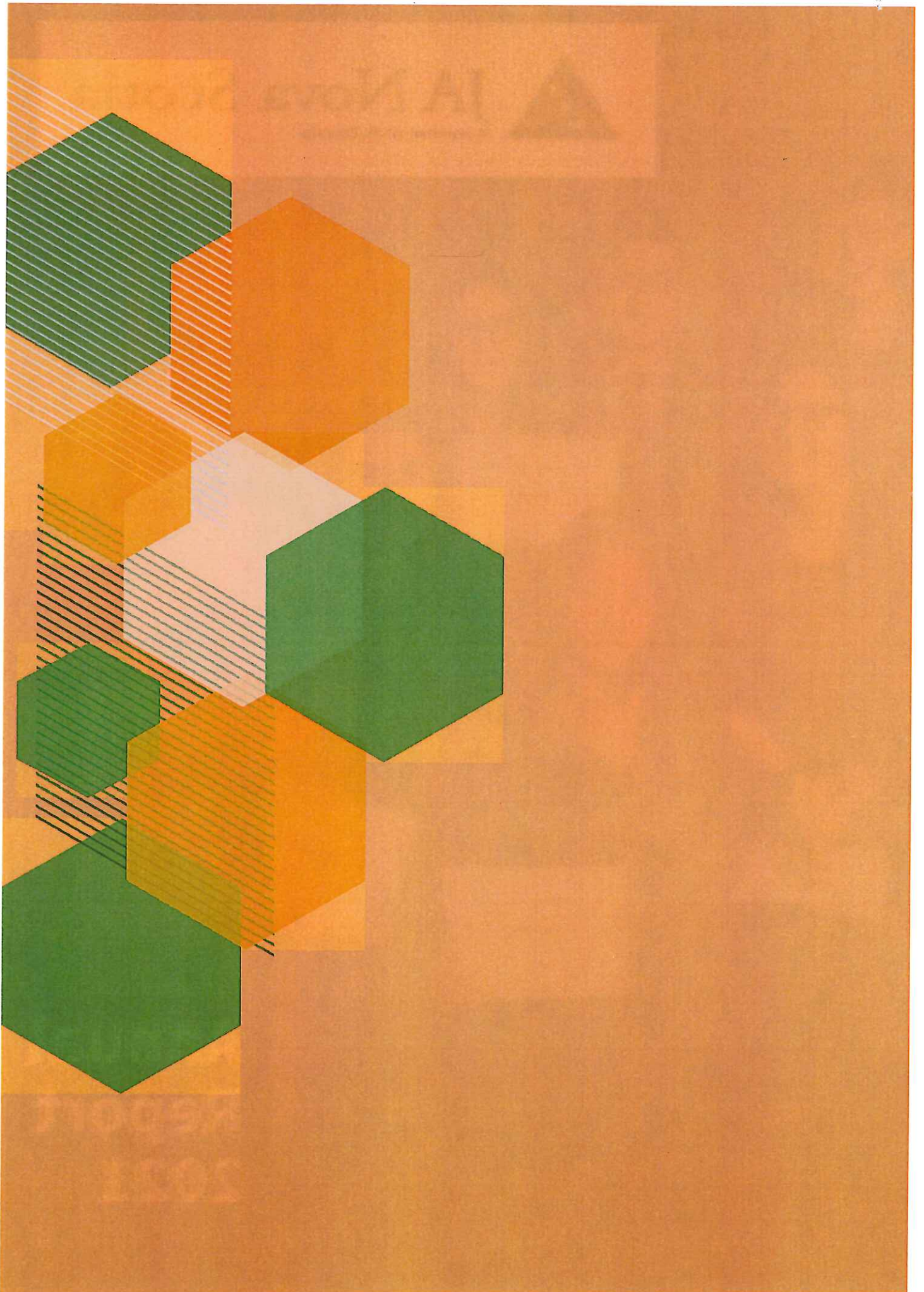


JA Nova Scotia

A Member of JA Canada



Annual Report 2021



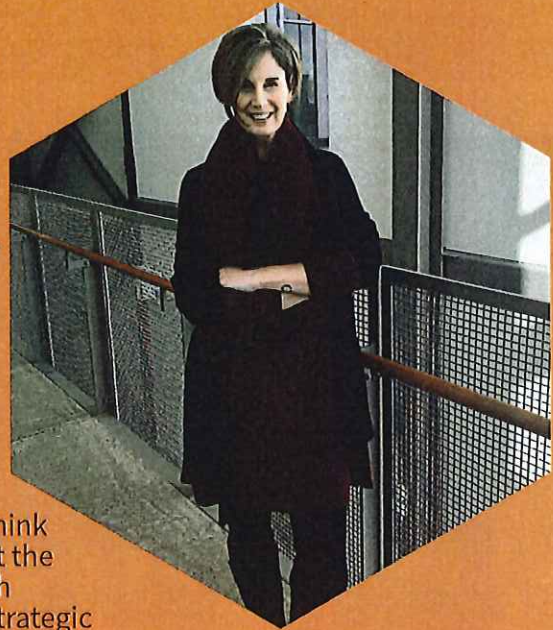
FAREWELL to Dr. Kristin Williams

Kristin Williams concluded her role as President and CEO of JA Nova Scotia on June 30, 2021. After 8 years with JA, she leaves a tremendous legacy of success, not the least of which has been to successfully navigate JA through COVID.

"My time with JA has been incredible. I have been so inspired by our young Nova Scotians and it has been a privilege to serve a mission with transformative impact.

I have also had the distinct honour of developing and stewarding enduring partnerships with Nova Scotia's top businesses, business leaders and entrepreneurs, and our incredible Laureates and laureate community."

Kristin is moving on to an exciting role at a newly founded think tank, called Prudentia Institute, whose mission is to support the inclusive development and empowerment of youth, through research and knowledge mobilization, and will maintain a strategic partnership with JA.



WELCOME to Shakara Joseph

Shakara Joseph has assumed the role of President and CEO of JA Nova Scotia. She has held the role of COO since 2018 and she has been with JA since 2015. A long time JA supporter, Shakara was also a Company Program Achiever in The Bahamas.

"I'm honoured and excited to move into the role of CEO with JA Nova Scotia. JA's mission has never been more critical as we collectively rebuild our communities in a post-pandemic reality. Our work ahead will foster opportunities for innovative ideas to thrive and empower every young person in our province to become solution finders and architects of their futures."

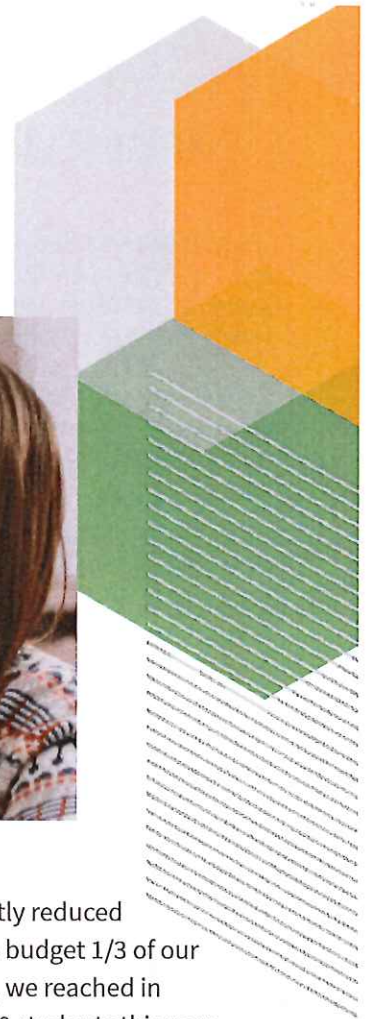


Shakara has been instrumental in JA's success, particularly in developing new partnerships, raising funds, optimizing operational processes and building a strong team.

Shakara is looking forward to continuing to build on JA's strengths, responding to challenges and changes, and preparing youth for the future of work.

JA PROGRAM YEAR 2020 - 2021

ROARING BACK AT COVID



We reached more than 10,000 youth this program year! We exceeded all of our targets and we met 100% of the goals set by our investors!

We are so pleased to report on the success of our program year (Fall 2020-Spring 2021). We had very modest expectations this year, but we exceeded all expectations in service to our youth!

We began the year with the development of a new set of delivery models for JA programs that would continue to deliver on the critical promises of the JA mission, while engaging volunteers and connecting to classrooms, all while adjusting to evolving health restrictions. It would not be an understatement to say that our programs completely transformed!

Our pre-COVID reach was approximately 16,000 students, province-wide and last year, during the outbreak of COVID, we reached just over 8,000 students.

With significantly reduced capacity, and a budget 1/3 of our 2019 revenues, we reached in excess of 10,000 students this year and met 100% of the goals set by our investors and partners.

Our delivery models have included new customized developmental workshops, blended synchronous and asynchronous modes of learning, as well as live virtual events, simulations, and interactive career and mentorship sessions.

In significant ways, our programs became more accessible and inclusive, with technology increasing French language programming, creating new ways for students, teachers and volunteers to engage, and reducing geographic and socio-economic barriers.

Dream, Inspire, Achieve

NOVA SCOTIA BUSINESS HALL OF FAME

We are excited for the return of the Business Hall of Fame program and the opportunity to finally celebrate the induction of our 28th class of Laureates: **David Hoffman, Mickey MacDonald, the Theriault brothers (Ernest, Arthur, Russell and Larry)** and our 100th Laureate, **Viola Desmond**.

This year, we induct our 100th Laureate. That is 100 stories which represent all that is exceptional about business success in Nova Scotia: pioneers, builders, crafters, innovators, strategists, architects, engineers. Our Laureates are truly inspirational. Becoming a Laureate is recognition of a lifetime of achievement in business in Nova Scotia. Laureates are held in high regard in their community and by their colleagues and peers. They have strong personal and professional ethics. They represent values which JA holds dear: they dream big, they inspire, and they achieve what they set out to do

The Gala Dinner will take place on **October 28, 2021**, at the Halifax Convention Centre. We look forward to an amazing event following COVID health restrictions. The Business Hall of Fame Gala inductions were postponed in the spring of 2020, so that we could create a memorable experience for all, and most especially our very worthy inductees.

For more information on the event, visit <https://nsbusinesshalloffame.ca/>



Pictured left to right: Mickey MacDonald, Ernest Theriault, Her Honour, Mayann Francis (on behalf of Wanda Robson, Viola Desmond's sister), Larry Theriault, David Hoffman. Picture taken at the announcement event in February 27, 2020.



OUR BACK TO LEARNING PLAN SUCCESS STRATEGY

Step 1

Modernize Programs

With a focus on the most impactful activities, our JA's programs are now deliverable synchronously or asynchronously, self-directed or in person, virtually or blended

Step 2

Streamline Volunteer Experience

We have reduced the demands on our volunteers, making opportunities more convenient and shorter, while streamlining and improving individual experiences

Step 3

Upskill the Team

Our team has adapted to meet new program elements and delivery models, so that we can continue to effectively support educators and volunteers and serve our youth

Step 4

Improve Access

JA programs are 100% free of charge and accessible anywhere in the province (in school, at home or in community)

Strategic Imperatives

- Blended delivery
- Self directed activities
- Wrap around support
- Virtual volunteer participation
- Event style engagement
- Adaptive and flexible
- One-to-many facilitation
- Community collaboration

Classroom Educators

Co-curricular, hands-on, experiential activities aligned with the Atlantic Canada Framework for Essential Graduation Learnings in School.

Volunteer Mentors

Short commitments and virtual delivery. Bring your own education and career experience and share your insights into the labour market.

Community Facilitators

Free programs for a range of age-groups and spanning a number of accessible activities. Turn-key facilitation and delivery.

Parents and Caregivers

Programs that teach real world skills and nurture self-belief. Programs are age appropriate and free; they can be self-directed or facilitated at home.

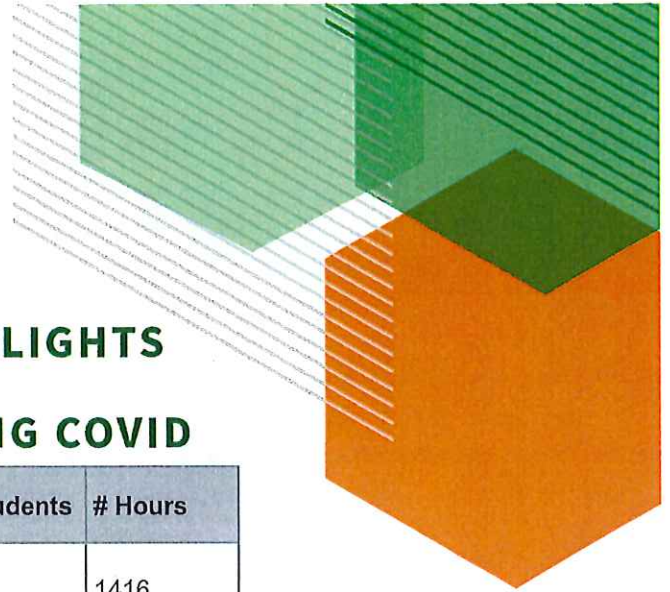
COMMUNITY VIEWS: HOW DID WE DO?

"I have learned to listen without judging and find solutions that complement everyone. I feel like I have become someone my colleagues can rely on and that has helped me develop my leadership skills." Abby L (Young Entrepreneur)

"Without doing the JA Company Program the last two years, meeting people through it and having the experiences I was given, I would definitely not be the same person I am today and definitely not the same level of leader. I have learned so much more than just business!" Sarah M (Young Entrepreneur)

"Here we are in lockdown again!! I am turning to your great staff to keep my co-op students doing meaningful work towards their co-op hours." Lynn L (O2/Co-op Teacher)

"I think the youth really enjoyed the workshops and learned a lot. I know I learned lots!" Ellen S (Community Partner)



PROGRAM HIGHLIGHTS

SUCCESS DURING COVID

Program	# Classes	# Students	# Hours
Our Business World	20	373	1416
Dollars with Sense	62	1075	4088
Economics for Success	131	2974	11788
Others	15	244	1464
Its My Future	92	2060	6180
World of Choices	108	2157	8628
Company Program	15	184	11750
Investment Strategies	35	711	7110
#Adulting	13	140	280
Totals	491	9891	49622
JA Campus Users	—	258	—

42 programs were delivered in French

We surpassed our goal of 445 programs

147 Volunteers virtually delivered programs

World of Choices had 8 live virtual events including one in French

Community Partners
 IWK
 MSVU
 SMU
 NSCC

With Gratitude
 Thank you teachers, guidance counselors and school administrators for allowing us to support you in the classroom with meeting the needs of students, as you adjusted to new routines and challenges.

Volunteer Partners
 CIBC
 RBC
 TD

JACOMPANY PROGRAM

Company Program was held virtually this year with 7 after-school companies meeting weekly for 12 weeks. Students dug into Ideation and how the UN's Sustainable Development Goals could be met with the products they developed. Virtual Guest Speakers added amazing value, trade show, executive training and Pitch It were all completed virtually. We look forward to the opportunity to resume face-to-face programming, but we are also keen to expand on what we have developed and learned over the past year. We recognize that COVID has sparked incredible innovation in our business model. A key focus for growth and impact will be JA's signature entrepreneurship program: Company Program.

84%

Said Company Program was a fun way to learn

95%

Said Company Program was filled with good information

90%

Said Company Program was awesome!

89%

Said Company Program was very interesting

Student Survey Results

"I liked that, as students that have not yet graduated, we got real life experience at starting a company from nothing, pitching it, selling our product and working together with others"

-Sarah, Achiever

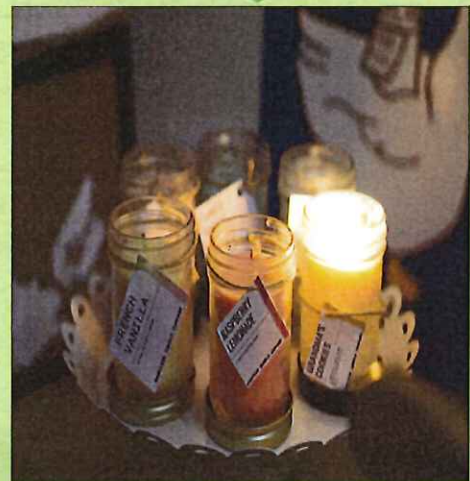
Company Program was hosted virtually for 12 weeks and included guest speakers, a virtual trade show and Pitch it Competition.

"It is a smart, efficient and engaging way to learned beginner's level entrepreneurial skills and concepts"

-Mariah, Achiever

"Company Program gave me the opportunity to find new career options"

-Daniel, Achiever



100% of Students said they would recommend Company Program to other students



99% said their Advisors were their favorite part of Company Program



81% said Company Program helped them learn to be professional in a virtual meeting



90% said Company Program made them more confident

OUTSTANDING ACHIEVERS

Each year we celebrate our achievers, advisors and companies in our Company Program with our Celebration of Achievement. This year, award winners were announced in a virtual video, which can be watched on JA Nova Scotia's YouTube channel @janovascotia

Congratulations to all of our Achievers, Advisors and Award Winners

Award	Achiever	Company
Achiever of the Year Award	Talia Quinlan	Smashing Smoothies
Leadership Award	Ali Patton	Smashing Smoothies
Human Resources Award	Rebekkah Smith	Camellia Care
Finance Award	Owen Jones	Engage 4 Change
Marketing Award	Tye Dacey	Biyo Filtration
Operations Award	Kate Kucharski	Smart Wraps
Corporate Social Responsibility Award	Maia Theriault	Biyo Filtration
Health, Safety & Environment Award	Karli Ringer	Biyo Filtration
Digital Technology Award	Sarah Masalmeh	Smart Wraps
Catherine Colson Memorial Scholarship	Emma McGill	Biyo Filtration
Ptich It! Award	—	Engage 4 Change
Company of the Year	—	Biyo Filtration
Best in Trade Show	—	Smashing Smoothies
Advisor Team of the Year	Chris Prokofiew Sarah Delaney Kareen O'Kieffe	Smashing Smoothies
Volunteer of the Year	Greg Thomson	Engage 4 Change



With Gratitude

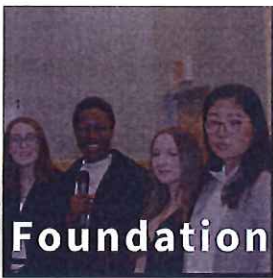
We would like to thank our **Achievers** who impressed us beyond measure with their creativity, motivation, growth and charisma.

SPONSORS



Corporate

CIBC
Economical
Fairstone
Lahave River Credit Union
Michelin - Bridgewater
Rogers
Scotiabank
TD Bank



Foundation

Actuarial Foundation
Aspotogan Heritage Trust
Bragg Foundation
Halifax Youth Foundation
Raphael Foundation
RBC Foundation
United Way of Halifax



Government

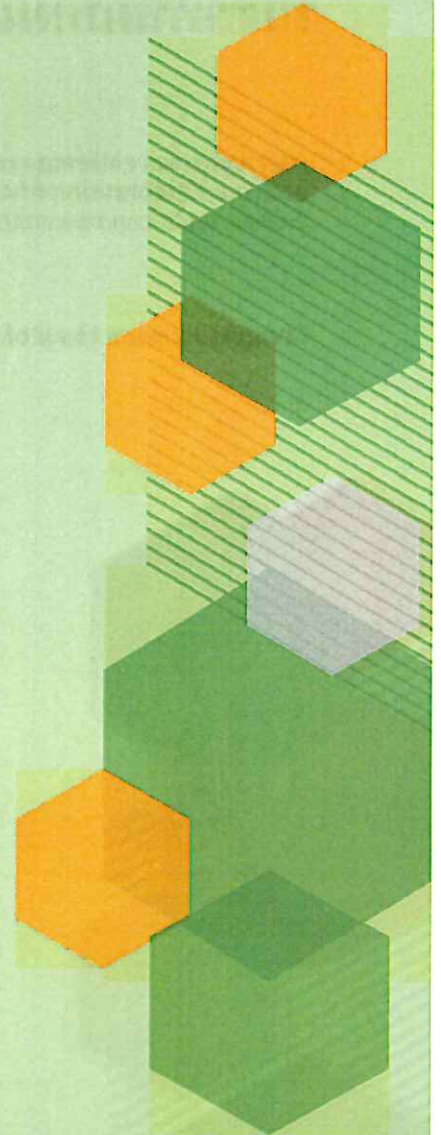
Early Education and Childhood
Development

Government of Canada



Individuals

Sir Graham Day	Rick Power
Jennifer Chiasson	Anita Bezeau
Michelle Bussey	Pam Butler
William Ritchie	Ben Heimert
Stephanie Fitzner	Stephan O'Regan
Shaun Nicholson	



With Gratitude

We would like to thank our **program volunteers** who dedicated tremendous energy to the development of our students and onboarded new technology and new ways of doing things with enthusiasm and grace.

And finally, we would like to thank our **program investors and partners** who made the work of JA possible this year. In a time where resources are scarce, we are grateful to be seen as providing critical service to the social and economic strength and vitality of Nova Scotia.

FINANCIAL REPORT

July 1, 2020 to June 30, 2021

JUNIOR ACHIEVEMENT OF NOVA SCOTIA STATEMENT OF OPERATIONS FOR THE YEAR ENDED JUNE 30, 2021

	Restricted		2021	2020
	Unrestricted	Legacy		
	Fund	Fund	\$	\$
	\$	\$	\$	\$
REVENUES				
Contributions	-	2,500	2,500	79,913
Sponsorships and donations	208,314	-	208,314	344,447
Government Grants	289,292	-	289,292	198,868
In-kind	1,380	18,000	19,380	18,000
Amortization of deferred Capital Contribution	-	18,262	18,262	18,262
Investment Income	-	1,805	1,805	2,103
	498,986	40,567	539,553	661,593
OPERATING EXPENSES				
Administration	34,596	-	34,596	57,465
Amortization of capital assets	10,412	18,262	28,674	28,367
Uncollectible donations	11,500	20,234	31,734	14,525
Fundraising	666	-	666	12,624
In-kind	-	18,000	18,000	18,000
JACAN fees	27,412	-	27,412	43,216
Professional fees	18,748	-	18,748	44,589
Program	14,659	-	14,659	73,371
Salaries and benefits	330,885	-	330,885	486,080
	448,878	56,496	505,374	778,237
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES				
	\$50,108	(\$15,929)	\$34,179	(\$116,644)

The future is bright

JA is entering the next year in a strong financial position, with a seasoned team, a suite of world-class programs and a range of cutting-edge delivery models.

An independent audit of JA Nova Scotia financial statements was conducted by Baker Tilly in accordance with Canadian accounting standards for the not-for-profit sector and the Canadian generally accepted auditing standards. Baker Tilly found that JA Nova Scotia's financial statements presented fairly, in all material aspects, as at June 30, 2021 and 2020. A summary of the statements appears here and a full copy of the statements are available upon request.

NOVA SCOTIA BUSINESS HALL OF FAME
 COMMEMORATING OUR BUSINESS HISTORY AND LAUREATE LEGACY

LEGACY PROJECT UPDATE

OUR LEGACY PROJECT INVESTORS

Bill Black	Jim Eisenhauer	Pete Lockett	Steve Parker	David Sobey
George Caines	Josephine Eisenhauer	Cofin MacDonald	Joe Randell	Donald Sobey
Sharon Calder	Cathy Fares	Al MacPhee	Bill Ritchie	Frank Sobey
Richard Calder	Wadih Fares	Ralph Medjuck	Dorothy Rowe	Jim Spatz
Diane Campbell	Elizabeth Fountain	Shirlee Medjuck	Kenneth Rowe	Rob Steele
Sir Graham Day	Fred Fountain	Mary O'Regan	Joe Shannon	Annette Verschuren
Irene D'Entremont	Chris Huskison	Stephen O'Regan	Steve Smith	

MEDIA WALL RECENTLY REOPENED AT HCC

The media wall installation is an interactive audio/video wall, fully integrated into the architecture of the atrium space of the Halifax Convention Centre. Laureate content is accessible through touch screen navigation.



NEW - DIGITAL ARCHIVE LIVE ON OCTOBER 28

The digital archive is a living repository for the historical content and features collected in the process of creating the Media Wall and Portrait Gallery. The archival website contains nearly 1,000 pieces of media, arranged in individual collections, and includes portraits, biographies, pictures, video, and news articles.



PORTRAIT GALLERY OFFICIAL UNVEILING NOVEMBER 9

The portraits are culturally significant and represent our economic and business heritage. The gallery is a curated, educative experience hosted in the atrium at the Rowe School of Management at Dalhousie University.



With the gracious support of our Laureate Community, the Legacy Project has so far raised \$849,500 in support of the projects, which includes a reserve for JA Nova Scotia in the amount of \$245,400. Donations to support the upkeep of the projects and to contribute to JA Nova Scotia's ongoing sustainability are welcome.

REMARKS FROM OUR CHAIR

MR. BRUCE YOUNG

Bruce was appointed Board Chair in Fall 2020. He is a VP of Commercial Financial Services at the Royal Bank of Canada.

"Uncertainty about the future was certainly the underlying theme for many organizations and businesses this past year as a result of COVID-19 – and JA Nova Scotia was no different. I'm incredibly proud of the resilience and fortitude of this organization, it's people, and the unwavering support of its volunteers, stakeholders, and funding partners. Despite the challenges COVID-19 imposed, the team at JA Nova Scotia was able to successfully adapt to a virtual program delivery model and reach in excess of 10,000 students across Nova Scotia. As we look forward to the year ahead – I'm optimistic and confident that we will continue to enhance our reach and impact with youth across this province – leveraging the best parts of virtual with the strength of our people –"



With Gratitude

We would like to thank the leadership of our **Board of Directors**, who worked tirelessly through a very challenging time, giving of themselves while also meeting the demands set upon them in their own organizations.

JA TEAM

Executive Committee

Bruce Young, RBC, Chair
 Paul Janes, Deloitte, VP
 Charl Du Plooy, Emera, Treasurer
 Jodi Posavad, Grassroots HR, Secretary
 Karen Gardiner, McInnes Cooper, Exec-at Large
 Michelle Bussey, NSCC Foundation, Exec-at-Large

Directors

Stephanie Fitzner, Deloitte/JA Alumni
 Troy Harnish, Rogers
 Kathy Greeno, Province of NS
 Roger King, Supplement King
 Andrew MacKinnon, SBW
 Tony Folkins, NSP
 Jody Sampson, Southwest
 Dov Bercovici, Discovery Centre
 Sylvia Gawad, Placemaker 4G
 Tasha Richard, Dalhousie

JA Staff

Shakara Joseph, President and CEO
 Brenda Kenney, VP Programs
 Nicola MacNevin, Education Lead
 Reha Purdasy, Digital Lead



MISSION - VISION - VALUES

MISSION

JA Nova Scotia inspires and prepares young people to succeed in the global economy.

EDUCATIONAL PILLARS

- FINANCIAL LITERACY
- WORKPLACE READINESS
- ENTREPRENEURSHIP

VALUES

- Belief in the boundless potential of youth
- 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
- Conviction in the educational and motivational impact of relevant hands-on learning
- Belief in the power of partnership and collaboration

WORLDWIDE VISION

To be recognized by businesses, educators and policymakers as the premier organization for inspiring and preparing young people to become successful, contributing members of the global society, and for uniting people around the common goals of creating jobs, building stable economies, and providing higher standards of living.



JA Nova Scotia

A Member of JA Canada



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Websites

www.janovascotia.ca
www.jacampus.org (digital programs)
www.nsbusinesshalloffame.ca



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Social Media

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