

Annual Report 2021-22

Success Starts Here



JA
Nova
Scotia

Member of
JA Canada



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

This is JA

Mission

JA inspires and prepares young people to succeed in a global economy.

Values

- Believe in the boundless potential of young people
- Advocate for the impact of relevant hands-on learning
- Teach principled, market-based economics and entrepreneurship to build thriving communities
- Approach our work with passion, honesty, integrity and excellence
- Seek out diverse backgrounds, perspectives, and talents in our staff, volunteers and boards to reflect the geographies and communities we serve
- Nurture the power of partnership and collaboration

Vision

A world in which... young people have the skillset and mindset to build thriving communities.

JA Nova Scotia inspires the next generation to realize their potential and make a positive impact in their communities. We collaborate with educators, volunteers, and organizations across Nova Scotia to deliver hands-on, immersive, and digital learning experiences to young people.

JA commits to ensuring accessibility and inclusivity through programs that help youth build transferable skills in work readiness, financial health, and entrepreneurship.

Success starts here.

Leadership Messages



It has been an eventful and rewarding year at JA Nova Scotia as we continued to live with COVID.

Supporting teachers and students was our number one priority, while ensuring we met all of our funder requirements. With our highly anticipated return of Business Hall of Fame Gala, 100th Laureate induction, and the introduction of new JA Worldwide Brand, our success would not have been possible without the generosity of our partners. We could not have done this work without you! Thank you!

JA's mission has never been more vital, and we remain committed to ensuring that youth are inspired and prepared to succeed in the global economy. Our program pillars (entrepreneurship, workplace readiness, and financial literacy) are fundamental to the success of our youth and the economic success of our province.

With your help, we are supporting the needs of today's youth and tomorrow's leaders with initiatives which focus on mentorship, building an entrepreneurial mindset, preparing for the future of business, and inspiring labour attachment. Success starts Here!

We are thrilled to take you on our journey through this year's successes in our 2021-2022 Annual Report.

Sincerely,

Shakara Joseph
President & CEO



Leadership Messages

REMARKS FROM OUR CHAIR

Bruce Young, RBC

I'm incredibly proud of the continued resilience and strength of this organization, its people, and the unwavering support of its volunteers, stakeholders, and funding partners! Despite the continued challenges COVID-19 imposed this past year, the amazing and committed team at Junior Achievement adapted its delivery model to continue to connect with students across this province. This past year we added new skills and capabilities to our team, launched an IMPROVED digital campus to enhance our accessibility and reach to NEW and existing students, AND we continued to build blended programming - bringing the best of virtual and in-person experiences! As we turn the page and step into the next chapter of our journey, I'm incredibly excited about the future and our continued ability to reach and influence the diverse and talented youth of this province!



JA Canada works with teachers and students to provide experiences in financial health, work-readiness, and entrepreneurship.



Photo by Shock

2021-2022

Impact Report

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



Financial Literacy



Entrepreneurship



Workplace Readiness



519 Programs
Delivered



11506
Students



300
Volunteers

59045
Student Hours

94 Programs
delivered at
jacampus.org

100% OF FUNDER GOALS MET!

Our Programs



Our Business World
Students explore how businesses are created and what makes them thrive and the role they play in community.



Its My Future
Students research potential careers, and learn how to plan for and keep a job. They develop confidence and their personal brand.



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



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



World of Choices
Students come together with career mentors to explore different career paths.



Investment Strategies
Students learn how to save and invest for the future. With an online stock market simulation, students manage their own stock portfolio.



Company Program
Over several months, students learn how to organize and operate a real business, from ideation, to production, sales and liquidation.



#Adulthood
Prepares young Nova Scotians for a successful transition into emerging adulthood by learning about credit, debt, goal setting, decision making and more,

National Sponsor



World of Choices

It is not uncommon for students to make career limiting decisions early on. World of Choices provides students with practical information about preparing for the working world while still in junior high school. World of Choices enables students to learn first-hand what it takes to be successful in a chosen career by connecting career mentors with students. Eight WOC virtual events were held in November 2021 with four themes, Trades, Arts, Health Care and STEM as well as one event in French.

Each event had four or five career mentors in 20-minute sessions: a 15-minute hosted conversation with a career mentor and a 5-minute Q&A. They included a Career Expo showcasing a multitude of career mentors representing a variety of positions available within participating companies and organizations. Students visited the virtual Career Expo either individually, or together as a class.

Students discovered a world of career choices open to them and the education paths that will support them in achieving their career goals. They left excited about their future and better equipped to meet the challenges of today's work world.

What our teachers say about World of Choices;

Our students look forward to the knowledge they gain from JA every year. This style and format allows the students to focus on an interest area of choice and interest!

*Awesome program!
The presentation certainty opened many of my students eyes around career options and employment.*

This is an amazing opportunity for students to meet and interact with role models they would not normally have the opportunity to. Thank you for bringing these role models into our classroom.



Our Top Achievers in Company Program

June 2022 saw the return of our Celebration of Achievement hosted at IBM Client Innovation Centre.

Students were recognized for company and individual achievements. It was wonderful to be in person again!

Award	Student Company	Winner
Catherine Colson Memorial Scholarship	Coastal Beaded	Dylan Moore
Outstanding First Year Achiever	Mat	Ty Martin
President of the Year	Sea Chains	Coral Van Vessem
Salesperson of the Year	Coastal Beaded	Karley Grimard
Vice President, Sales	Mat	Ty Martin
Vice President, Digital Technology	Scrappy Books	Ali Patton
Vice President, Finance	Mat	Nate Wheeler
Vice President, Human Resources	Sea Chains	Coral Van Vessem
Vice President, Marketing	Sea Chains	Hudson MacKinnon
Vice President, Production	Mat	Ty Martin
Vice President, Sustainability & CSR	Coastal Beaded	Nate Davies
Achiever of the Year	Mat	Abbey Langill
Company of the Year	Coastal Beaded	
Annual Trade Fair Award	I'm Fine MHM	
Best Business Plan Award	Mat	
Pitch It! Award	Sea Chains & Coastal Beaded	
Advisor of the Year Award	Sea Chains	Catherine Chase
Advisor Team of the Year	R3do	Jennifer McGill & Tanya DeVenne



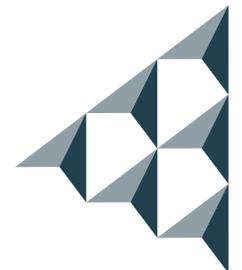
Nova Scotia Business Hall of Fame

We were excited for the return of the Business Hall of Fame program on October 28, 2021 at the Nova Convention Centre 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. 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. It was an amazing evening!

This year, we inducted 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

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.



Increase in French Programming

JA Nova Scotia received funding from Heritage Canada to translate our *Its My Future Program* and *I Have Skills* programs, programming collateral, and our new website. It was a huge benefit to our ability to provide French language programs and collateral for French Second Language Teachers and the Francophone community! The work that was undertaken this year will enhance accessibility to French programming for years to come. We thank them for this opportunity!

We doubled the number of programs delivered in French within provincial schools, delivering a total of 84 classes with French JA programs this school year, up from 42 the previous year.

The funding allowed for the translation of

- *It's My Future* (IMF) Program, student workbook and teacher guide,
- Collateral material, information document, agenda, emails for schools, emails and teacher notes for:
 - *Company Program, in school*
 - *Dollars with Sense*
 - *Its My Future*
 - *Economics for Success*
 - *Our Business World*
 - *Investment Strategies Program*
 - *I Have Skills*
 - *#Adulting*
- *I Have skills* (IHS) program, workbooks and teacher's guide
- Graphic Design of *Its My Future* and *I Have Skills*
- Google PowerPoints to aid teachers in classroom delivery
- Building of *Company Program After School* in Google Classrooms
- Translation of our new Website

Financé par le
gouvernement
du Canada

Funded by the
Government
of Canada

Canada



Membre de JA Canada

JA Adopts a New Brand



JA has been a driving force in creating leaders, entrepreneurs and businesses that have fueled the Canadian economy for more than 60 years.

As a supporter who knows the value of our brand, we are excited to share that JA has a new look and new values aligned to our mission of inspiring and preparing youth for success!

As a leading educational charity, we have positively impacted millions of youth through programs and experiences that enable them to be financially healthy, career ready, and innovative thinkers that are better prepared for the jobs of tomorrow. JA continues to be adaptive and inclusive in its approach to learning and is increasing access through digital transformation and new approaches. Through ongoing development and innovation, we are working to ensure that our programs are relevant and best-in-class – empowering young people with the skills they need for future success.

We are excited that our new worldwide branding is energizing and reflects the evolution of JA, the expansion of our program offering and our promise to empowering young people with the skillset and mindset to build thriving communities. Success Starts Here.



JA
Nouvelle-Écosse

Membre de JA Canada



JA
Nova
Scotia

Member of JA Canada

Thank you to our Partners



Because of the gracious gifts of our donors, all of our programming remains free to youth, schools and teachers. Helping provide our youth with the tools and confidence they need to succeed! Together, we are building a stronger Nova Scotia. Their financial gift directly transforms the lives of youth across the province.

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Company Program Award Sponsors

Clean NS
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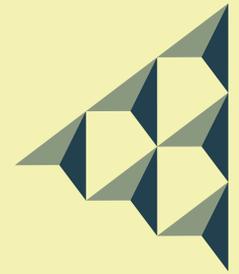
Local Supporters

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Halifax Youth Foundation
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Thank you to our Business Hall of Fame Supporters



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MISSION

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