



JA BC
65 YEARS OF
ACHIEVEMENT

2020-2021

ANNUAL REPORT

TABLE OF CONTENTS

About JA British Columbia.....	2
Bright Futures for All B.C.'s Youth.....	5
Strategic Priorities.....	8
1 Defining, Measuring and Communicating Impact.....	9
2 Delivering Relevant Programs	13
3 Engaging Volunteers and Alumni	16
4 Exploring New Delivery Methods	19
Leaders of Tomorrow	21
JABC's 65th Anniversary	25
Business Laureates of B.C. Hall of Fame	26
JABC Supporters.....	27
Financials.....	37

ABOUT JA BRITISH COLUMBIA



As the first JA charter in Canada and JA's first international chapter, JABC has been a leader in youth business education programs for 65 years. We are dedicated to preparing people who will create and shape the jobs of the future, foster stable economies, contribute to a healthy community and enjoy lifelong success.

Our programs focus on financial literacy, work readiness and entrepreneurship. Through partnerships with educators and volunteers from local businesses, we offer these important interactive, hands-on learning experiences to students in all communities across British Columbia. All programs align with B.C.'s curriculum and are provided free of charge thanks to the generosity of JABC donors and sponsors.

MESSAGE FROM THE CHAIR OF THE BOARD

As JABC wraps up its 65th year, I would like to thank all the donors, volunteers, educators and community members who helped us reach and celebrate this milestone. Your belief in the impact of JA programs, combined with your generous gifts of time and money, are why JABC has thrived and adapted for so many years.

Since 1955, JABC has served nearly one million B.C. youth – delivering programs in work readiness, entrepreneurship and financial literacy – and prepared them for lifelong personal and economic success.

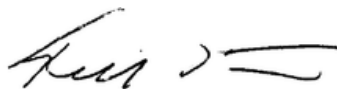
The past 18 months have presented challenges for businesses and organizations globally. JABC was no exception. With you – our community – we were able to reach close to 40,000 students and support educators with much needed ‘pandemic-friendly’ learning resources.

When you read the annual report, you will learn how JABC used ingenuity to reach students with programs that inspired and prepared them for success, in even the most remote communities. Congratulations to the entire JABC team for a tremendous year.

Finally, I would like to thank the JABC Board of Directors whose support and leadership kept the staff motivated and focused on our mission.

I look forward to working with you as we continue to ensure that JA programs inspire, prepare and empower B.C. youth for lifelong success.

With gratitude,



Keith E. Spencer
Chair, JABC Board of Directors



MESSAGE FROM THE PRESIDENT & CEO

For 65 years, JABC has partnered with the B.C. business community and educators to ensure that youth in this province learn the financial literacy, entrepreneurship and career-preparedness skills that will support their success in life.

This past year may have been the most challenging one JABC has faced. Managing through a pandemic, grieving alongside our Indigenous communities, and feeling the impact of B.C.'s forest fires, the communities we serve have been stressed, stretched, and devastated. This only deepened JABC's commitment to bring programs to youth that will build their resilience and prepare them for their future.

Over the past school year, JABC offered programs digitally to teachers and students. This was no easy feat; JABC team members became tech-supporters overnight, and our volunteers became video-presentation experts. But together, JABC supporters, teachers, volunteers and staff did it – we reached close to 40,000 youth. Congratulations to all of you.

By delivering programs like JABC TechWorks virtually, over 4,500 B.C. youth could participate, even those in small, remote communities. And, JABC successfully delivered 27 programs in First Nations communities, which we hope to build on in the coming years. With your help, JABC's success has us thinking bigger and bolder than ever before. We continue to be focused on removing barriers that might prevent students from participating in JA programs so that all B.C. youth have a bright future.

In May, JABC virtually inducted Gordon Diamond, Chief Clarence Louie and Arran and Ratana Stephens into the Business Laureates of B.C. Hall of Fame. All of these Laureates have been an inspiration to me personally and embody the qualities we aim to instill in JA students.

On behalf of the JABC staff and Board of Directors, thank you for your partnership, and I look forward to working with you in the year ahead.

With thanks,



Sheila Biggers
President & CEO, JABC



BRIGHT FUTURES FOR ALL B.C.'S YOUTH

STRATEGIC PLAN



OUR PURPOSE

JABC aims to inspire, prepare and empower B.C. youth for lifelong success.

Our strategic plan, *Bright Futures for All B.C.'s Youth*, outlines the pathway for our organization to leverage our expertise and commitment to address the changing educational needs of B.C. youth. *Bright Futures* expands our services, increases our profile and ultimately strengthens the impact of our organization on B.C.'s youth and economy.

This plan is based on a number of environmental considerations in our province, including a growing technology sector, a changing world of work for today's youth, an increasing Indigenous youth population and a new school curriculum. *Bright Futures* is a vital roadmap for achieving our long-term aspiration for all B.C. youth to have access to a JA program.

[View Strategic Plan](#)

OUR GOAL

TO INCREASE PROGRAM DELIVERIES BY 50%, FROM 1,356 TO 2,034, BY 2023 BY:

Increasing programs delivered by 50% across B.C. by 2023

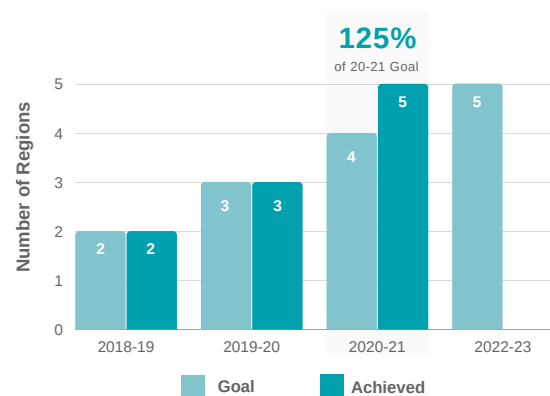
CLASSROOM-BASED & VIRTUAL PROGRAMS DELIVERED



JABC increased program deliveries by 13% over the previous school year, reaching 38,000 B.C. youth and making it our best year ever.

All JABC programs were delivered online during the 2020/21 school year. Programs were available in five different delivery formats which support educators and students requiring resources for all types of learning environments.

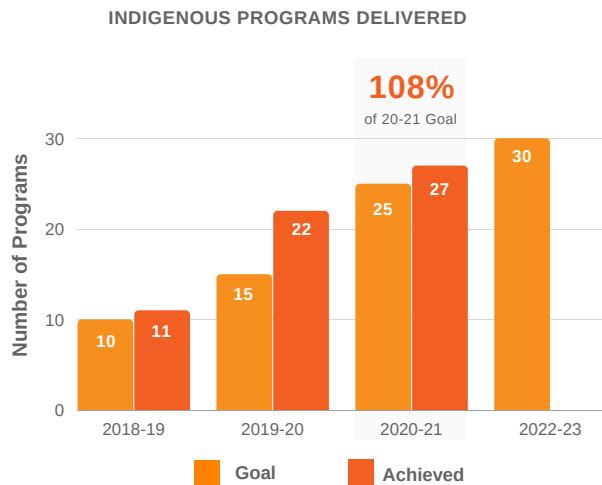
Delivering JABC TechWorks to 5 regions annually in B.C. by 2023



JABC's largest and most popular capstone experience, *JABC TechWorks* was converted into a fully digital program, allowing us to reach 4,500 students across the province, including those in rural, remote and Indigenous communities who hadn't been able to attend previously.

OUR GOAL

Delivering 30 Programs in Indigenous Communities by 2023



As part of the *Bright Futures* strategic plan, JABC has made it a priority to increase the delivery of programs in Indigenous communities and deliver 30 programs annually by 2023.

JABC exceeded its goal this year, delivering 27 programs in Indigenous communities. Additionally, 9% of all programs delivered in 2020/21 were to Indigenous students, in community or in public or private schools.



STRATEGIC PRIORITIES

As part of *Bright Futures for all B.C.'s Youth*, JABC identified four strategic priorities that would allow us to achieve our goals and ultimately increase our number of programs delivered by 50%:

PRIORITY 1

Define, Measure and Communicate Impact

- Adopt JABC Model of Change as a framework for our organization
- Gather feedback from students, educators and alumni to evaluate our impact
- Communicate our impact with supporters, volunteers, government and other key partners

PRIORITY 2

Deliver Relevant Programs

- Implement regular program evaluation and updates
- Deepen engagement with educators and industry partners
- Expand high demand JABC programs

PRIORITY 3

Engage Volunteers and Alumni

- Increase resources and support for volunteer recruitment and training
- Implement alumni programming to extend impact and cultivate engagement

PRIORITY 4

Explore New Delivery Models

- Investigate partnerships to extend reach and impact
 - Adopt suitable program model for Indigenous communities
 - Enhance digital programming
-

STRATEGIC PRIORITY 1

DEFINING, MEASURING & COMMUNICATING IMPACT

JABC gathered feedback from students, educators and alumni to evaluate our impact over the 2020/21 school year. Below are some of our key findings we shared with our partners.

PROGRAM HIGHLIGHTS



Despite its challenges, the 2020/21 school year was one of the most successful years for JABC. We were able to deliver a record-high number of JA programs in new ways that allowed more students to access our programs. Through virtual platforms, our volunteers reached almost 38,000 students across B.C.

This year, the *JA Company Program* was successfully offered online which created more geographic diversity. This helped us reach students from 15 B.C. school districts. Students from different backgrounds and from all corners of the province had to quickly learn to work together so they could effectively organize and operate an actual business enterprise while learning what risks and rewards come with owning a business.

Indigenous learners remained a key priority for JABC in the 2020/21 school year. With

resources dedicated to ensuring First Nations communities are supported during their JA experience, we successfully delivered 27 programs in First Nations communities, surpassing our 2020/21 goals.

We continued to remove barriers and increase exposure to mentors and business leaders so that youth can get inspired for their future careers. By delivering *JABC TechWorks* virtually, we were able to reach over 4,500 youth across B.C. This is 400% more than in the previous year! We also piloted two online multi-class *World of Choices* deliveries. JA volunteers from communities and businesses all over B.C. shared information about their careers and answered questions live online.

In May, we hosted our third annual student pitch competition, *Discovery Foundation's Discover your Pitch*. We collaborated with League of Innovators to deliver pitch practice workshops and saw participation grow by over 500% since we started this program 3 years ago.

Thanks to all of our volunteers, educators, donors and more who helped us achieve these successes.

STRATEGIC PRIORITY 1

JA'S LONG TERM IMPACT

Based on a survey conducted by Boston Consulting Group, JA Alumni are better prepared for the workforce.



75% of Achievers stated that JA had a significant impact in the development of their financial literacy and decision making skills.



JA graduates are 50% more likely to open a business.



Achievers average income is 50% higher than non-alumni.



75% of JA Graduates would retake the program and recommend it to their peers.

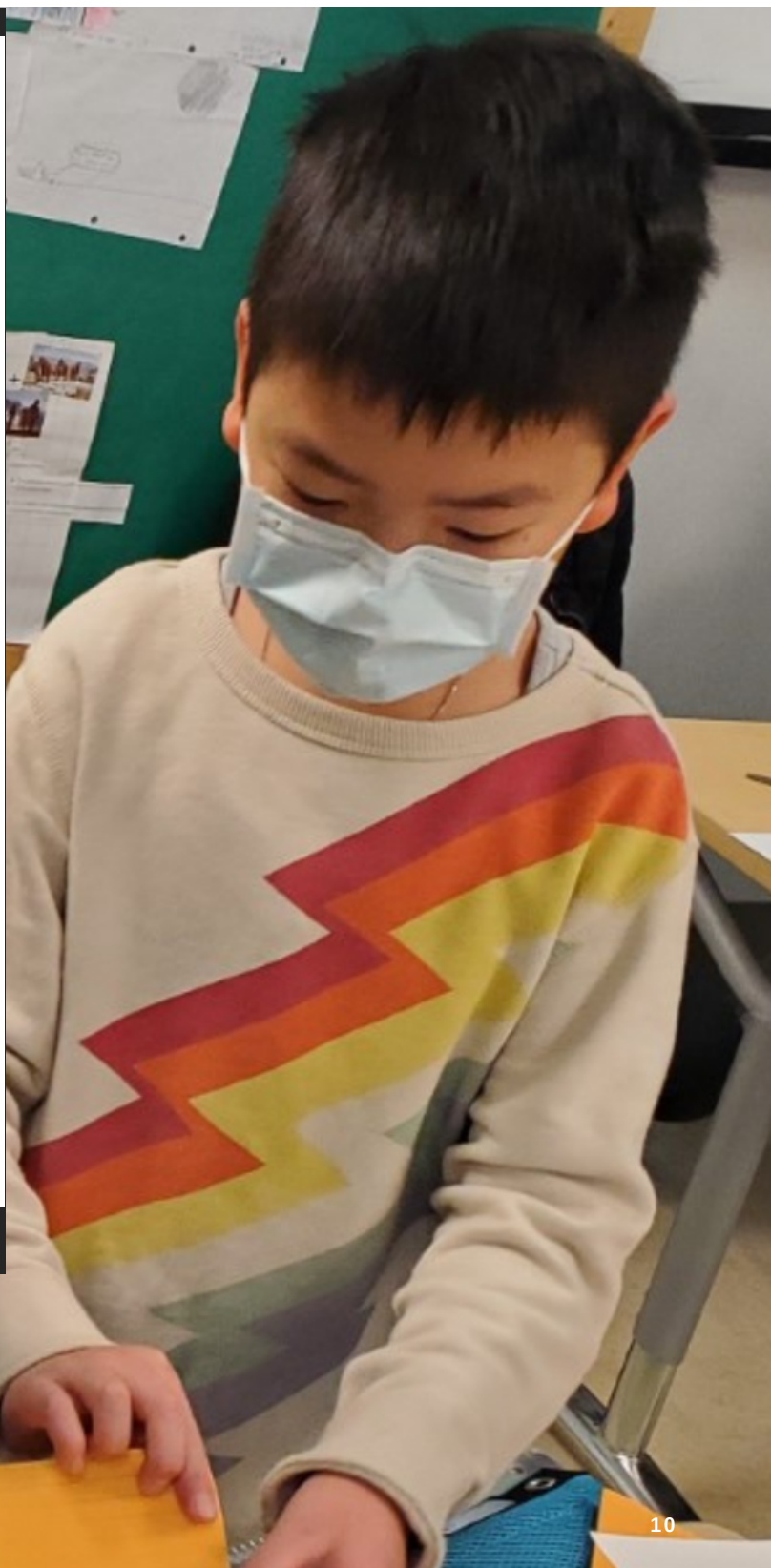


75% of Achievers stated that JA has had a significant impact on their decisions to stay in school and enroll in post-secondary education.



JA graduates are 3x less likely to spend more than they earn.

Findings from Boston Consulting Group



STRATEGIC PRIORITY 1

STUDENT IMPACT: SUCSEED FINDS SUCCESS IN JA COMPANY PROGRAM

Kevin Zhang never considered himself an entrepreneur but nearly two years after starting a venture as part of the *JA Company Program*, he sees entrepreneurship as a long-term career option.

As co-founder and CEO of *Sucseed*, a JABC student company that manufactured and sold seed paper, Kevin found the start-up process difficult since no one on the team had any experience running a business, but the team pulled through and was able to sell their first batch of product in just two days.

After completing the 16-week program, Kevin and his teammates decided to pitch their business for cash and signed up for JABC's *Discover your Pitch*, an exclusive pitch competition for students who have taken a senior-level JA entrepreneurship course.

Throughout the course of the program, they had a chance to meet with volunteers and judges to get advice to help them advance their business. Their persistence paid off as they managed to place in the top of their qualifying pool while making a connection with Angel Investor, Mark Betteridge.

Although they didn't place in the top three at the *Discover your Pitch* provincial finals, with the guidance of Mark, they have managed to grow and evolve their business. They spent weeks focusing on research and development and managed to create a minimum viable product (MVP) ready for market testing.

Today, they're called *Dublo Solutions* and have a patent pending on their product. They have pivoted their business to focus on supporting sustainability in local businesses. They are currently working with *Covenant House* to provide coffee sleeves that can be planted after use, rather than being discarded.

Although Kevin is entering Grade 12 in the fall of 2021, he plans to continue working on his business. "For me, entrepreneurship is not something that comes and goes; once I have had this experience, entrepreneurship becomes a quality that defines who I am and what I can do. Entrepreneurship allows me to pursue my passions by initiating positive change in my community and beyond."

For anyone thinking about joining a JA program, Kevin says:

"No matter what you are up to now, joining a JA program will open your eyes to a whole new level of excitement, friendship, and making an impact in your community. JA may not be for everyone but if you feel strong enough to contribute positively to your community, then JA is definitely for you."



Kevin Zhang
JA Company Program Alum
2021

STRATEGIC PRIORITY 1

EMPOWERING INDIGENOUS YOUTH

During the 2020/21 school year, JABC delivered ten programs to students at WSÁNEĆ Leadership Secondary School on Vancouver Island. The 95 students in grades 7 to 12 at WSÁNEĆ are attending school fully remotely and most notably, saw their first grade 12 graduating class ever.

Teacher Hayley Atkins had this to say about the programs WSÁNEĆ students participated in:

"Our Grade 7, 8, 9, 11, and 12 classes had such a blast with JA this year! We completed the More than Money and Dollars with Sense with the 7-9s and the Grade 11/12s had a blast with the Be Entrepreneurial Online course. While we did take it at our own pace and mixed up the content delivery with a blend of group work, independent time and partner work, these programs were very impactful, impressive, and so well organized that the students really enjoyed themselves. I am really looking forward to working with JA next year and diving deeper into these programs, hopefully in person!"

JABC began piloting its entrepreneurship programs in First Nations communities in 2016 and has been making connections with First Nations leaders and councils to adapt programs to make them suitable for the audience. JABC has dedicated staff and resources towards ensuring JA programs are shared and coordinated and that host communities and schools are supported in youth having access to JA programs.

This past year, JABC established an Equity, Diversity and Inclusion Advisory Committee to ensure the organization is being inclusive of all backgrounds and regions in B.C. The committee's work includes a focus on Indigenous youth and recommendations on how JABC can take steps towards truth and reconciliation.

[Read more about JA Programs in First Nations Communities](#)

2020/21 PROGRAM REACH - FIRST NATIONS COMMUNITIES

439

Indigenous Youth
Reached

27

Programs Delivered in
Indigenous Communities

9

Indigenous Communities
Participated



STRATEGIC PRIORITY 2

DELIVERING RELEVANT PROGRAMS

Based on feedback from educators and the business community, JABC continued to develop, enhance and expand our high demand in-class, online and student capstone experiences.

DISCOVERY FOUNDATION'S

DISCOVER YOUR PITCH

JABC was pleased to host the third annual *Discovery Foundation's Discover your Pitch* program in Spring 2021.

Discover your Pitch is an exclusive investor pitch competition for B.C. high school students who have taken a senior JA entrepreneurship program.

JABC hosted this program virtually again this year, allowing more B.C. youth to participate. We are grateful for the support and leadership of all of our partners who helped make this exciting program happen for the 100+ students who participated from across B.C.

The Provincial Finals

The top nine teams from the preliminary rounds were invited to participate in the Provincial Finals on May 26 in a 90-minute live webcast. Approximately 200 viewers joined the livestream.

Teams had to present a 30-second elevator pitch as well as a five-minute investor pitch. Viewers online were asked to vote for their favorite elevator pitch while a panel of business leaders judged the main pitches.

A total of \$7,400 in cash was up for grabs over the course of the program!

[Read Program Report](#)[Watch Program Recording](#)

Provincial Final Round Judges



Lara Dauphinee
Managing Director,
Fiore Group



Paul Geyer
CEO, Discovery Parks
& Nimbus Synergies



Stuart Louie
Governor, London
Drugs Ltd.



Gerald Ma
Executive Committee Member
& General Manager, CBD,
CK Asset Holdings Ltd.



Tracey McVicar
Partner, CAI Capital
Partners

STRATEGIC PRIORITY 2

VIRTUAL ECONOMICS FOR SUCCESS INCREASES ACCESS TO FINANCIAL MENTORSHIP DURING COVID

On May 7, 2021, volunteers shared their financial knowledge with almost 300 students at Spencer Middle School in Langford, B.C. This half-day event was delivered live by investment experts to ten separate classrooms via video conferencing. A grade 8 student shared what he took away from this program:

"It's always good for you to find out what your interests are so you can invest in a better way for humans to live in the future, like investing in environmentally friendly options."

These students participated in JA's *Economics for Success*, a program that prepares them to enter the world of work and focuses on goal setting, budgeting, and financial planning. A special investing module was also delivered to each of the classes.

This interactive segment covered topics such as savings accounts, stocks and bonds, investment risk, and compound interest.

Since the experience could not be delivered in the actual classroom due to pandemic protocols, technology played a pivotal role. This special event required days of preparation and training with JABC staff, school educators and volunteers. In fact, the Vice Principal said, "Kudos!... it was no small feat to pull off."

During the 2020/21 school year, 675 B.C. classrooms welcomed a JABC volunteer to join remotely. While a different experience than in person, delivering programs virtually has its distinct advantages. The students at Spencer Middle School in School District 62 were able to connect with financial experts from multiple locations across Canada and around the world, including India, exposing them to unique financial perspectives.



STRATEGIC PRIORITY 2

JABC'S EDUCATOR ADVISORS

Thank you to all of our Educators, especially our eight Educator Advisors from across the province who give us important feedback on our program content, delivery methods, volunteer involvement and resources.



Bonnie Alexander

District Career Coordinator,
SD No.61 Victoria

“JABC is dedicated to helping students understand that they have the power to shape their own lives. By connecting to local business people and entrepreneurs they learn that life is not a straight line that you have to walk alone. Educators and mentors are there to help students stretch and grow their view of themselves and to give them the tools to be brave in an ever-changing world.”



Lisa Chapieski

District Coordinator Student
Options & Opportunities,
SD No.37 Delta

“JA designs their programs to help students learn real-life, practical skills such as finance, leadership and owning your own business. Their programs are age-appropriate and designed with experts in the field to help support students with relevant career-life education! Thank you, JA!”



Jennifer Schutz

Business Education, North
Surrey Secondary,
SD No.36 Surrey

“As a Business Education Teacher, I love how the JA programs and resources are current, relevant, and easy to follow or adapt. Their extensive network of local experts helps me to create wonderful connections to business leaders in my community and provides students with practical, meaningful, and real-life skills and experiences. JABC is professional, relevant, and has a wide range of programs – making it a must-have for every Business Education program!”

[Enroll Your Class](#)

STRATEGIC PRIORITY 3

ENGAGING VOLUNTEERS & ALUMNI

JABC continued to focus on the recruitment and training of volunteers this year. We also continued to connect with JA Alumni and provide them with opportunities to participate in various JABC events and programs.

THANK YOU, VOLUNTEERS!



A massive thank-you to our 299 super volunteers who took the time to mentor and support JA students across British Columbia this past school year.

We were thrilled to recognize all of you at our annual volunteer appreciation event, Celebrate JA!, in June 2021. We also brought back JA Alum and JABC scholarship winner, Aaron Cabiles, to host this fun event.

We repeatedly hear from teachers that volunteers are what make the difference between a good program and a great program. Volunteers are the reason teachers continue to invite us back into their classrooms, and that students have an exceptional experience.

Thank you, volunteers, for inspiring students and expanding their horizons! You are the heart of JA!

Learn more about
volunteering with JA

STRATEGIC PRIORITY 3

PREPARING YOUTH FOR THE WORKFORCE

JABC volunteers have common goals including a desire to prepare youth for their future careers.

Rocky Ozaki, a multiple tech start-up founder, along with a decade of HR leadership in large enterprise organizations, has been speaking at *JABC TechWorks*, a provincial tech-career capstone experience for high school students, since its creation in 2017.

For years, he has preached that technology, a sharing economy and the connected generation would shift the way companies operated in a significant way and that it

would happen faster than most were predicting. COVID-19 proved to be a powerful influence in this push. This is why, in addition to speaking at *JABC TechWorks* to 4,500 B.C. youth this past year, Rocky generously donated his time to provide a keynote presentation to B.C. career educators last fall on the changing workforce and how they can prepare their students for the future of work.

JABC is grateful for Rocky's generous donation of his time and expertise on how youth can better prepare themselves for the rapidly changing world of work!

"I envision an incredibly bright future anchored on technology and our youth. Together they can bring positive change that previous generations only dreamed of. JABC masterfully joins these two forces and I'm honored to be able to help in some small way."



STRATEGIC PRIORITY 3

JA ALUM REINVESTS IN JABC

Fu Zhou hasn't even graduated high school yet, but that doesn't mean he doesn't understand the value of philanthropy. One of JABC's youngest donors ever, Fu is fully aware of the direct impact JA programs have had on his life and future career plans and he's decided to give back to the organization that, in his words, helps future students have similar experiences. ***"It is hard to exaggerate how much JABC has positively impacted me,"*** says Fu. "Since I am now investing with real money, I feel that it is important to give back to those who have inspired me while inspiring future members of this community to give back and make a positive difference."

Fu took the *JA Investment Strategies Program* (ISP) and, as Fu tells us, learned not only about the world of finance but important investing, decision-making and financial management skills. "Most of my takeaways were ones that were sparked by my experiences," says Fu. "For example, the simulators taught me to be patient with my investing and to learn investment vocabulary as well as researching technical and fundamentals of a company depending on how long I was planning to hold it so that my decisions will have the highest probability of achieving capital gains. The program also taught me to have a clear plan for my investments so that I could control my emotions in the volatile activity in the stock market."

Through his donation to JABC, Fu hopes to show youth that financial freedom is achievable regardless of the career path one chooses. By exercising financial discipline Fu believes everyone can still pursue a career they are passionate about and still have a good quality of life. In addition to learning financial management skills, Fu believes that "learning skills that create a flow of income other than simply from full-time jobs can truly change your life."

Although Fu hasn't decided on a career path, he knows what interests him and what he would like to get involved with once he finishes high school. "I have a keen interest in understanding how people make decisions – from game theory to investing – so jobs that involve decision making such as data analysts and industries that involve making a positive difference in society," says Fu. "Combining my passions while working in beneficial industries would be the ideal future career for me."

JABC thanks Fu for his generous investment, and we look forward to seeing how his future career plans progress!



STRATEGIC PRIORITY 4

EXPLORING NEW DELIVERY METHODS

To enhance the JA experience for B.C.'s youth, JABC continued to develop new partnerships and explore new program delivery methods.

JABC TECHWORKS



4500+
Students



216
Classes



103
Schools

"This was a really good experience and gave me plenty of confidence for my future career. TechWorks highlighted many future potential paths, exciting me for the future. Thank you." Grade 9 Student

Over the past year, JABC has had the opportunity to support B.C. educators by delivering programs in new ways that has allowed more students to access them, especially those in rural and Indigenous communities. Most notably *JABC TechWorks* saw quadruple the number of student participants over last year because it was delivered online.

Across 35 B.C. school districts, over 4,500 students tuned in over two days and four sessions to connect with industry speakers from companies like Sony, SAP, Teck and many more.

JABC TechWorks was created in 2017 to provide B.C. youth with an opportunity to learn about the vast tech-related careers B.C. and Canada have to offer. The program is designed to encourage youth to think about their educational pathways and how they can make sure they're ready for their tech-enabled future.

Since *JABC TechWorks*' inception, student reach has increased by almost 1,400%.

[View Highlight Reel](#)

[Read Program Report](#)

[Learn more about TechWorks](#)

STRATEGIC PRIORITY 4

A WHOLE NEW WORLD

JABC launched *JA World of Choices* (WOC) in B.C. classrooms in the 2020/21 school year. The program aims to support students in their journey to explore and refine their career goals by reflecting on their personal interests and strengths and discovering where these might intersect with emerging career-life opportunities.

In January 2021, JABC piloted the first multi-class WOC featuring guest

speakers from a multitude of industries. After hearing about their journeys, students were able to participate in a Live Q&A with each speaker. After a successful program launch, WOC will now be offered monthly, featuring a different industry theme each month and on-demand.

Learn more about
World of Choices



Learn more about JA programs

SUMMER ACCELERATOR

With over 14 fantastic and dedicated mentors from Accenture, 40 students in five teams built their own start-ups over six weeks in a virtual format for the first time this past summer.

Participating high school students learned the essential components of launching a realistic entrepreneurial venture by running their own business, from idea generation & product development to sales & liquidation.

On Presentation Day, the teams pitched their business ideas and demonstrated their apps via Zoom. Here is what student Peter Lee had to say:

"I was incredibly excited when I heard about the virtual JA Summer Accelerator Program. The program offered an experience that was not offered anywhere else- we were to build a business in only 6 weeks! I knew that this was a perfect opportunity for me to meet incredible people and advance my business-related skills, and I was not disappointed."



LEADERS OF TOMORROW

This year, with the help of our donors, JABC gave away over \$38,000 in awards and scholarships to students who had demonstrated excellence and leadership while participating in a JA program. JABC congratulates the following outstanding individuals and teams:

INDIVIDUAL AWARDS

Jan Bell-Irving Award for Women's Leadership

Lindsay Van Rooyen
Royal Bay Secondary School
Colwood

This **\$2,500 award** recognizes a female Junior Achiever who demonstrates the ambition to lead and the ability to do so with collaboration and kindness.

The Jan Bell-Irving Award for Women's Leadership was established upon Jan's retirement as President & CEO of JABC in 2017. Jan hopes to inspire and encourage young women to lead at the highest levels, with heart.

Dr. Donald Rix Inspiring Business Excellence Scholarship

James Fazeli-Sinaki
Mark R. Isfeld Secondary School
Courtenay

This **\$2,500 award** recognizes a new immigrant, rural or Indigenous student who has demonstrated significant growth in business, learning, leadership, and/or entrepreneurial skills.

This award is made possible through a generous endowment gift from the Rix Family Foundation.

JABC Basin Impact Award

Lauryn Sims
Fernie Secondary, Fernie

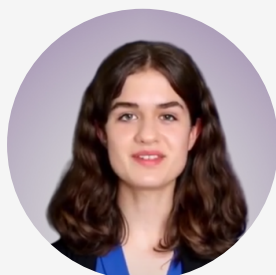
Sally Rouss
Mount Baker Secondary, Cranbrook

This **\$1,250 award** per student recognizes students from the Columbia Basin who have demonstrated how a JA program significantly improved their work readiness skills and positively impacted their future.

This award is generously supported by Columbia Basin Trust.

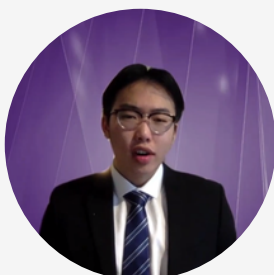


Student Award for Oratory & Presentation Skills



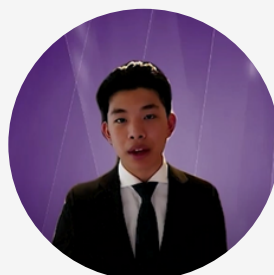
Emily Janzen
Seycove
Secondary
North Vancouver

[View Video](#)



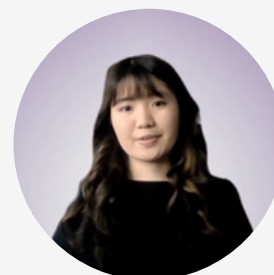
Preston Lai
Eric Hamber
Secondary
Vancouver

[View Video](#)



Ethaniel Tan
Steveston-London
Secondary
Richmond

[View Video](#)



Tiya Tanaka
Eric Hamber
Secondary
Vancouver

[View Video](#)

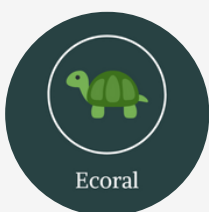
This **\$2,500 award** per student recognizes achievement in the development of speaking and presentation skills.



STUDENT COMPANY AWARDS

Junior Entrepreneur Award

Ecoral



Mary Zhuang, David Zhao, Diana Strizhakova,
Samatha Allaye-Chan, JP, Luna Shen, Ella
Kqiku, Angel Tang, Max Hoang, Christina Vo

[View Video](#)

Ecoral is a software company aimed at raising awareness of the consequences of ocean pollution. Their first product, Strawrush, is a software aimed at youth that uses gamification to highlight the importance of protecting our oceans.

This **\$7,500 award** acknowledges the JA Student Company that best demonstrates entrepreneurial spirit.



Celebrate Entrepreneurship Provincial Award



UpCyc

Alan Teng, Chloe Lam, Eric Chien, Jas Chhetri, Juppnaam Sahni, Laura Li, Omar Al-Hmoud, Teresa Lu

UpCyc is an app that allows users to engage in upcycling, giving old products a new life by turning them into new creations. Users capture an image of their unwanted item on their phone and UpCyc provides creative and useful projects for these objects that would normally go to the landfill.

This **\$3,000 award** recognizes the JA student company that demonstrates the most innovation in their business.

JABC thanks the Ministry of Jobs, Economic Recovery and Innovation for their generous sponsorship of this award.



[View Application Video](#)

CIBC Student Company of the Year Award



Restorit

Alexander Maas, Aubrey Dorey-Havens, Ayman Al Rubaey, Eric Gao, Estelle Pu, George Li, Joanne Ying, Ruhaan Nijhawan, Selena Do

Restorit is the manufacturer of environmentally friendly handmade book boxes. The sustainability of Restorit comes from its sourcing. The books required to create the book boxes are obtained from schools that would otherwise discard them.

This **\$3,000 award** acknowledges excellence in teamwork, creativity, innovation and outstanding planning and operation of a JA student company.

JABC is grateful to CIBC for their generous sponsorship of this award.



[View Application Video](#)

STUDENT COMPETITIONS

Discover your Pitch

First Place & Best Elevator Pitch



ECOBuy from Port Moody won **\$2,500** for placing first, plus an additional **\$1,000** for being awarded the Best Elevator Pitch through a fan favourite vote. Well deserved, Skylar Alford, Karsten Audette and Kevin Wang.

Second Place



UVOLVE from Vancouver won this **\$1,000 award**. Congrats, Roshini Venkatesh, Louise Zhou and Kaede Usui.

Third Place



Eco Burrito from Vancouver won this **\$500 award**. Congratulations, Max Pare, Nara Iamsakun and Cedric Armstrong.



View the 2021 Finals



Al Beech Memorial Award Winner

Congratulations to **Estelle Pu** from Killarney Secondary School, Vancouver for winning this JA Canada Award.

This **\$2,000 award** recognizes the outstanding individual achievement and personal development of a graduating Achiever.

Investment Strategies Stock Market Challenge

Fall 2020 Winner: **Noah Wollends & Andrew Armstrong** from Correlieu Secondary, Quesnel

Spring 2021 Winner: **Doge to the Moon** from Britannia Secondary, Vancouver

Winter 2021 Winner: **TeamPink** from Correlieu Secondary, Quesnel

Learn more about JABC Awards



JABC'S 65TH ANNIVERSARY CELEBRATION

JA volunteers, educators, donors, students, alumni and partners were invited to join JABC virtually on December 3, 2020, to celebrate 65 years of achievement for JABC.

Attendees heard from special guest speaker Tara Bosch, Canadian Entrepreneur and Founder of SmartSweets, in addition to JA alumni, volunteers, donors and many others.

The competitive juices started flowing when participants were tested on their financial literacy skills and entrepreneurship knowledge in a fun interactive activity.

Thanks to our presenting sponsors, RBC and Fasken, a VIP registration package for the RBC GranFondo Whistler and a signed Vancouver Canucks Heritage Jersey signed by Captain Bo Horvat were handed out as door prizes.

On behalf of JABC, thank you to the 300+ supporters who registered to celebrate with us!



A BRIEF HISTORY



Judy Gosney (Day), JA Alumna, JA Company Program 1956

1950s

1955 | JABC is introduced into Canada by **Ralph Baker**, former president of Standard Oil, now Chevron Canada Limited

JA **Company Program** starts with 22 companies operated by 275 students

First **sponsors** are BC Tel, BMO, The Bay, Shell and Woodwards



1970s

1970 | Inaugural **Canadian National Junior Achievement conference** is held at The University of British Columbia

1971 | JABC registers its **highest student participation** – 700 engaged in 25 student operated companies



Project Business Class in the 1980's

1990s

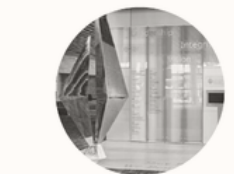
1994 | New **Business Basics** program is offered to **elementary school students**

1995 | JABC reaches **10,000 students**

1997 | JA programs are expanded into **Victoria** under an innovative partnership with the Student Entrepreneurs Program

1998 | First annual **Corporate Challenge Charity golf tournament** is hosted at Westwood Plateau Golf & Country Club

1999 | First annual **Business Challenge** awards is hosted



BLC Hall of Fame sculpture, Shape of Inspiration, 2015

2000s

2001 | **JA Dollars with Sense** is successfully developed and launched in BC

2002 | **Digital programming** is introduced by JABC with the launch of JA *Titan* and JA *Investment Strategies Program*

2003 | JABC is awarded the **BC Broadcaster's Association Humanity Award**

2005 | JABC celebrates its **50th anniversary**

2006 | JABC receives **\$2M grant** from Province of British Columbia allowing JABC to serve all School Districts in BC

2006 | First **Business Laureates of BC Hall of Fame Gala** is hosted



Students at JABC TechWorks Victoria, 2019

2010s

2015 | Business Laureates **Hall of Fame site** moves to Vancouver Convention Centre

2016 | JA Worldwide transitions from **Junior Achievement** to **JA**

2017 | JABC pilots **JABC TechWorks** in Vancouver

2017 | Over **40,000 students** are reached

2018 | A BC team wins **JA Canada Company Program of the Year** and travels to Peru to compete internationally

2019 | **Discover your Pitch** is launched

2019 | **Bright Futures for All BC's Youth**, JABC's 5-year strategic plan is released



2020

2020 | JABC transitions all programs to digital format as a result of the COVID-19 pandemic

JABC celebrates 65 years of achievement!

BUSINESS LAUREATES OF B.C. HALL OF FAME VIRTUAL CELEBRATION

On November 13, 2019, JABC proudly announced the 2020 Business Laureates of B.C. Hall of Fame Laureate Inductees. Since 2020 marked the 15th anniversary of the Hall of Fame, we commemorated the milestone by posthumously naming an additional ten Pioneer Laureates to the Hall of Fame.

The 2020 gala dinner and induction ceremonies had to be postponed due to the pandemic and instead, we welcomed everyone to a virtual celebration on May 20, 2021 to honour Gordon Diamond, Chief Clarence Louie, and Arran & Ratana Stephens as well as the ten Pioneer Laureates. Highlights included a live Q&A with the Laureates and presentations by JABC student award winners, who may become the future leaders of our province.

JABC congratulates the Laureate inductees, their friends and families and thanks our Laureates, sponsors and friends for their support and leadership. Your kindness and dedication to the Hall of Fame and the mission of JABC are truly appreciated.

2020 LAUREATES

[View Video Library](#)

Gordon Robert Diamond
Chairman, West Coast Reduction Ltd. & Austeville Properties Ltd.



Chief Clarence Joseph Louie
CEO, Osoyoos Indian Band Development Corporation



Arran & Ratana Stephens
Co-founders & Co-CEOs, Nature's Path Foods Inc.

2020 PIONEER LAUREATES

Robert E. Hallbauer
VP Mining, Teck Corp. &
President & CEO, Cominco Ltd.

John Frederick Helliwell
Founder and Partner,
Helliwell, MacLachlan & Co.

James Stuart Keate
President,
Canadian Press

Dr. Walter Charles Koerner
President & Chair,
Alaska Pine and Cellulose Ltd.

Thomas Arthur McLaren
President,
Allied Shipbuilders Ltd.

Hon. Alexander Duncan McRae
Businessman, Member of
Parliament and Senator

John Hardie Mitchell
Owner,
Canadian Stevedoring

Hon. Clarence Wallace
President,
Burrard Dry Dock Ltd.

Morris J. Wosk
President, Liberty Investments
Ltd; M.J. Investment Co.; Co-
Founder of Wosk's Ltd.

William Maurice (Maury) Young
President, CEO & Chairman,
Finning International

JABC SUPPORTERS

JABC is grateful for the investments of our donors. Their generosity enabled us to reach almost 38,000 students across B.C. this past school year. The following represents their contributions from July 1, 2020 to June 30, 2021.

JA CHAMPIONS **\$1,000,000+**



VISIONARIES **\$250,000 - \$999,999**



ECONOMIC FUTURES COUNCIL **\$50,000 per year** (for 3+ years)

Peter and Joanne Brown*
George and Sylvia Melville*

The Francis Family Foundation*
John and Dana Montalbano*

The Geyer Family*

INNOVATORS **\$100,000 - \$249,999**



ENTREPRENEURS **\$25,000 - \$99,999**





FASKEN



Keith & Sheryl Spencer*



Teck

Walsh Foundation



Anonymous*

AMBASSADORS \$10,000 - \$24,999

Dick & Val
Bradshaw



Deloitte.

Riyaz R. Devji



FINNING





Wilson 5 Foundation



INDIGENOUS FUTURES CIRCLE FOUNDING MEMBERS **\$10,000**



Illahie
Foundation



WORTH ALLAYE-CHAN
INVESTMENT COUNSEL



Anonymous

ADOPT A SCHOOL SUPPORTERS **\$1,000 - \$2,500**

Pankaj & Rita Agarwal

Olin & Suzanne Anton

Steven Banick

Sheila Biggers &
David Moonje

Christina Howton

Tracey McVicar

Manny & Sunita Padda

Keith & Sheryl Spencer

Fred Withers &
Dr. Kathy Jones

Janet Wood

Garry Zlotnik

STAKEHOLDERS **\$1,000 - \$9,999**

Seth & Ana Allen	Lynda and Murray Farmer	Parksville Qualicum
Olin & Suzanne Anton	First Cut Productions Inc.	Community Foundation
Avanade	Casey & Jean Forrest	Duncan Pearce
BC Hydro	McAdams Foundation	Brian Phillips
BC Interior Community	Vivian Geyer	Provincial Employees
Foundation	Golden & District Community	Community Services Fund
Brian Begert	Foundation	Euan Ramsay
The Morris and Helen Belkin	Judy Hager	RBC Phillips, Hager & North
Foundation	Hamber Foundation	Investment Counsel Inc.
Stuart Belkin	IHG Hotel & Resorts	Rogers Communications
Best Buy Canada	Nicole Inglis	Scotiabank
Peter J. Blake	Innovate BC	Gary Segal
Frank Bourree	Kelowna Kiwanis	SFU Beedie School of
CAI	Legacy Fund	Business
Curtis Campbell	Khalsa Credit Union	Kenneth R. Smith
Chris Spencer Foundation	Kootenay Savings Foundation	Squamish Community
Clayoquot Biosphere Trust	Leroi Foundation	Foundation
Gregory Cochrane	Andrew W. Marchant	Gregory Sullivan
City of Colwood	Marin Investments	Traction on Demand
Russell Crawford	Marsh Canada Limited	City of Victoria
Deeley Group	MDA Systems Ltd.	Kingsley Ward
Dyspatch	Ministry of Jobs, Economic	White Crane Capital Corp.
ELM Foundation	Recovery and Innovation	Fred Withers & Dr. Kathy
Lisa Ethans	Nature's Path Foods Inc.	Jones
Fairstone Financial	Nurse Next Door	Janet Wood
	Osprey Community Foundation	Fu Zhou & Team

MENTORS **\$100 - \$999**

Gail Abhyankar	Ian Batey	Kari Buchanan
Michael Allabarton	Delna Bhesania	Thomas Burley
Robert Armstrong	Michael Borden	Bruce Campbell
Wayne Audette	Cheryl Borgmann	Rod Campbell
Gord Baizley	Darcia Bower	Nancy Cardozo
Paul Balfour	Doug Brandes	Eric Carlson
Heather Banham	Nigel Brown	Gopi Chande

Haji Charania	Caroline Jellinck	Conrad Pinette
Paul Chow	Iain Johnstone	David Porte
Citifund Campbell	Bruce Kahkesh	Blair Quinn
Capital Ltd.	Avani Karadkhedkar	Jason Ranchoux
Abi Coman-Walker	James Kay	Christian Ratcliffe
Kent Cookman	David Keyworth	Lindsay Read
Jim Cooks	Carolyn Lee	Redbrick
Kelly Darwin	Bernard Leroux	Allison Rice
Kevin P. De Sousa	Jenny Li	Anna Rice
Derek deGroot	Bruce Lindsay	David Rice
James Delorme	Katherine Liu	John Ross
John DeLucchi	Brenda Lloyd	Rotary Club of Lions Gate
Dianne Dent	James Lyman	Foundation
Laurel Douglas	Kelly Ma	Bianca Rucker
Henry Doyle	Sherri Magee	Brad Sakich
Dwayne Dyson	Richard Mahler	Kinder Sangha
Brian Eby	Mohit Mathur	Rita Schnarr
Alison Eland	Lee-Ann McEllister	Karri Schuermans
Shelina Esmail	Jennifer McGilly	Michael Shein
Terry Farmer	Mary McGivern	James F. Shepard
Steve Fast	James McKenzie	Susan Shepherd
Kathy Findlay	Steve McLean	Christine Shields
Doug French	Sam Meraw	Mark Shuparski
Loa Fridfinnson	Mercury Launch & Tug Ltd.	Wylie Spencer
Lonny Frydenlund	Greg Milberg	Matthew Sroka
Kent Fullarton	Kristi Miller	Strategic Charitable Trust
Kate Furber	William Milroy	Qianhui Sun
Nitin Gaba	Michael Morris	Curtis Terry
Joseph Garcia	Delreen Motiwalla	Debra Thomas
Stephen Gardiner	Sandra Nass	Jocelyn C. Tien-Wong
Nick Gudewill	Marcus New	Michael Volker
Rosine Hage-Moussa	Bradley Newby	Deborah Wakeham
Julie Hajduk	Chris Newman	Laurence Wallace
Cheri Hamm	Nexgen Accounting Inc.	Amanda Warren
Ayesha Hasan	Valerie Nicholson	Shelagh Weatherill
Doug Hodgins	Dan O'Day	Allen Welyk
Holland Family	Robert Ogilvie	Siobhann Williamson
Charitable Foundation	John Pacey	Angie Wong
Anita Hui	John Paul Pressey	Ivan Wong
Patrice Impey	Bev Philipp	Eric Zou
		Jiayi Zou

JABC TECHWORKS

Program Supporters

Francis Family
Foundation

LNG CANADA
Opportunity for British Columbia. Energy for the world



Teck

accenture

Deloitte.

FINNING

FORTIS BC
Energy at work

BC Hydro
Power smart

BEST BUY

Geek SQUAD

TRACTION
on Demand

MDA

sendwithus
Dyspatch

REDBRICK

HighTechU
Empowering Future Innovators

NoW
OF WORK INC

RACEROCKS

SONY PICTURES
imageworks

StarFish
MEDICAL

Community Partner

RBC Foundation



Conference Partner

LIVE IT.

DISCOVER YOUR PITCH

Presenting Partner

DISCOVERY FOUNDATION

Education Partner

LEAGUE of INNOVATORS

Supporting Partners

SFU BEEDIE
SCHOOL OF BUSINESS

Greg Sullivan

JABC'S 65TH ANNIVERSARY CELEBRATION

Presenting Sponsors



FASKEN

JABC Champion

Fort Capital

JA Student Champions

CAI CAPITAL PARTNERS

Nurse Next Door
home care services

CELEBRATE JA!

Presenting Sponsor



BUSINESS LAUREATES OF B.C. HALL OF FAME



Once again, sponsors and supporters, thank you for staying with us.
We enjoyed celebrating the 15th anniversary of the Hall of Fame with you.

Presenting Sponsors

FASKEN



Laureate Champion Sponsor



Reception Sponsor



Evening Production Sponsor



Laureate Selection Sponsor



Junior Entrepreneur Award Sponsors



Pioneer Champion Sponsor



Student Award for Oratory & Presentation Skills Sponsors



Speaker Sponsor



Platinum Sponsors

Beedie | CIBC | Canadian Western Bank | First Light Foundation: John and Dana Montalbano | Fort Capital Partners | Kingswood Capital Corporation | KPMG | Low Tide Properties Ltd. | McLean Group | Premium Brands | Ritchie Bros | Rocky Mountaineer | Taseko Mines Limited | University of British Columbia and UBC Sauder School of Business | Vancouver Fraser Port Authority

Gold Sponsors

Bank of Montreal | BentallGreenOak | Capilano Suspension Bridge Park | Concert | GCT Global Container Terminals | Grain Millers Inc. | John Hardie Mitchell Family Foundation | Nature's Path Foods Inc. | Onni Group | Robert H. Lee Foundation | The Oppenheimer Group | Western Stevedoring Company Ltd.

Silver Sponsors

BCLC | CAI Capital Partners & Nurse Next Door | Coast Capital Savings | Crown Packaging | Edwards, Kenny & Bray LLP | Finning | Fractal Capital Corp. | Gordon Food Service | James McLaren | Ledcor Group | MR MIKES SteakhouseCasual | Nature's Path Foods Inc. | NorthLand Properties | Odium Brown Limited | PwC Canada | Scotiabank | Spira Equity Partners | Taseko Mines | TC Transcontinental Packaging | Varshney Capital Corp. | Yosef Wosk, P.h.D., O.B.C.

Media Sponsors

Global BC | Vancouver Sun

Video Sponsor

Oh Boy Productions

Catering Partners

Fairmont Hotel Vancouver | Nk'Mip Cellars

JABC BOARD OF DIRECTORS

2020 - 2021

Executive



Keith Spencer, Chair
Partner, Fasken



Olin Anton, Vice Chair
F.C.P.A., F.C.A.,
Corporate Director



Andrew Marchant, Past Chair
Managing Director,
Communications, Media &
Technology Canada, Accenture



Nicole Inglis, Treasurer
Partner, Tax KPMG LLP

Members



Steven Banick
MBA, VP, TSBT Strategy &
Capital Management, TELUS



Frank Bourree
FCMC, CEO and Owner of
Chemistry Consulting Group Inc.



Curtis Campbell
MBA, VP Business
Markets- B.C. Region, RBC



Abi Coman-Walker
BA (Hons), Senior Director
Operations and Finance,
Acuitas Therapeutics



James Delorme
Indigenous Digital Advisor and
President of Indigeknow



Riyaz Devji
Managing Director, North
American Tea Company



Shelina Esmail
Partner,
PFM Executive Search



Paul Geyer
CEO, Discovery Parks and
Nimbus Synergies



Christina Howton
Corporate Board
Member



Peter Van Dyke
Director of Investments,
Deeley Group



Fred Withers
FCPA, FCA, Retired Partner,
Ernst & Young LLP



Ivan Wong
Partner, KPMG LLP



Janet Wood
Corporate Director

HALL OF FAME CABINET MEMBERS

2020 - 2021

JABC thanks the members of the Cabinet who work tirelessly to ensure a successful gala and extraordinary guest experience each year.

Co-Chairs

Barbara Brink, C.M., O.B.C., CPA (Hon),
Vice President, Applied Strategies Ltd.

Bill Weymark, B.A. Sc., P. Eng.,
President, Weymark Engineering Ltd.

Past Co-Chairs

Olin Anton, F.C.P.A., F.C.A.

Peter Blake

John C. Kerr, C.M., O.B.C., LL.D

Terry A. Lyons

Conrad Pinette

Jim Shepard, O.B.C

Special Cabinet Advisor

Kelly Heed
Vice Chairman, Colliers International

Cabinet Members

Dale Bosa
CEO, BlueSky Properties

Dave Chapman
Managing Partner, Yellow Point Equity Partners

Robin Dhir
President, Twin Brook Developments Ltd.

Brad Eshleman
President, Western Stevedoring

Casey Forrest (Ex-Officio)
Retired Partner, PFM Executive Search

Frank Geier
President, Northland Properties Construction

Cabinet Members (cont.)

Jim Gowans
President & CEO, Arizona Mining Inc.

John Kump
Chief Financial Officer, Ledcor

Carol Lee
Co-founder & CEO, Linacare Cosmethery Inc.

Rick LeLacheur
President, B.C. Lions Football Club

Jason Ludwig
Director, Project Management & Development,
Fusion Projects

Tracey McVicar
Managing Partner, CAI Funds

Derral Moriyama
President, Moriyama Consulting Inc.

Christy Murphy
VP, Communications, Cactus Club Café

Kelly Scott
President, B.C. Road Builders & Heavy
Construction Association

Martin Thibodeau
Regional President, B.C., RBC

Peeyush Varshney
Partner, Varshney Capital Corp.

William Westeringh, Q.C.
Managing Partner, Fasken

Susan Yurkovich
President & CEO, Council of Forest Industries

JABC'S COMMITTEES

2020 - 2021

A big thank you to all of JABC's Committee members who ensure JABC's success by sharing their time and expertise.

Development Committee

Olin Anton
Barbara Brink
Rod Campbell
Abi Coman-Walker
Paul Geyer
Christina Howton
Manny Padda
Keith Spencer
Fred Withers

Educator Advisors

Bonnie Alexander
Allisson Badger
Mary Brinkman
Lisa Chapieski
Karen Kettenacker
Martin Runge
Beverley Shaw
Jennifer Schutz

Governance & Nominations Committee

Barbara Brink
Curtis Campbell
James Delorme
Shelina Esmail

Government Relations Advisory

Fred Bourree
James Delorme
Fred Withers
Janet Wood

Indigenous Committee

Curtis Campbell
James Delorme

Risk Management Committee

Steven Banick
Riyaz Devji
Keith Spencer
Peter Van Dyke
Ivan Wong

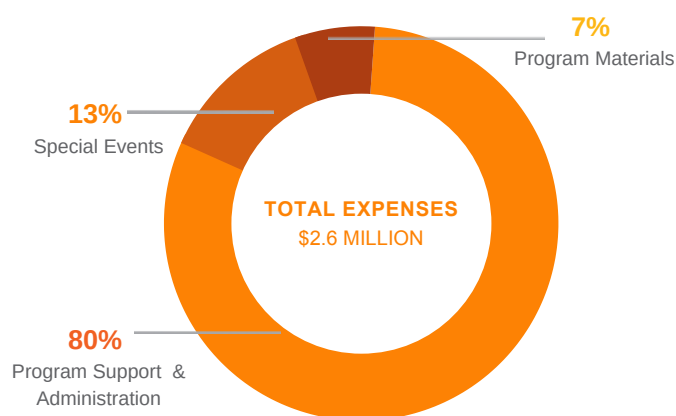
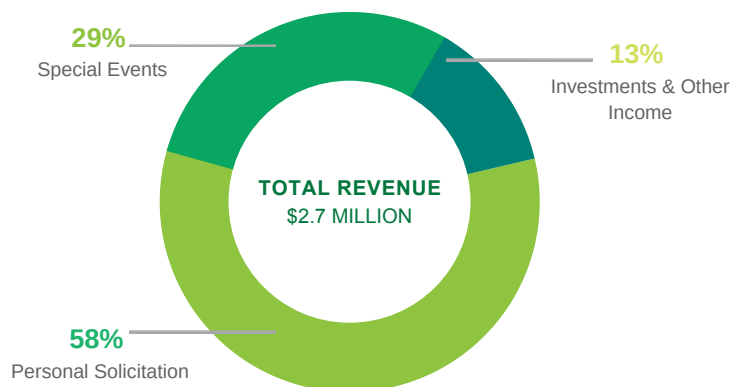
TechWorks Advisory Committee

Norm Francis
Greg Malpass
Andrew Marchant
Keith Spencer
Janet Wood

*Committee Chair

FINANCIALS

For the year ended June 30, 2021



[View Financial Statements Summary](#)

Note: On March 11, 2020, the COVID-19 outbreak was declared a pandemic by the World Health Organization. The situation is dynamic and the ultimate duration and magnitude of the impact on the economy and our operations are not known at this time.

The most significant impact on JABC was the requirement to host virtual events and programs on a smaller scale than in-person events held in the past. The *Business Laureates of B.C. Hall of Fame Gala Dinner and Induction Ceremonies* originally scheduled for May 2020 was postponed and a virtual celebration and ceremony was held in the current year with an in-person event planned for subsequent year-end. The Board approved attendees to get equal access to both the virtual event in May 2021 and in-person celebration in May 2022, recognition of revenue for funds received is to be split evenly between the two parts.

JABC's Board of Directors is tracking events closely and every effort is being taken to ensure the ongoing sustainability of the Society. JABC qualified for government assistance programs in place, resulting in the recognition of Canada Emergency Wage Subsidy of \$286,910 and Canada Emergency Rent Subsidy of \$2,577.

JABC has continued to mitigate the negative impact COVID-19 is having on the organization by limiting discretionary spending and instituting a hiring freeze for most positions.



JA British Columbia
65 YEARS OF ACHIEVEMENT

360 - 475 West Georgia Street Vancouver, B.C. V6B 4M9
T: 604.688.3887



Learn more at jabc.ca