

# BRIGHT FUTURES FOR ALL BC'S YOUTH

## IMPACT REPORT



## JABC STRATEGIC PLAN 2019-23



JA  
British  
Columbia

Member of  
JA Canada

# CELEBRATING IMPACT



JA British Columbia (JABC)'s Bright Futures for All B.C.'s Youth strategic plan concluded on June 30, 2023, and we celebrate the many successes we achieved across our strategic priorities, goals, and initiatives.

Despite challenges, notably the disruptions caused by the pandemic, our team's dedication and innovation resulted in JABC surpassing expectations. We are so pleased with the strides made in each defined area, showcasing not just progress but growth. These accomplishments stand as a testament to our collective commitment and drive toward excellence.

This plan was shaped by insightful consultations with key members of our community, and we extend our gratitude for the unwavering support of our network of supporters and partners. Their commitment has been instrumental in achieving such impactful outcomes.

With gratitude,

Sheila Biggers  
President and CEO  
JABC



## STRATEGIC PLAN 2019-23

### BACKGROUND

This roadmap was crafted with careful consideration of various environmental factors within our province in 2017-18, including a growing technology sector, a changing world of work for today's youth, an increasing Indigenous population and a new school curriculum.

### PURPOSE

To inspire, prepare, and empower B.C. youth for lifelong success.

### THEORY OF CHANGE

Our intention is that after a JA program, British Columbia youth are more optimistic about their future, are more financially literate, are better able to chart their future, and have started developing skills for long-term success.



# 2019-23 SNAPSHOT



234,000+  
Students Reached



9,400+  
Programs Delivered



"I can't thank JA enough for providing me with the tools to help shape me into a good student and a young leader."

-Alum Alice Ko





# 2019-23 STRATEGIC PRIORITIES



## Delivered relevant and accessible programs

Implemented innovative experiences like World of Choices, enabling thousands of students to participate in live online sessions.



## Focused on donor engagement and stewardship

Heightened involvement from supporters in areas such as classroom volunteering, award adjudication and event participation.



## Ensured we were impact driven

Established our new Theory of Change to guide our long-term goals as a youth-focused, non-profit impact organization.



## Attracted, developed and retained employees

Embraced a remote-first work environment, offering flexibility and harnessing the talents of a geographically dispersed workforce.



# 2019-23 STRATEGIC PLAN GOAL



Goal: To increase JA program deliveries by 50% from 1,356 to 2,034 annually by June 2023.



Outcome: JA program deliveries increased to 2,623 by June 2023.



I learned so much about business through practical experience, met like-minded individuals, and developed a strong network which still supports me to this day.”

– Alum Jeremiah Philips



# 2019-23 STRATEGIC PLAN ACHIEVEMENTS



JABC's strategic plan goal was surpassed by delivering **more in-person and virtual classroom-based programs**.



JABC introduced new programs and transitioned to virtual experiences to reach more youth. Accelerated by the pandemic, online experiences became integral to our suite of programs.

■ Planned by 2023   ■ Achieved by 2023

1,942  
Classroom-  
Based  
Programs

2,612  
Classroom-  
Based  
Programs


In 2021, JABC piloted two virtual multi-class World of Choices program deliveries, bringing together JA volunteers from diverse backgrounds across B.C. Volunteers shared insights about their careers and engaged in live Q&A sessions. Since that time, this program's popularity among educators has surged exponentially.

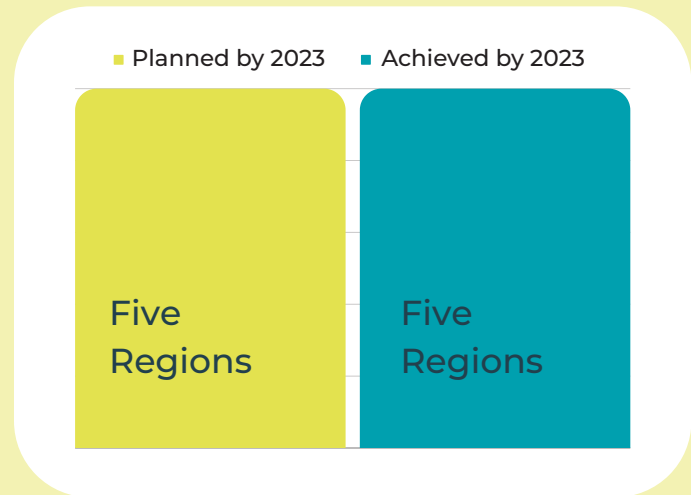


# 2019-23 STRATEGIC PLAN ACHIEVEMENTS



JABC's strategic plan goal was met by delivering **additional JABC TechWorks programs**.

 This work-readiness experience reached thousands of students in person and in a virtual format, serving as a province-wide platform for tech-related career exploration and preparation.




For the first time, JABC TechWorks was delivered both virtually and in person during the 2022-23 school year. More than 4,300 students attended the virtual, multi-day deliveries, while an additional 401 youth were immersed in the experience at Kwantlen Polytechnic University in Surrey, B.C.

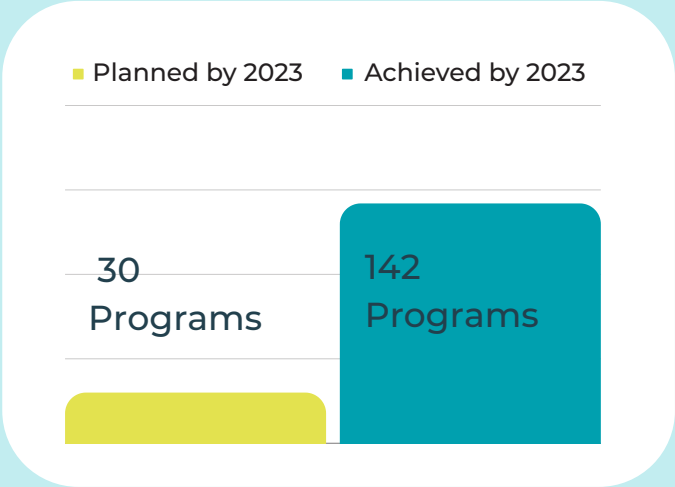


# 2019-23 STRATEGIC PLAN ACHIEVEMENTS



JABC's strategic plan goal was exceeded by delivering **more programs in Indigenous communities.**

 Thanks to community interest and the addition of new team members, the growth of JA programs adapted for Indigenous youth grew exponentially, reaching 25 communities.



In December 2018, over 50 students from the Sk'elep School of Excellence in the Tk'emlulps First Nations Community in Kamloops worked together to conceptualize and create retail sales businesses that culminated in a craft fair sales day in their school gym. As part of the JA Business of Our Own program, students learned valuable self-employment and financial skills while experiencing the excitement of planning and launching their own businesses.





# THANK YOU TO OUR SUPPORTERS



## Volunteers

From Board members and alumni champions to classroom volunteers, we appreciate these individuals who committed their time to inspire, prepare and empower B.C. youth.



## Donors

Thanks to the generosity of donors, JA's immersive, high-impact programs were provided free of charge to youth from diverse communities across the province.

[View our 2019-2023 Donors and Key Supporters in our Annual Reports](#)



## Educators

We gratefully acknowledge the B.C. teachers and administrators who welcomed JA programs and volunteers into their classrooms, providing students with immersive learning experiences.



# ABOUT JABC



JA British Columbia (JABC) is a not-for-profit impact organization that delivers hands-on, immersive education in work readiness, financial health, and entrepreneurship. Through JA, young people are equipped with the skillset and mindset to build thriving communities. Learn more at [jabc.ca](http://jabc.ca)



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