

# 2023-24 ANNUAL REPORT

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JA  
BRITISH COLUMBIA



JA  
British  
Columbia

Member of  
JA Canada

# LEADERSHIP MESSAGE



## What a Year of Growth and Impact.

This school year, JA British Columbia made great strides with the launch of our strategic plan, “Boundless Possibilities: Unlocking the Potential of B.C. Youth.” We reached more youth than ever before, engaging over 80,000 young people and delivering more than 3,000 impactful programs, with an increasing presence in Indigenous communities. We are on track to reach our goal of 100,000 B.C. youth by 2026.

All across the province, we continued to deliver our trusted work readiness, financial health and entrepreneurship programs while introducing innovative new initiatives to meet the evolving needs of today’s youth. This success is a testament to the commitment of our volunteers, educators, and donors, who empower students to explore career opportunities, launch businesses, and develop essential life skills.

It’s been a year of record achievements for JABC, and we couldn’t have done it without your support. Together, we’re helping more B.C. youth gain the practical skills and confidence they need to succeed and make an impact in their communities.



**Paul Geyer**  
Board Chair,  
JA British Columbia



**Wendi Campbell**  
President and CEO,  
JA British Columbia

**BELIEVE**  
**IN THE**  
**BOUNDLESS**  
**POTENTIAL**  
**OF YOUNG PEOPLE**



# STRATEGIC PLAN

## BOUNDLESS POSSIBILITIES: UNLOCKING THE POTENTIAL OF B.C. YOUTH

### Our Vision

B.C. Youth have the skillset and mindset to build thriving communities.

### Three Year Goal

100,000 British Columbia youth will experience a JA program each year by fiscal year 2025-26.



### Strategic Priorities



#### Accelerate Digital

Provide high-quality, valuable, accessible and direct digital learning experiences to B.C. learners.



#### Empower the Underserved

Expand to reach youth at risk of poorer socio-economic outcomes and serve youth in regions with less than average income, education and employment.



#### Cultivate Partnerships

Work with partners, including Indigenous communities, NGOs and the B.C. government, to support the development and delivery of learning experiences.



#### Strengthen OneJA

Leverage the JA Worldwide network to provide experiences and assets for students, team members and board members, in addition to better engaging local alumni.

[Learn more at jabc.org/strategic-plan](https://jabc.org/strategic-plan)

# STRATEGIC PLAN

## 2023-24 Achievements

### Programs Delivered

■ Goal: 2,790  
■ Actual: 3,242



### Youth Reached

■ Goal: 64,000  
■ Actual: 80,183



### New Volunteers

■ Goal: 200  
■ Actual: 338



### Programs Delivered in Indigenous Communities

■ Goal: 144  
■ Actual: 151

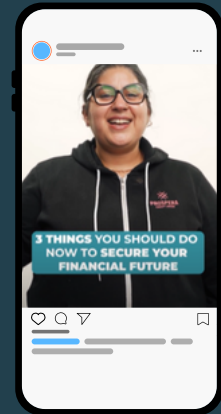


# STRATEGIC PLAN

## Snapshot of 2023-24 Achievements

### Accelerated Digital

- Partnered with JA Canada to deliver innovative digital experiences, enhancing youth engagement through new online platforms.
- Launched engaging social media videos as the first step in our direct-to-youth strategy, connecting directly with youth and expanding our digital presence.



### Empowered the Underserved

- Brought our programs to Indigenous learners for the first time in Terrace, Vancouver, Abbotsford, and Mission, expanding our reach to new communities.
- Developed a comprehensive plan to support underserved youth, positioning it for potential donor backing in the coming fiscal year.

### Cultivated Partnerships

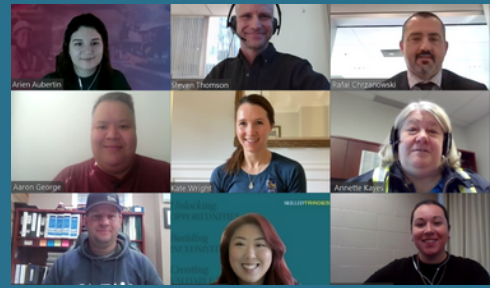
- Collaborated with key partners, including Mamas for Mamas, Take a Hike Foundation, the Elizabeth Fry Society, and the Boys and Girls Club in Kelowna to deliver impactful experiences.
- Teamed up with partners to introduce new initiatives, including the Skilled Trades Summit and Success Skills Summit, offering fresh learning opportunities.

### Strengthened OneJA

- Activated alumni as ambassadors, advisors, and volunteers, integrating them into key initiatives to deepen connections and amplify our impact.
- Welcomed the CEO of JA Worldwide to Vancouver for a keynote address and engagement with JABC community.



# JABC YEAR IN REVIEW



## OCTOBER WORLD OF CHOICES | SKILLED TRADES

Nearly 2,500 students across B.C. engaged in our largest RBC Future Launch Skilled Trades World of Choices, featuring two hours of presentations from nine skilled trades experts.



## NOVEMBER YOUTH FINANCIAL LITERACY DAY

Over 15 volunteers from BCI hosted 36 Indigenous middle school students from the Saanich and Sooke School Districts for a customized day of learning.



## DECEMBER VIRTUAL JABC TECHWORKS

Held online in December and March, 34 volunteer speakers from across B.C.'s Tech sector interacted with over 6,370 students to educate them about careers of tomorrow.



JA Worldwide nominated for the 2024 Nobel Peace Prize.

## FEBRUARY NOBEL PEACE PRIZE NOMINATION

JA Worldwide was once again nominated for the Nobel Peace Prize—an acknowledgment of the commitment to empowering youth and fostering positive global change

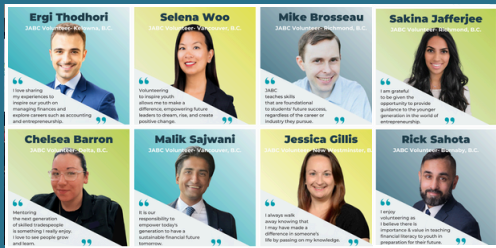


## MARCH ECONOMICS FOR SUCCESS MULTI-CLASS

At North Vancouver's Handsworth Secondary, 280 Grade 9 students gained tools for goal setting, the world of work, financial security, and strategies to achieve success.

“ [JA Company Program] provides life-changing knowledge, it's up to you what you do with it. These are ingredients to change your life!

-Drae, Student



# JABC YEAR IN REVIEW

## APRIL VOLUNTEER APPRECIATION MONTH

Our annual social media campaign highlighted some of our dedicated volunteers, showcasing their motivations for getting involved and their positive experiences.



## MAY DISCOVER YOUR PITCH

Six student teams pitched their business ideas live to a panel of seasoned business leaders at the Terminal City Club in downtown Vancouver.



## MAY SUCCESS SKILLS SUMMIT

Held at Grouse Mountain, 90 grade 8 students participated in interactive workshops and physical activities to enhance their mental well-being and boost their confidence.



## APRIL IN-PERSON JABC TECHWORKS

Through presentations and breakout sessions at KPU, 300 Surrey youth explored tech-related career opportunities and the educational pathways required to pursue them.



## MAY JABC GRAD LECTURE

300 students from Prince of Wales Secondary School gained insights from Brian Hill, Founder & Executive Chair of Aritzia, who shared his journey and motivated future leaders to embrace entrepreneurship.

“ The kids...were so impressed with everything...there was a lot happening for their adolescent brains. I am so grateful that we had this opportunity.

-Shannon Skelly, Educator, Success Skills Summit

# STORY OF THE YEAR

## JA COMPANY PROGRAM FOR INDIGENOUS LEARNERS PILOT

In January 2024, JABC launched the pilot JA Company Program for Indigenous Learners, delivered virtually over nine weeks. This program guided participants in business ideation and planning, equipping them with essential entrepreneurial skills.

The learners created detailed business plans for various ventures, which included a food truck, a beauty boutique, a spiritualist retail store, and more.

**29**

**Participants**

**18**

**Communities  
Participated**

**4**

**Program  
Mentors**

The program's strong impact was evident as motivated participants submitted a diverse range of business ideas. Upon completion, each receiving an allowance to launch their startups. These initiatives exemplify the program's effectiveness in fostering innovation and empowering Indigenous entrepreneurs to pursue their goals.

By equipping these learners with practical skills and the confidence to succeed, the JA Company Program not only supports individual aspirations but also encourages meaningful contributions to their communities.

**This pilot program was generously supported by Peter Brown.**

“

The insights and knowledge shared throughout the program have far exceeded my expectations. You not only provided practical guidance but also instilled in me the confidence and determination to pursue my goals with renewed vigour.



I am proud to say that I have finally taken the plunge and launched my own business after almost five years of hesitation.

”

-Melissa-Ashley



PROGRAMS FOR  
**INDIGENOUS  
LEARNERS**

[Learn more at jabc.org/cpi](http://jabc.org/cpi)



# 2024 AWARD RECIPIENTS



## JUNIOR ENTREPRENEUR

The 2024 recipients—Bryan Ma, William Preto, and Tiffany Spurgeon—were each awarded \$2,500 for demonstrating outstanding business acumen, growth, and leadership in a JA Student Company. They also participated in a student Q&A session at the 2024 BLBC Hall of Fame Gala.



## STUDENT COMPANIES



### MomentoVan

2024 Celebrate  
Entrepreneurship Provincial  
Award Winner | \$3,000

This student business created customizable music plaques featuring photos and a QR code linked to Spotify songs.

“Congratulations to the team at MomentoVan on this well-deserved award that reflects your inventive spirit and dedication.”

-Brenda Bailey, Minister of Finance of  
British Columbia



### Ink Again

2024 CIBC Student  
Company of the Year Award  
Winner | \$3,000

This student company repurposed used Expo markers into refillable products with 3D-printed caps, cutting both waste and costs.

[View all the 2024 award recipients](#)

## ALUMNI SPOTLIGHT



“ JA gave me invaluable, hands-on business experience while I was still in high school, setting me on a path to pursue my passion at UBC Sauder... I gained real-world skills in budgeting and leadership, and I connected with inspiring mentors and peers. JA truly empowers young people to explore their potential and make more fulfilling choices. ”

-Sophie Saied, JA Alum, Student Award Recipient  
and Co-Host of 2024 Discover Your Pitch Finale

# 18TH ANNUAL BUSINESS LAUREATES OF BC HALL OF FAME

On June 3, 2024 JABC hosted the prestigious 2024 BLBC Hall of Fame Gala Dinner and Induction Ceremonies at the Vancouver Convention Centre West. Over 900 guests celebrated the 2024 BLBC inductees.

## 2024 LAUREATE INDUCTEES



Anthony von Mandl, Founder & CEO of Mark Anthony Group of Companies

K. Barry Marsden, (1939-2021) Chairman & CEO of Conair Aerial Firefighting

Karen Flavelle, Owner, CEO & Chair of Purdys Chocolatier & Charles Flavelle, (1929-2024) Former Owner of Purdys Chocolatier

Brian Hill, Founder & Executive Chair of Aritzia

Net proceeds from the BLBC Hall of Fame support the delivery of JA programs across the province. In the 2023-24 school year, 20% of the 80,000 youth reached were supported by sponsorships from the BLBC Hall of Fame.

**\$1,277,000**  
Total Fund Raised

**16,000+**  
Youth Reached

[Learn more at businesslaureatesbc.jabc.ca](https://businesslaureatesbc.jabc.ca)

## PRESIDENT & CEO, JA WORLDWIDE ASHEESH ADVANI

At this year's Business Laureates of BLBC Hall of Fame Gala, we were honoured to have Asheesh Advani, President and CEO of JA Worldwide, as the keynote speaker. His inspiring vision for youth empowerment resonated with leaders from across the province.

Earlier that day, Asheesh also shared valuable leadership insights at an exclusive luncheon hosted by EY, drawing from his book, *Modern Achievement*. He emphasized how the concept of achievement has evolved for young people and the importance of finding joy in the journey.



# JABC PARTNERS

JABC is grateful for our partners who help us bring JA work readiness, financial health, and entrepreneurship programs to youth across the province.

This includes the volunteers, educators, and Indigenous communities who have contributed to our mission this fiscal year. Their dedication and commitment are instrumental in enriching our programs and supporting youth in their journey toward a successful future.



**463 Volunteers**



**648 Educators**



**31 Indigenous Communities**

## CORPORATE VOLUNTEER SUPPORT

We would like to extend a special thank you to our Corporate Volunteer Champions for their outstanding commitment. We are grateful to these companies that provided five or more employees with the time to deliver JA programs in the 2023-24 school year.



“

I am so very impressed with these young minds, their innovative ideas and their drive to share their ideas in compelling fashion! Small business makes up the backbone of our communities... so a growing and vibrant entrepreneurial culture is really important!

”

- Curtis Campbell, JABC Volunteer

# JABC SUPPORTERS

JABC is grateful for the investments of our donors. Their generosity enabled us to reach thousands of youth all across B.C. this past school year. The following represents their contributions from July 1, 2023 to June 30, 2024.

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



\*

## ECONOMIC FUTURES COUNCIL \$100,000+ PLEDGED OVER 5 YEARS

- |                             |                             |                                    |  |
|-----------------------------|-----------------------------|------------------------------------|--|
| ALACS Foundation*           | George and Sylvia Melville* | John and Claire Nicola*            | John and Dana Montalbano First Light Foundation* |
| John Murphy and Leslie Lee* | Keith and Sheryl Spencer*   | Peter and Joanne Brown Foundation* | The Francis Family Foundation*                   |

The Geyer Family\*

## INNOVATORS \$100,000 – \$249,999



## ENTREPRENEURS \$25,000 – \$99,999



Anonymous



\*



Diane Harwood Memorial Trust



DISCOVERY FOUNDATION



Djavad Mowafaghian Foundation

\*

ENTERPRISE HOLDINGS. Foundation

Gulf & Fraser  
Power your possible™

Jean-Pierre LeBlanc and Kate Ross LeBlanc



\*

Malberry Foundation



Walsh Foundation



## AMBASSADORS \$10,000 – \$24,999



Anonymous



Dick & Val Bradshaw



Fred Withers and  
Dr. Kathy Jones



Olin and  
Suzanne Anton



REDBRICK



## FRIENDS OF JABC \$1,000 – \$9,999

Abi-Coman Walker  
ADP Canada  
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Amir & Yasmin Virani Family  
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Avanade  
BC Hydro  
BC Tech Association  
Brent Beagle  
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Canada Pension Plan  
Investment Board  
Casey and Jean Forrest  
Christina Howton & Paul Chow  
City of North Vancouver  
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CNA Group Canada  
Columbia Valley Community  
Foundation  
CrossCountry Consulting  
Curtis Campbell

District of North Vancouver  
DRMERS CLUB  
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Shopify  
Stephanie Van Eyk  
Steve Wilson  
Steven Banick  
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Society  
Taco Bell  
Ted Trueman  
Tracey McVicar  
Weyerhaeuser Canada Limited  
Whistler Blackcomb Foundation  
Windsor Plywood Foundation

\*multi-year commitment

## JABC TECHWORKS

Provincial Partners



Presenting Partner



Platinum Partners



Gold Partners



Silver Partners



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## DISCOVER YOUR PITCH

Presenting Partner



DISCOVERY FOUNDATION

Platinum Partner



## AWARDS AND SCHOLARSHIPS

Student Company of the Year



Celebrate Entrepreneurship Provincial Award



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## WORLD OF CHOICES

Provincial Partners



National Community Partner



National Supporting Partners



# BUSINESS LAUREATES OF B.C. HALL OF FAME



## Presenting Sponsors

**FASKEN**  
Own tomorrow



JABC PRESENTS

**BUSINESS LAUREATES  
OF BRITISH COLUMBIA  
HALL OF FAME**  
*They Built. We Benefit.*

Once again, sponsors and supporters, thank you for joining us as we celebrated the 18th Annual Business Laureates of BC Hall of Fame Gala & Induction Ceremonies.

## Laureate Champion Sponsor



## Reception Sponsor



## Speaker Sponsor



## Volunteer Sponsor



## Evening Production Sponsor



## Wine Sponsor



## Junior Entrepreneur Award Sponsors



## Student Award for Oratory and Presentation Skills Sponsors



## K. Barry Marsden's Video Sponsor



## K. Barry Marsden's Video Sponsor



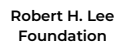
## K. Barry Marsden's Video Sponsor



## K. Barry Marsden's Video Sponsor



## Platinum Sponsors



## Gold Sponsors

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Coast Capital Savings | Concert Properties | Deloitte | Dilwri Group of Companies | First West Credit Union  
Francis Family Foundation | Fred Withers & Dr. Kathy Jones | Kathryn Dunstan Family Foundation | Keith & Sheryl Spencer  
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Mosaic Homes | Northeastern University | Nurse Next Door | Osler, Hoskin & Harcourt LLP  
PenderFund Capital Management Ltd. | Polygon Homes | Premise Properties | Richards Buell Sutton | Sandman Hotel Group  
Shell Canada Limited | Sidoo Family Giving | Simons Family Foundation | Spira Equity Partners | Wesbild Holdings Ltd.  
Windset Farms | YPO BC Chapter | ZLC Financial

## Silver Sponsors

Aon | BC Children's Hospital Foundation | BDO Canada LLP | Global Container Terminals | Nature's Path | Odium Brown  
Oppenheimer Group | STEMCELL Technologies | Terry Holland Charitable Trust | The Geyer Family | Varshney Capital Corp.  
White Crane Capital | 34F Design

## Donations in Lieu

Leith Wheeler Investment Counsel Ltd. | Von Mandl Family Foundation

# JABC BOARD OF DIRECTORS

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CEO Discovery Parks and  
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Vice Chair

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Partner, KPMG LLP

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VP Business Markets- BC  
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Yukon, Scotiabank

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Co-Founder, AO  
Technologies Inc.

Abi Coman-Walker

BA (Hons), Chief  
Operating Officer,  
Acuitas Therapeutics

Crystal Hung

Owner, CEO of Icon & Co.

Omar Ladak

Co-Founder at Noverra  
Group of Companies

Leslie Lee

Corporate Director

Stephanie Van Eyk

General Manager, Slalom  
Consulting

# BLBC HALL OF FAME CABINET MEMBERS

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Fred Withers

## Past Co-Chairs

Olin Anton  
Peter Blake  
Barbara Brink  
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Terry A. Lyons  
Conrad Pinette  
Jim Shepard  
Bill Weymark  
Janet Wood

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Peter Blake  
Barbara Brink  
Terry Lyons  
Janet Wood

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Paul Geyer  
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Kirk Kuester  
John Kump  
Leslie Lee  
Lauren Minogue  
Beverley Pao  
Walter Pela  
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Janet Wood

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John Anderson  
Kathy Butler  
Peter Dhillon  
Debi Doucette  
Dr. Allen Eaves  
Chief Clarence Louie

## Special Advisors

Kelly Heed  
Casey Forrest

## Program Director

Delreen Motiwalla



# JABC COMMITTEES



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Omar Ladak  
Stephanie Van Eyk

## **Government Relations Advisory Committee**

Frank Bouree  
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Sandy Chan, Treasurer  
Abi Coman-Walker  
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## **Development Committee**

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Olin Anton  
Abi Coman-Walker  
Paul Geyer  
Keith Spencer  
Barbara Brink  
Lauren Minogue  
Sam Varing

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Olin Anton, Vice Chair  
Sandy Chan, Treasurer  
Steven Banick  
Curtis Campbell  
Robyn Chisholm

## **TechWorks Advisory Committee**

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Greg Malpass  
James Dean  
Janet Wood  
Jill Tipping  
Keith Spencer  
Kirsten Sutton  
Neil Henderson  
Norm Francis  
Steve Banick

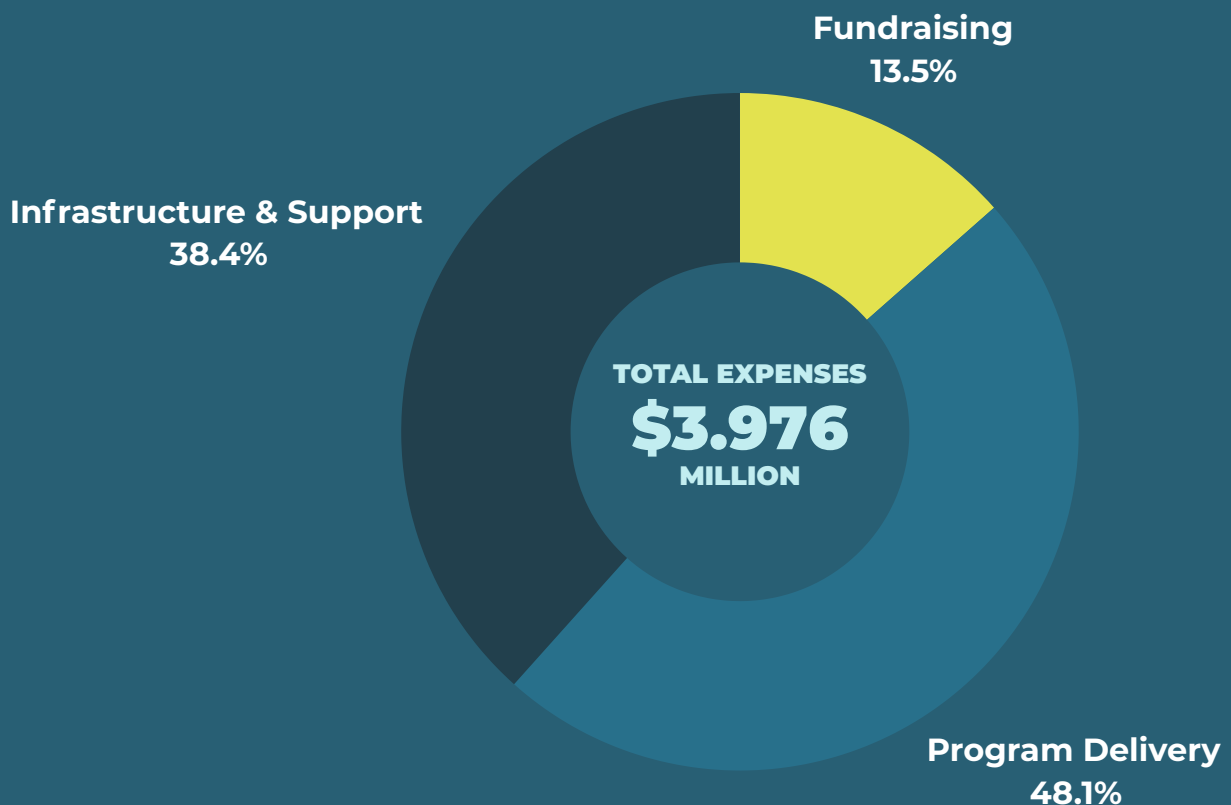
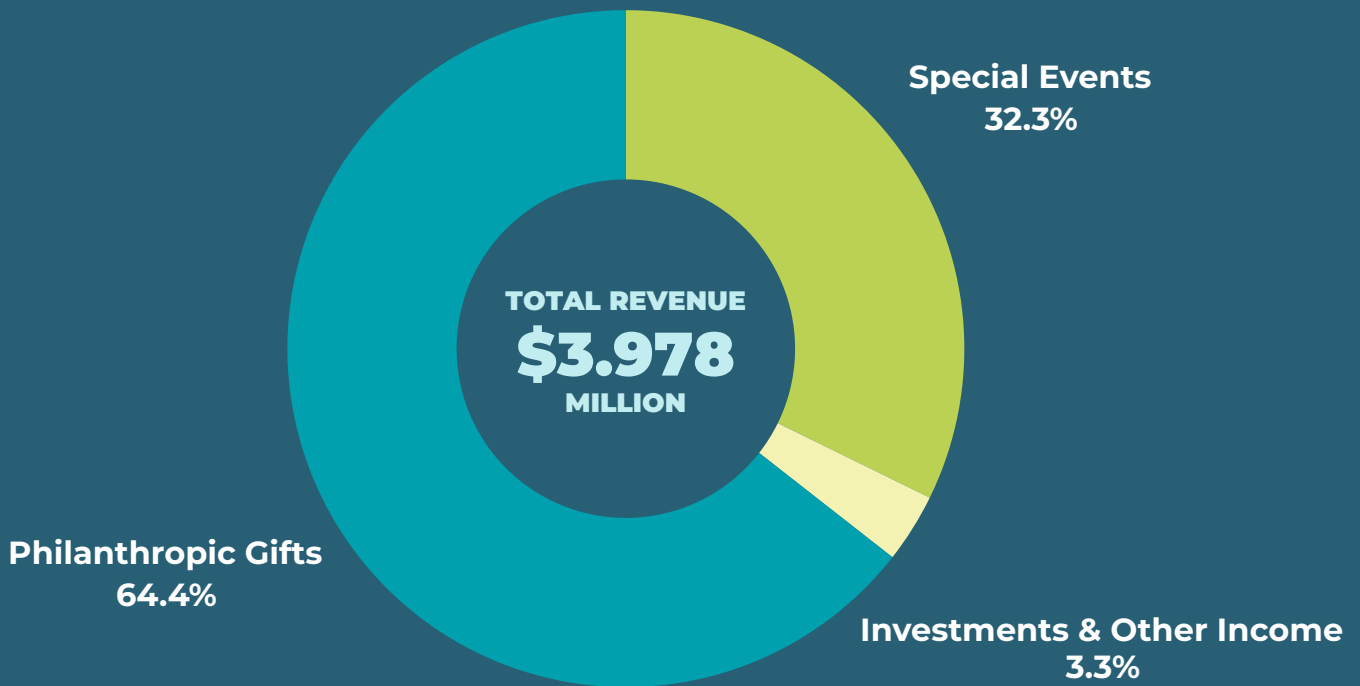
## **Digital Advisory Committee**

Michael Cole



# JABC FINANCIALS

For the year ended June 30, 2024.



[View the full financial report here.](#)

# ABOUT US



JA  
British  
Columbia

Member of JA Canada

JA British Columbia (JABC) is a not-for-profit impact organization that delivers hands-on, immersive education in work readiness, financial health, and entrepreneurship.

Reaching thousands of young people each year through partnerships with educators, volunteers, and donors, JABC is one of the few organizations with the experience and passion to build a brighter future for the next generation of innovators, entrepreneurs, and leaders.

For over 65 years, JABC has served B.C. youth, including Indigenous communities, people of colour, and at-risk populations. JABC's real-world training helps young people develop the skills to build successful careers, prepare for the risks and rewards of entrepreneurship, and learn to thrive financially. Through JA, young people are equipped with the skillset and mindset to build thriving communities.

JABC is a proud member of JA Canada and JA Worldwide, one of the world's largest and most impactful NGOs.



JA British Columbia  
#570 475 West Georgia Street  
Vancouver, British Columbia,  
Canada V6B 4M9  
[jabc.org](http://jabc.org)



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