

# 2024-25 ANNUAL REPORT

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JA  
BRITISH COLUMBIA



JA  
British  
Columbia

Member of  
JA Canada

# LEADERSHIP MESSAGE



“ — *I realized that I can do it... I can actually go somewhere with this.* — ”

With those words, our Discover Your Pitch first place award recipient Mali described the moment she recognized her own potential. What began as a challenging opportunity to pitch her business idea became a defining experience that encouraged her to take a risk, trust her abilities, and see new possibilities for her future.

Moments like this happen all the time with JA British Columbia.

## **A Record-Breaking Year of Student Impact**

This year, we delivered more than 86,000 learning experiences across B.C., our highest number ever. In a world where many young people lack access to financial literacy, work readiness, and entrepreneurship education, JA gives them the skills to navigate school, careers, and life.

New collaborations opened even more doors, supporting underserved youth and expanding opportunities for Indigenous learners.

This is why JA matters. When young people are encouraged to explore, ask questions, and test real-world skills in a supportive environment, they gain confidence, direction, and a clearer sense of what they can achieve.

As you turn the page, we are proud to share the impact of an extraordinary year and the collective effort that made it possible.

Thank you for your support.



**Wendi Campbell**  
President and CEO



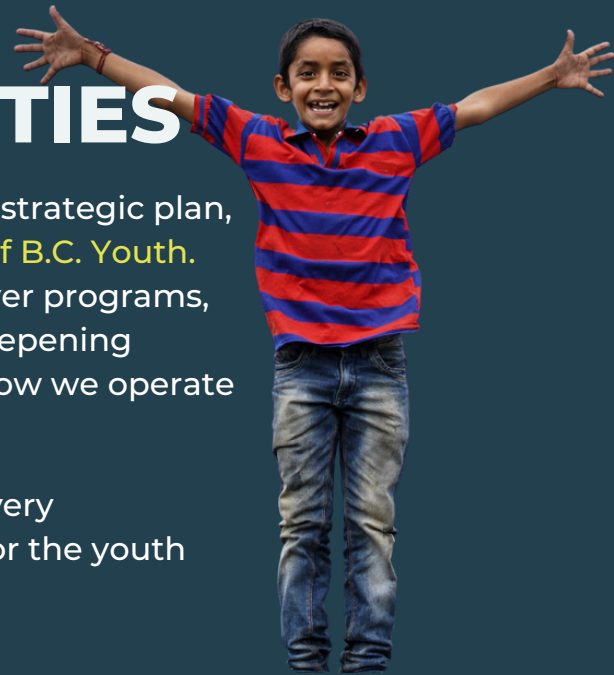
**Abi Coman-Walker**  
Chair, Board of Directors

# ADVANCING OUR STRATEGIC PRIORITIES

This year, we continued to deliver on our 2023-27 strategic plan, **Boundless Possibilities: Unlocking the Potential of B.C. Youth.**

Our work centred on enhancing the way we deliver programs, expanding access for youth who need it most, deepening collaboration with partners, and strengthening how we operate as a global organization.

Together, these efforts are helping ensure that every program we deliver creates meaningful impact for the youth we serve.



## Accelerate Digital

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



*Our World of Choices program*



## 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 network to provide experiences and assets for students, team members and board members, in addition to better engaging local alumni.



*Alum co-hosting at Discover Your Pitch*

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



# PRIORITIES IN ACTION



## Empowered the Underserved:

An initiative with YMCA Northern BC (March-June 2025)

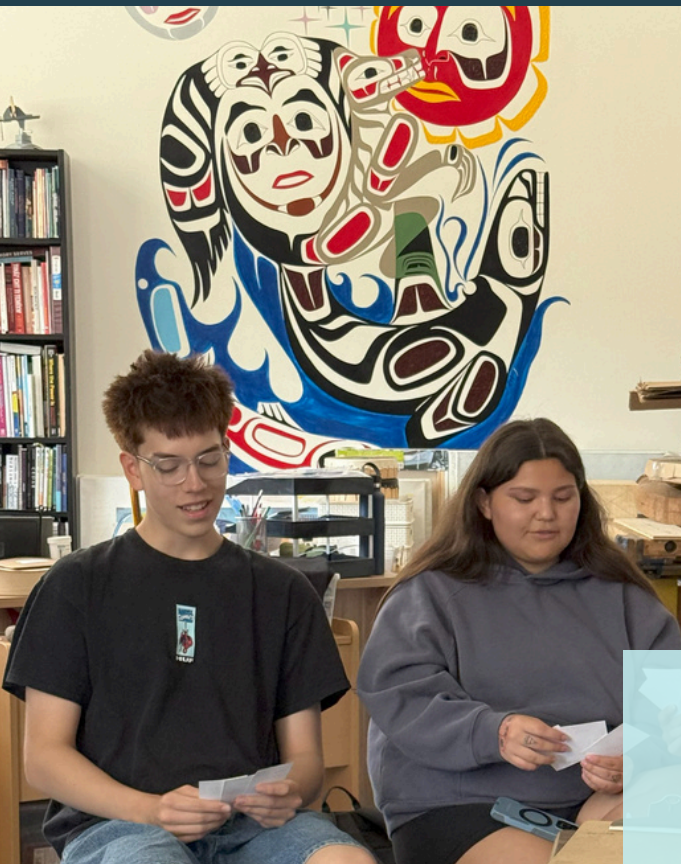
The specially developed Start Up to Success program offered 20 underserved youth in Prince George meaningful, hands-on learning in career exploration, entrepreneurship, and financial literacy. A combination of three high-impact JA programs, it was supported by seven community volunteers and concluded with a student-led market showcase and celebration event.



“

*It truly means a lot to me to be here and to be able to meet all these wonderful people and have all of this guidance and doors be opened for me and I honestly couldn't ask for any better. Thank you very much.*

– Student



## Cultivate Partnerships:

In collaboration with UBC Sauder School of Business and the Vancouver School Board (February-June 2025)

The JA Company Program for Indigenous Learners blended business education with Coast Salish culture and perspectives. Delivered by volunteers in four schools to 49 participants, students built community, explored entrepreneurship, strengthened financial literacy, and wrapped up with a closing celebration.

*I've learned a lot—especially about Indigenous identity in relation to business, and how they're not separate. You can use business to perpetuate and uphold Indigenous values.*

– Emil, Student

”



# 2024-25 ACHIEVEMENTS



2023-24



2024-25

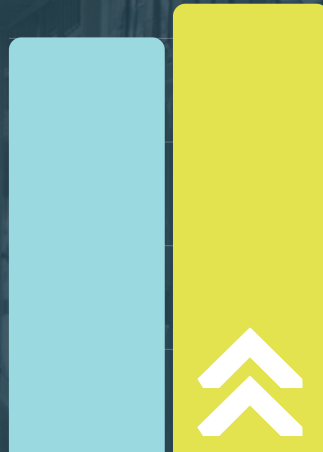
## Student Learning Experiences



80,182



86,686



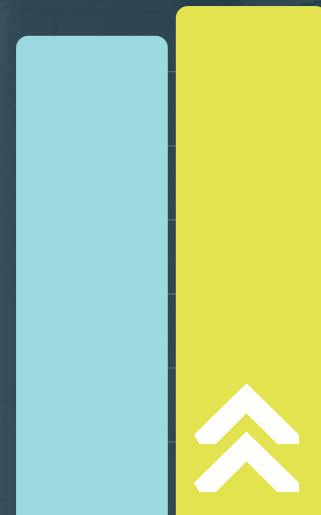
## Province-Wide Programs



3,243



3,444



## Programs Delivered in Indigenous Communities



151



199



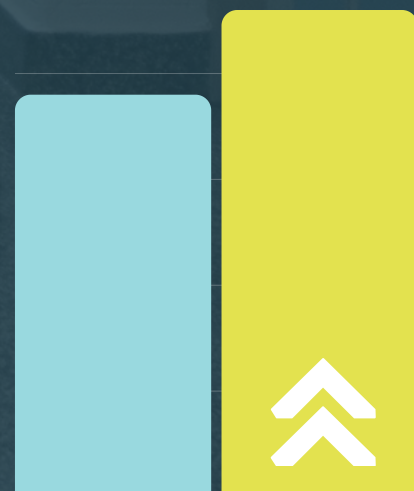
## Programs Delivered Through Community Partners



38



46





# A SNAPSHOT OF OUR YEAR



## January: JA Leadership Breakfast

Nearly 200 guests from 97 companies attended the JA Leadership Breakfast, where business leaders shared insights on innovation, legacy, and transition in family enterprises.



## March: Virtual JABC TechWorks

Starting in March, virtual JABC TechWorks engaged thousands of students across B.C., offering flexible work-readiness learning through live panels and on-demand videos.

*Thank you for organizing such an informative and inspiring [JABC TechWorks] program. It was well structured and engaging. I really appreciated the interactive sessions and the opportunity to ask questions.*  
— Student



## November: Financial Literacy Day

Victoria High School students participated in a special Financial Literacy Day at the BCI offices, where volunteers delivered JA program lessons in financial literacy and work readiness.



## February: Nobel Peace Prize Nomination

JA Worldwide was once again nominated for the Nobel Peace Prize, recognizing its commitment to empowering youth and advancing economic empowerment, prosperity, and peace worldwide.



## April: In-person JABC TechWorks

Over 200 students joined JABC TechWorks at Vancouver Community College, connecting with 40 industry volunteers to explore B.C.'s fast-growing tech sector.





# A SNAPSHOT OF OUR YEAR



## May: Success Skills Summit

Nearly 100 Grade 8 students from North and West Vancouver took part in a JA summit at Grouse Mountain, building resilience and life skills through interactive workshops and inspiring talks.



## June: CPI Closing Ceremony

As part of the JA Company Program for Indigenous Learners in-school, students gathered at UBC Sauder to celebrate their achievements, showcase their ventures, and explore post-secondary pathways.



## May: Discover Your Pitch

After weeks of workshops and competitions, 7 top student teams advanced to the provincial finals, where they pitched their business ideas to a panel of judges.



## May: Skilled Trades Summit

JABC's 2025 Skilled Trades Summit at Camosun College brought 160 students together for real-world exposure to skilled trades.



## June: JABC Masterclass

Hundreds of students from West Vancouver attended JABC Masterclass, where top business leaders shared real-world insights and advice to help prepare them for life after school.



# VOLUNTEERS: THE FORCE BEHIND OUR WORK



This year, 453 volunteers from across the province delivered JA programs both virtually and in person, bringing our learning experiences to life for thousands of students.

Here are just a few of the reasons they choose to give back.



## CORPORATE VOLUNTEER SUPPORT

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 this school year.



# JOURNEY WITH JA



## FROM STUDENT TO VOLUNTEER TO STAFF

Ramona Hooper's journey with JABC began in 1993, when a JA program changed the course of her life.

What started in her high school business class became a turning point, giving her the skills and confidence to make opportunities for herself despite early challenges. She discovered self-efficacy, the belief that she could create, decide, and shape the direction of her life.

By 1995, Ramona had returned as a volunteer, bringing the same transformative experiences to youth in classrooms. That early involvement set her on a special path. Ramona started her first business in high school, became a pilot, and built a career in finance and technology.

Today, as a Program Manager on the JABC team, she manages programs across B.C. She also continues to volunteer in classrooms and in 2025-26 will deliver her **100th JA Program**, a milestone that marks her continued work to help youth take control of their future.



“

*Junior Achievement helped me grow from where I was planted. Now, I'm committed to helping others do the same.*

## 19TH ANNUAL BLBC HALL OF FAME

On May 5, 2025, JABC hosted the prestigious BLBC Hall of Fame Gala Dinner and Induction Ceremonies at Vancouver Convention Centre West. Over 1,000 guests joined in celebrating the 2025 inductees, raising \$1,565,500.

These funds support the delivery of JA programs across B.C., allowing us to reach 18,000 youth with life-changing experiences in work readiness, financial health, and entrepreneurship.



### 2025 LAUREATES

Ryan Beedie and Keith Beedie (1926-2017)

Stan Fuller and Bus Fuller (1928-2019)

John Nicola

Bob Stewart (1916-2003) and Ivan Andersen (1916-2011)

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



# CELEBRATING STUDENT ACHIEVEMENTS

Thanks to the generosity of our supporters, JABC once again celebrated outstanding student achievement with thousands of dollars in awards. Recognising excellence individually or as part of a student company team, the awards honour students' creativity, leadership, and entrepreneurial skills while supporting their post-secondary education and future opportunities.



## ALUMNI SPOTLIGHT

Our JA alumni are a growing community who carry their learning into post-secondary studies, first jobs, and new ventures.

Their JA experiences have shaped their confidence, opened new possibilities, and given them tools they can apply in school, work, and everyday life.

Alumni like Ryan Wood, co-host of both our JA Leadership Breakfast and Discover Your Pitch events and now studying Engineering at UBC, exemplify how JA inspires leadership and a commitment to giving back.



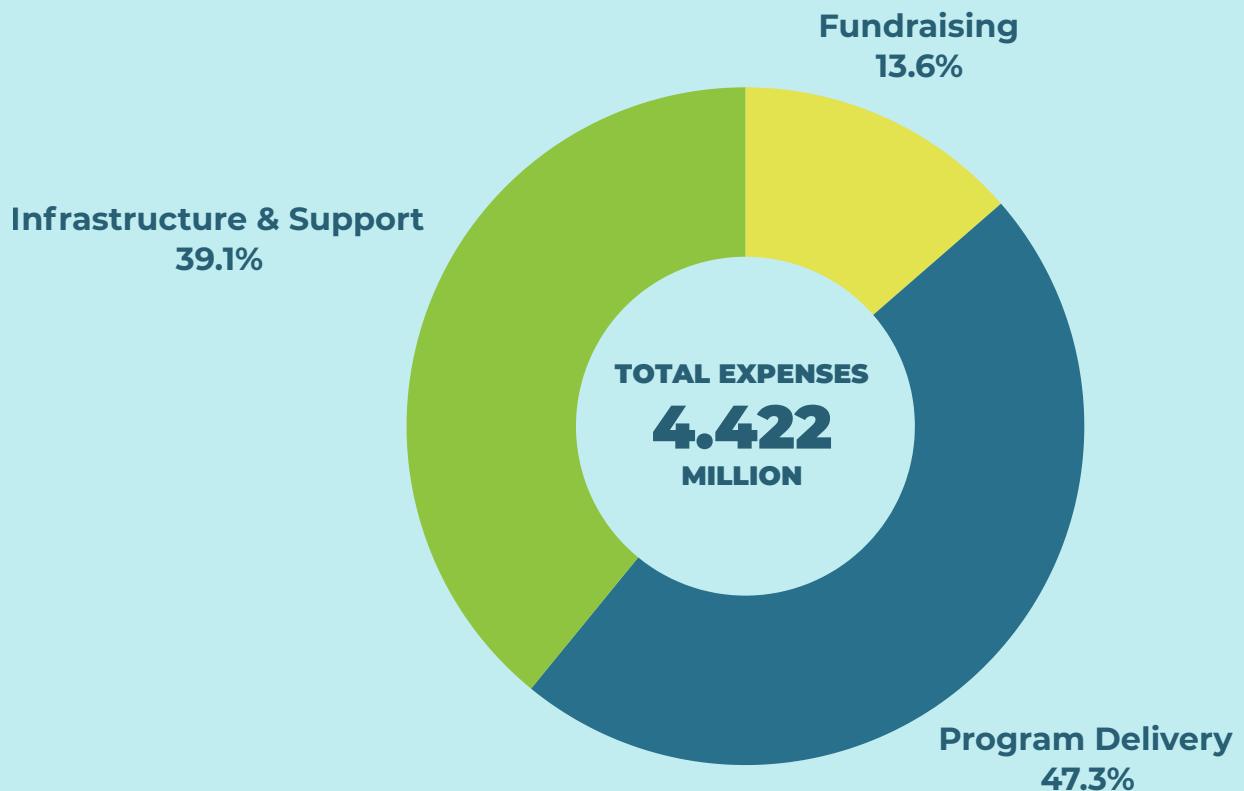
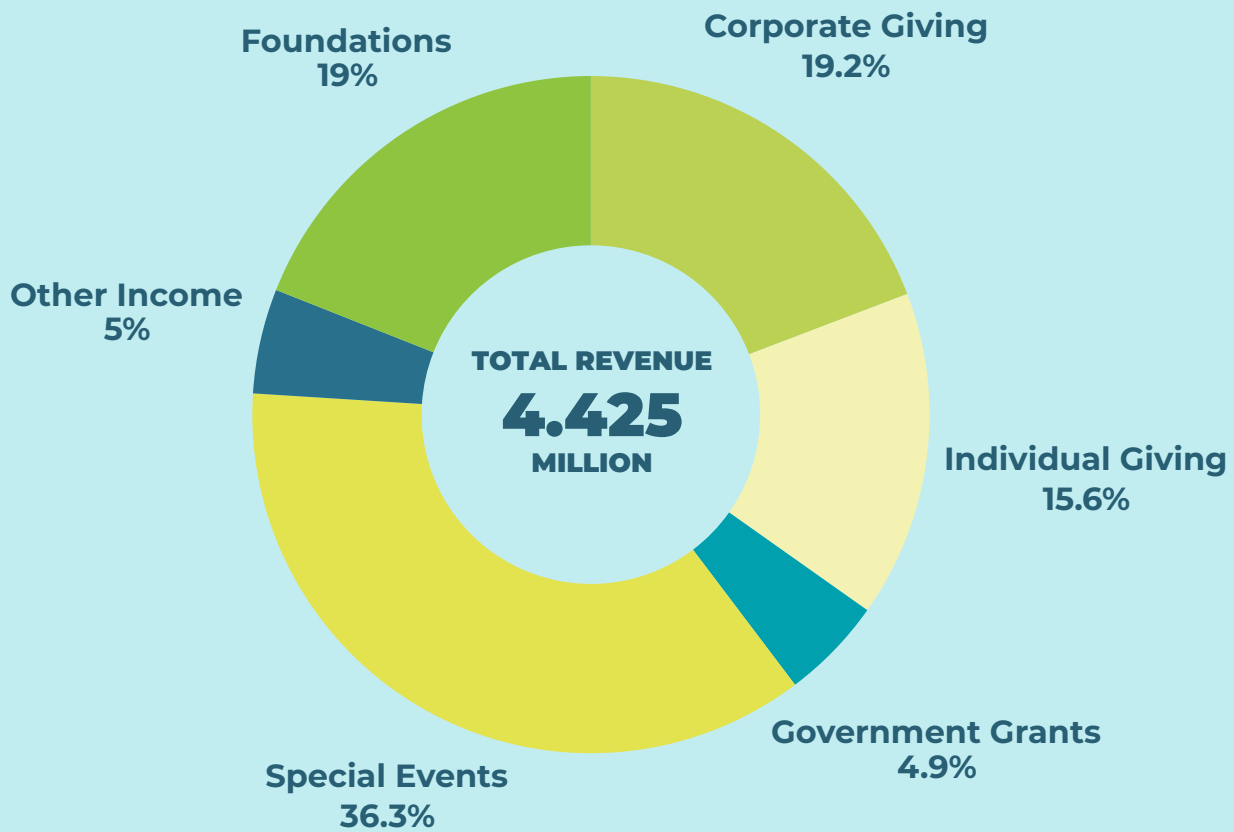


# JABC FINANCIALS



Year Ended June 30, 2025

[View complete Financial Statements Here](#)



# JABC SUPPORTERS



JABC gratefully acknowledges the donors whose investments help fuel our work across the province. The following reflects their contributions from July 1, 2024, to June 30, 2025, and the meaningful impact they make possible.

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



\*

## ECONOMIC FUTURES COUNCIL

Francis Family  
Foundation

George and Sylvia  
Melville

John and Claire  
Nicola

Ian and Rosemary  
Mottershead

ALACS  
Foundation

Peter and Joanne  
Brown

The Geyer Family\*

## INNOVATORS \$100,000 – \$249,999



Diane Harwood  
Memorial Trust



\*



## ENTREPRENEURS \$25,000 – \$99,999



\*



\*



David Downie and  
Jennifer McMillan



DISCOVERY FOUNDATION



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and Kate Ross LeBlanc

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Keith, Sheryl, Bridget  
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Malberry  
Foundation

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PARKLAND

\*



Foundation



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VICTORIA  
FOUNDATION

Walsh Foundation



WUBS FAMILY  
FOUNDATION



ZURICH

## AMBASSADORS \$10,000 – \$24,999



Connor, Clark & Lunn\*  
Financial Group and  
the CC&L Foundation



David R. Bain

Dick & Val  
Bradshaw

John Macgowan

Kenneth R. Smith\*



Olin and  
Suzanne Anton



Ramy and  
Helene Rayes

REDBRICK



The Rossy  
Foundation



## STAKEHOLDERS \$1,000 – \$9,999

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Curtis Campbell  
District of North Vancouver  
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Sandra Nass  
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Steven Banick  
Ted Trueman  
The Kelowna Kiwanis 2017 Legacy Fund  
Tracey McVicar  
University Canada West  
Varshney Capital Corp.  
Weyerhaeuser Canada Limited

\*multi-year commitment





## JABC TECHWORKS

### Provincial Partners



### Presenting Partner



### Platinum Partners



### Gold Partners



### Silver Partners



### Venue Partner

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## DISCOVER YOUR PITCH

### Presenting Partner



### Platinum Partners



Malberry  
Foundation

### University Partner



### University Partner



### Silver Partners

Greg Sullivan

McVicar Family Fund

Varshney Capital Corp.

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## AWARDS AND SCHOLARSHIPS

### Student Company of the Year



### Celebrate Entrepreneurship Provincial Award



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## WORLD OF CHOICES

### Provincial Partner



### National Community Partner



### National Supporting Partners



# BUSINESS LAUREATES OF B.C. HALL OF FAME



## Presenting Sponsors



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 19th 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



### Video Sponsors

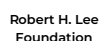


### Laureate Selection Sponsor

### Platinum Sponsors



### Media Sponsors



### Gold Sponsors

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### Silver Sponsors

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### Donations in Lieu

Wesgroup Properties

# JABC BOARD OF DIRECTORS

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Chief Operating Officer,  
Nicola Wealth

**Paul Geyer, Past Chair**  
CEO, Discovery Parks  
and Nimbus Synergies

**Sandy Chan, Treasurer**  
Partner,  
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**Neil Henderson**  
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Vice President, Private Wealth -  
Associates and Operations,  
Nicola Wealth

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Shelina Esmail

## Past Co-Chairs

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Peter Blake  
Barbara Brink  
John C. Kerr  
Terry A. Lyons  
Conrad Pinette  
Jim Shepard  
Bill Weymark  
Fred Withers  
Janet Wood

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Peter Blake  
Barbara Brink  
Terry Lyons  
Bill Weymark  
Fred Withers  
Janet Wood

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Lorraine Cunningham  
Ross Langford  
Leslie Lee  
Kirsten Sutton  
Fred Withers  
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Kathy Butler  
Debra Doucette  
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Casey Forrest

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Delreen Motiwalla

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Keith Spencer  
Martin Thibodeau  
Cathy Thorpe  
Richard Weymark  
Fred Withers  
Janet Wood



# JABC COMMITTEES



Thank you to all 2024-25 Committee members who ensure JABC's success by sharing their time and expertise.

## **Governance & Nominations Committee**

Curtis Campbell, Chair  
Neil Henderson  
Selena Woo

## **Executive Committee**

Abi Coman-Walker, Chair  
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Olin Anton, Vice Chair  
Sandy Chan, Treasurer  
Steven Banick  
Curtis Campbell  
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## **Development 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



# ABOUT US

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 70 years, JABC has served B.C. youth, including Indigenous communities and underserved 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. JABC's 2024-25 Program Reach:



**86,686 Student Learning Experiences**



**453 Volunteers**



**655 Educators**



**474 Schools and Venues**



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Canada V6B 4M9  
[jabc.org](http://jabc.org)



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