

JA BRITISH COLUMBIA

YEAR END REPORT

2024-25



**JA
British
Columbia**

Member of
JA Canada



MESSAGE FROM PRESIDENT & CEO



Since stepping into the role of President and CEO last October, I have been inspired by the deep commitment of the JA British Columbia community.

I'm proud to share this overview of the incredible impact our team and supporters have made together. What you'll find in these pages is just a fraction of the important work happening across the province.

JABC is a modern, forward-looking organization with seven decades of impact in B.C. and we're excited to celebrate our 70th anniversary in the upcoming school year. In times of economic uncertainty, changing job markets, and fewer young people starting businesses, we remain steadfast in our belief that empowering youth with the right skills and opportunities will drive their success and the future of our communities.

I hope you find this report both meaningful and inspiring as we look ahead to another impactful year together.



Wendi Campbell
President and CEO
JA British Columbia

« OUR 2024-25 REACH »



453 Volunteers



86,686 Student
Learning Experiences



655 Educators

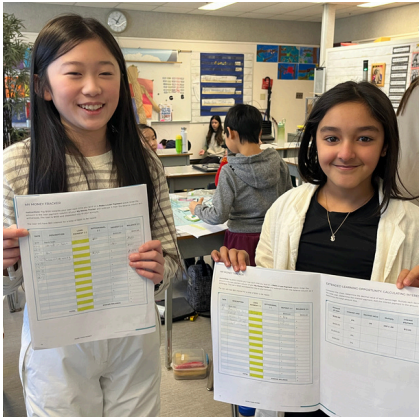


474 Schools and
Venues



199 Programs in
26 Indigenous Communities

PROGRAMS AT A GLANCE



Elementary

In February, Westcot Elementary students from West Vancouver explored real-world money skills through JA's More than Money program. They learned how to create a business plan, estimate start-up costs, track finances, and make smart decisions around earning, saving, and spending.



Middle School

In April, young people from Twin Rivers Elementary in Castlegar took part in the popular Business of Our Own program. They developed products, learned how to manage money, and brought their ideas to life by making real sales at their school's sales day.



High School

At Heritage Woods Secondary in Port Moody, students participated in the in-school JA Company Program, where two classes explored the risks and rewards of entrepreneurship. Their efforts culminated in a market day event, giving them a real-world opportunity to promote and sell their products directly to customers.



YOUNG BC ENTREPRENEURS SHINE

Two of JABC's after-school JA Company Program student teams were named national finalists in JA Canada's Company of the Year Awards. Dicestation (Technology category) created a souvenir dice and scavenger hunt game, while S.E.E.D. (Social Enterprise category) designed culturally inspired t-shirts that celebrate identity and community.





PROGRAMS AT A GLANCE

JABC TechWorks

This dynamic experience was delivered in person at Vancouver Community College in April and also made available virtually on demand to classes across the province. The virtual format included a live panel and on-demand videos with demos from local companies, helping youth explore careers in tech and high-opportunity jobs.



Discover Your Pitch

After weeks of workshops and competitions, seven top student teams from across B.C. advanced to the provincial finals in May. In front of an audience of close to 90 guests, they pitched their business ideas to a panel of judges, showcasing the innovation and growth they had developed throughout the program.



JABC Masterclass

Students from West Vancouver secondary schools attended JABC Masterclass in June, where top B.C. business leaders, Amar Doman (BC Lions) and Jeff Fuller (Joey's Restaurants), shared real-world advice. Moderated by Hayley Woodin Hastings (Business in Vancouver), the experience featured personal stories, student Q&A, and practical tips for life after school.



JA Worldwide nominated for the 2025 Nobel Peace Prize

JABC is a proud member of JA Worldwide, one of the world's largest and most-impactful youth-serving nonprofits



PROGRAM SPOTLIGHT



Start Up to Success: Empowering Youth in Prince George

This year, JABC launched a pilot program in partnership with YMCA Prince George designed to support youth facing barriers to education and employment.

Start Up to Success brought together 20 high school students aged 16 to 18 for a 16-week, in-person learning experience featuring three of JA's most impactful programs: Success Skills, JA Company Program, and Personal Finance.

Facilitated by JA volunteers, the program helped students build confidence, strengthen their teamwork and communication skills, explore entrepreneurship, and develop essential financial literacy.

The experience culminated in a student-led market event in June, where participants showcased and sold their business products. A community celebration followed on July 3, 2025, with the Prince George mayor in attendance to recognize their accomplishments.



This pilot reflects JABC's ongoing commitment to reaching underserved communities and providing youth with the knowledge, tools, and mentorship they need to shape their futures. We are excited to build on this success and bring similar opportunities to more young people across the province in the year ahead.

IMPACT HIGHLIGHTS

“

I have learned a lot about communication and the importance of networking.

- Student

I have realized a lot about how I am as a leader of a business, and that teamwork is extremely important to be able to craft a successful business.

- Student

The program in Prince George was an amazing opportunity to be part of and help facilitate. Growing up in Prince George, I can say the skills and experiences this program provided to youth are unlike anything else in Northern BC.

It gave students hands-on learning opportunities and a chance to grow alongside industry professionals.

- Christian, Program Volunteer

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PROGRAM SPOTLIGHT



Empowering Indigenous Youth Through Culture & Entrepreneurship

JABC partnered with UBC Sauder School of Business and the Vancouver School Board this year to deliver a specialized version of the JA Company Program for Indigenous Learners.

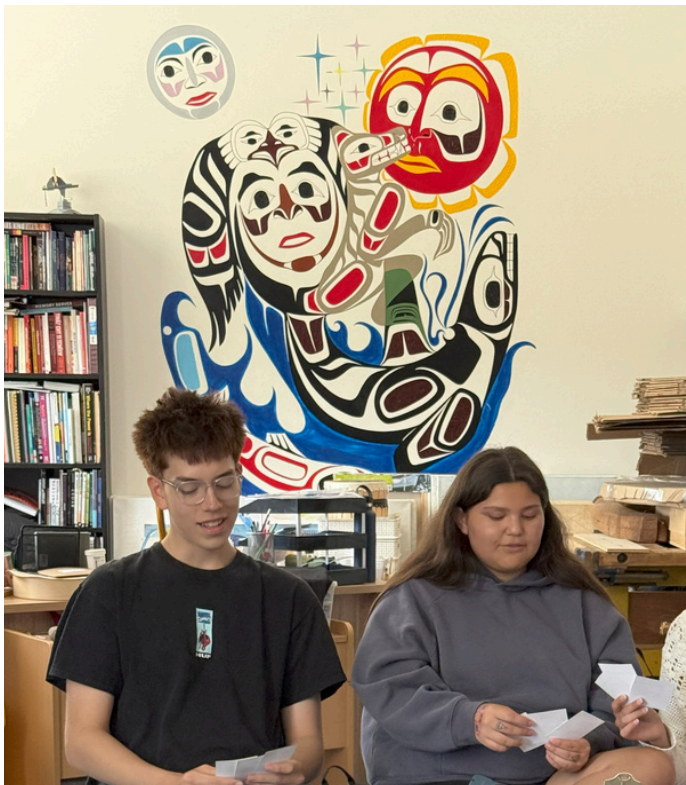
Held over 16 weeks at four Vancouver high schools, the program gave students the opportunity to explore entrepreneurship in a culturally grounded and supportive

environment.

With the support of JABC volunteers, students developed a range of business ideas, including a concept for an Indigenous Night Market that reflected thoughtful engagement with community and culture.

The program helped participants build confidence, connect with business concepts, and bring their ideas to life in a meaningful way.

Partners and supporters celebrated the achievements of approximately 30 students at a closing event held at UBC Sauder on June 19, 2025. Educators shared encouraging feedback, noting that the experience helped students see new possibilities for their future.



IMPACT HIGHLIGHTS

“I just want to say thank you so much...for providing this opportunity. 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, like environmental sustainability and other important practices.

- Emil, Student

The program encouraged integration of Indigenous traditions and history into the development of business proposals in a very unique and actionable manner, which I think all the students appreciated and felt empowered by.

I'm honored to have had the opportunity to take part in this program, and I think it's safe to say this was a very fulfilling opportunity for everyone involved.

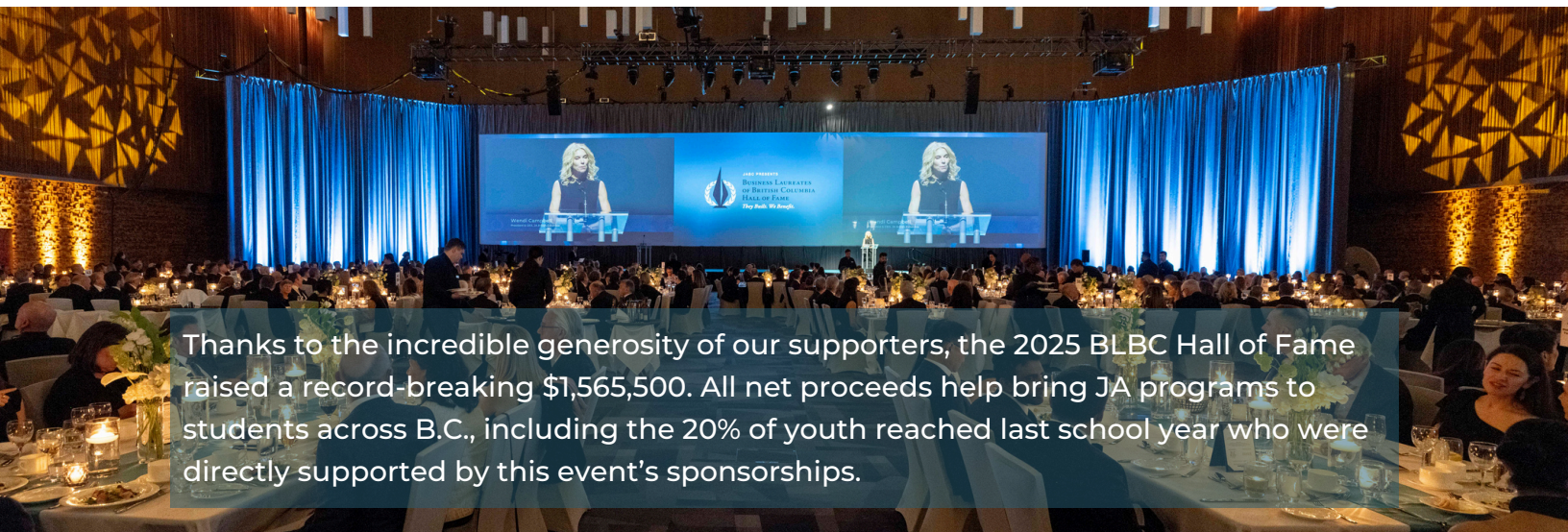
- Fergal, Program Volunteer

BUSINESS LAUREATES OF BC HALL OF FAME



On May 5, JABC hosted the 19th annual Business Laureates of BC Hall of Fame Gala Dinner and Induction Ceremonies at Vancouver Convention Centre West, honouring these exceptional inductees: Ryan Beedie and the late Keith Beedie (Beedie); Stan Fuller and the late Bus Fuller (Earls); John Nicola (Nicola Wealth); and the late Bob Stewart and the late Ivan Andersen (Sinclar Group).

The Hall of Fame now includes 108 business leaders whose contributions have shaped British Columbia and Canada. Special thanks to keynote speaker Isabelle Hudon (BDC) and presenting sponsors Fasken and RBC.



Thanks to the incredible generosity of our supporters, the 2025 BLBC Hall of Fame raised a record-breaking \$1,565,500. All net proceeds help bring JA programs to students across B.C., including the 20% of youth reached last school year who were directly supported by this event's sponsorships.

VOLUNTEER RECOGNITION

Congratulations to B.C.'s own Brian McArthur, recipient of JA Canada's Royden Richardson National Volunteer Award. This well-deserved honour recognizes his exceptional dedication, marking an incredible 51 years of volunteer service in 2025.



"Over the years...I have worked with many JA professionals (including your excellent team) and educators to help our young people on their life's journey through the various JA programs.

It has been and continues to be a very gratifying and rewarding experience for me personally. I am privileged and honoured to be part of the JABC team dedicated to the future prosperity and success of our young people."

2025 Royden Richardson National JA Volunteer Award



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.org



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