



Junior Achievement of British Columbia Impact Report 2013/2014

“JA taught me to give back to my community and pass my knowledge to others so they can develop their success and foster their potential. Thank you Junior Achievement.”
~ JA high school student

Junior Achievement of British Columbia inspires students to think about their future.

Our business education programs teach workforce readiness, entrepreneurship and financial literacy to youth in elementary, middle and high schools across the province. Thanks to your support, over 32,000 students received a business education workshop in the 2013/14 school year.

Thank you!

Student Reach

Thanks to your support we were able to reach over 32,000 students with 1,160 business education workshops across BC in the 2013-2014 school year.

Our goal is to **double the number of students we reach** to 60,000 by 2020 and we are confident it can be achieved with your ongoing commitment.



Junior Achievement believes in the boundless potential of young people and delivers programs that will help them succeed in life. Relevant, hands-on learning exposes students to “real world” lessons in financial literacy and the importance of finishing school while modeling entrepreneurial thinking.

Our programs are unique in that they are taught by trained volunteers from BC’s business community who share first-hand experience and life lessons that cannot be learned from a text book.

We are proud to report the following classroom workshop deliveries for the past school year.

PROGRAMS DELIVERED	Lower Mainland/ Fraser Valley	Vancouver Island	Northern BC	Interior, Okanagan, Kootenays	Total
Business Basics Gr. 5-7	192	56	11	51	310
Dollars with Sense Gr.8	137	52	17	49	255
Economics for Success Gr. 9/10	101	127	56	96	380
Investment Strategies Gr. 10	48	25	2	13	88
Titan Online Challenge Gr. 11/12	56	20	3	8	87
Company Program Gr. 11/12	25	8	4	3	40
TOTAL	559	288	93	220	1160

Student Highlights

- ✓ 120 students from around BC attended the inaugural *Innovation Jam*, a Dragon’s Den-style challenge led by a facilitator from UBC’s Sauder School of Business Innovation Hub. A panel of judges made up of *Top Forty Under 40* business leaders were on hand to choose the winners and a People’s Choice Award was decided from a province-wide YouTube vote.
- ✓ 4 classes took part in the pilot program, *JA Job Shadow*, at West Fraser Timber, SAP and others, as part of our focus on the increasing labour force needs of trades and STEM (science/tech/engineering/math) sectors. *Job Shadow* exposes students to high-demand career paths and links them to companies looking for their next generation of employees.
- ✓ Many students had the opportunity to further their class experience with one of our special awards or scholarships. For example, a new award in the 13/14 school year targets rural regions and encourages high school students to learn about business by planning, organizing and operating a business venture of their own. This year, the inaugural Rural Company of the Year award went to Lake City Secondary in Williams Lake.

Our Long-term Impact

Gaps in Canadian financial literacy ⁱ	Impact of JA programs ⁱⁱ
Only 51% of Canadians have a budget and 31% struggle to make bill payments. 50% of adult Canadians struggle with simple tasks involving math and numbers.	75% of JA alumni state that our programs were the driving force in developing their financial literacy and decision making skills.
The ratio of household debt to income has been rising for the last 20 years to 148% in 2010.	JA alumni are three times less likely to spend more than they earn – they save more and borrow less than other Canadians.
Young adults, people from low income households and aboriginal Canadians are the groups most likely to be struggling with the challenges of financial literacy.	JA’s programs target a disproportionate percentage of at-risk neighbourhoods, based on research from UBC ⁱⁱⁱ .

About Junior Achievement



Junior Achievement has been investing in young people for nearly a century, inspiring generations of young entrepreneurs and business leaders in over 130 countries.

Our programs are unique in that they are taught by trained volunteers from the business community who share first-hand experience and life lessons that cannot be learned from a text book.

In British Columbia, we teach financial literacy, entrepreneurship and workplace readiness to over 32,000 elementary, middle and high school students each year, free of charge. Our goal is to double that number by 2020.

ⁱ From Statistics Canada and the Federal Government's Task Force on Financial Literacy 2009

ⁱⁱ From survey of 5,000 Canadians by Boston Consulting Group

ⁱⁱⁱ From research by the University of British Columbia's Human Early Learning Partnership