IMPACT REPORT

accelerating future skills in southern Alberta.

2022 TO 2024



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LETTER FROM PRESIDENT & CEO

As we reflect on the accomplishments of 2023 and 2024, it is clear that the heart of JA Southern Alberta beats with the shared commitment to inspire, educate, and empower the next generation of leaders and innovators.



This year has been one of growth, resilience, and dedication to equipping our youth with the tools to navigate a dynamic and evolving world.

Thanks to the unwavering dedication of our staff, volunteers, educators, and community partners, we have reached more students than ever before with transformative programs in financial literacy, work readiness, and entrepreneurship. This year, we proudly supported over 63,000 students across Southern Alberta, delivering impactful lessons in 2,600 classrooms with the help of 900 passionate volunteers.

Together, we have empowered young minds, providing them with the skills, knowledge, and confidence to shape their own paths and make informed decisions for a brighter future.

As we celebrate these achievements, we also look forward with ambition and optimism. The world our students are stepping into is filled with challenges and opportunities that demand creativity, adaptability, and collaboration. At JA Southern Alberta, we are committed to evolving alongside these changes, ensuring our programs remain relevant, impactful, and accessible to all.

As you explore the pages of this report, I hope you feel inspired by the incredible impact we've achieved, reaching every corner of our province. We are invigorated by the unwavering commitment of our community and look forward to strengthening our partnership as we continue to empower the next generation of leaders.

With gratitude,

John

Jessica Cohen, President & CEO

JA ANNUAL SOUTHERN REPORT

FINANCIAL LITERACY

In the 2022-2023 school year we saw a nearly 70% increase in overall program deliveries and a 79% increase in financial literacy program deliveries from the 2021-2022 school year.

This success is in large part due to our addition of Kindergarten through Grade 3 financial literacy programming, introducing our youngest learners to the concepts of money, responsible money management, and financial decision making. The 2022-2023 school year also saw the enhancement of existing programming to align with the Alberta's new financial literacy curriculum for grades K-6.

PROGRAM INCREASE

The overall program increase vs. F22 was large

- 69.7% increase in overall program deliveries (2503 vs. 1475 in F22).

Elementary in-school programs had the highest increase (due to the 3 programs added)

— 201.4%

Jr High in-school programs increase

— 14 4%

FINANCIAL LITERACY IMPACT

F20.

12.197

F21.

15,841 students

F22.

17.936 students

F23.

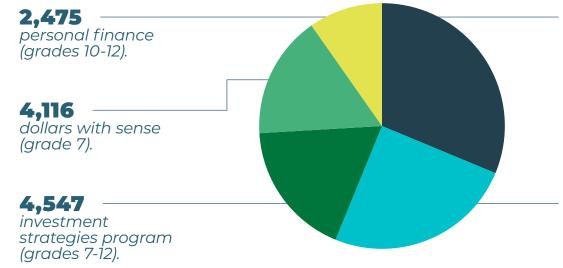
49,534

F24.

47.732 students

2023-2024 FINANCIAL LITERACY IMPACT

Total students who took our financial literacy programs:



7,947 more than money (grade 4).

6.329 economics for success (grade 9).

ROBOGARDEN



The RoboGarden: Learn to Code program provides educators with a fun and easy way for students to learn to code. The platform is a hands-on, easy to understand educational site where students take part in active learning. Specifically targeted towards students from Kindergarten through Grade 9, the program helps develop computational and critical thinking skills. A variety of games and challenges teach students the Blockly, JavaScript, and Python coding languages, while helping develop their career readiness skills by preparing them for the digital requirements of the future work world.

WHAT'S NEW The program has seen

tremendous growth over the past couple of school years, increasing from 15 classes as a pilot in 2020-2021 to 251 classes by the 2022-2023 school year. The RoboGarden program has also seen continuous improvements within that time frame, including an expansion of the program from just the Calgary area to all of Southern Alberta for the 2022-2023 school year. One of the most significant enhancements to the program was the addition of a separate platform, the App Developer, for students in Grades 7 through 9. This platform allows students to further develop their coding skills by creating their own web application using the HTML, CSS, and JavaScript coding languages. Finally, we also partnered with Logics Academy, an educational organization specializing in STEM activities, to enhance educator training and support resources.

TEACHER TESTIMONIALS

I am a teacher with zero coding experience and interest if I'm being honest. I had been assigned a coding class and having this has made this experience AMAZING!! I am truly grateful for this resource and support. It has taken what could be a very stressful experience and made it extremely easy to deliver. I have kids who are engaged. focused, resourceful and having a positive experience all as a result of RoboGarden. Thank you!

Thank you for this offering.

- Grade 9 teacher, Calgary
- I like the fact that students are able to work through the program at their own pace, especially considering the wide range of student abilities I have in my class. I also like that the students have the ability to work from home. Students would also work together to complete challenges which allowed for cooperation and leadership opportunities.
- Grade 2 teacher, Calgary

STUDENT TESTIMONIALS

- 🔽 I loved all the programs and all the levels were great to participate in." – Grade 5 student, Calgary
- I just want to say that RoboGarden has taught me to become smarter and to become better at anything else. Except that it was a little hard!" - Grade 6 student, Stettler
- I enjoyed your coding and how you added little hints to make it more fun, thank you!" – Grade 5 student, Stettler



2023

251 classes

6.143 students

108 schools

24

school districts

2023 **2024**

267 classes

6.332 students

1111 schools

24

school districts

COMPANY **PROGRAM**

Company Program is an immersive experience designed for high school students (grades 9-12) to delve into entrepreneurship, leadership, and teamwork.

Participants will embark on a journey where they'll learn to make real business decisions develop critical leadership skills, forge new friendships, and have a blast along the way.

VALUE PROPOSITION

Joining Company Program means diving into the world of business with hands-on experience. Throughout the program, students will learn to initiate, manage, and dissolve a business, craft detailed business plans, and master budgeting.

Guided by experienced business volunteers, participants will not only gain theoretical knowledge but also practical insights into entrepreneurship.

By participating, students unlock a plethora of benefits, including access to local awards, learning the nuances of entrepreneurship, honing employability skills, fostering leadership qualities, enhancing communication abilities, boosting self-esteem and confidence, all while potentially earning money. It's an opportunity to grow, learn, and thrive in a supportive and dynamic environment.

CHARITIES DONATED TO:

- One Tree Planted
- Water First
- Doctors Without Borders
- Alberta Children's Hospital
- Calgary Mental Health Association
- Canadian Cultural Mosaic
- Women in Need Society
- Bee City Calgary
- Inn from the Cold
- STARS
- Calgary Association of the Deaf
- Calgary Youth Justice Society
- Brown Bagging for Kids
- Ronald McDonald House
- Calgary Humane Society
- Alberta Ecotrust Foundation
- Skin Cancer Society
- Khalsa Aid

SCHOLARSHIPS

The CPA Education **Foundation Scholarship** \$1,000

- Abinav Jain
- Kavi Balsara

The CPA Alberta Scholarship \$1,000

- Asia Szczepanki
- Kayla Parmar

The Dale Carnegie Scholarship \$1,100

- Fatema Hassan

The Foundation for Advancement of Entrepreneurship **Scholarship** \$2,500

— Kavi Balsara

The Richard F. Haskayne Scholarship \$2,500

- Devyani Bamane

The Scott Bobye Scholarship \$1000

- Kayla Parmar
- Fatema Hassan

AWARDS

Mentor of the Year

- Peter McCurdy
- Vicki Dalton

School of the Year

- Lester B. Pearson

Company of the Year

— FromUkyio

PROGRAM STATS

24 teams

97

mentors

33

corporate mentors

64

community mentors

477 students

60 schools

1236

instructional hours

\$23,468.19 total revenue

\$2,121.08



2024

CHARITIES DONATED TO:

- and Mental Health
- Wildlife Preservation Canada - Bumble Bee Recovery
- Canadian Mental Health Association, and Radicare Bill Zheng)
- Greens Calgary
- Alberta Wilderness
- Children's Cottage Society
- Project Warmth
- Inn from the Cold
- Immigrant Services Calgary
- Canadian Mental Health
- The Leftover's Foundation



SCHOLARSHIPS

The CPA Alberta Scholarship

- Cheryl Li
- Jessie Chan

Dale Carnegie Scholarship

— Claire Li

The Foundation for the Advancement of Entrepreneurship Scholarship

– Omar Negmedlin

The Richard F. Haskayne Scholarship

— Omar Negmedlin

Scott Bobye Scholarship

- Kowen Leskiw
- Timothy Zhou

AWARDS

Mentor of the Year

— Fahreen Minsariya

School of the Year

— James Fowler High School

Company of the Year

PROGRAM STATS

23 teams

78

mentors

440 students

64

1296 instructional hours

\$2.666.81 donated to local charities

ABOUT DECKOROUS KEY SUCCESSES

Deckorous is a shining example

of the ingenuity and dedication

Company Program. Comprising

playing cards while championing

sustainability and community

was clear: to design a product

environmental consciousness,

success during the 2023-2024

program year, culminating

in being named JA Canada's

Company of the Year 2024.

The team's commitment

practices resulted in an

and a final share value of

the entrepreneurial spirit of

The team faced challenges in

customizing card designs and

production process, all while

obstacles, their perseverance

maintained their commitment to delivering a premium product

without compromising quality.

and teamwork ensured they

managing the impact of

navigating a resource-intensive

JA participants.

OVERCOMING

CHALLENGES

to quality and sustainable

that balanced innovation,

and financial success.

ACHIEVEMENTS

fostered through the JA

DECKOROUS: JA COMPANY OF THE YEAR CANADA 2024

Sales and Marketing

- Deckorous sold out at their first trade show and garnered significant pre-orders, demonstrating strong customer demand.

Sustainability and Innovation

- The team prioritized eco-friendly materials and creative designs, reinforcing

Team Collaboration

- A supportive and respectful team culture allowed Deckorous to overcome challenges and meet their being shortlisted for Company of the Year early in the process.

LEGACY

Deckorous leaves a lasting impression as a student-run company that seamlessly combined entrepreneurial responsibility. Their story power of Company Program,









PAGE

CAREER READINESS

2022 - 2023 was another successful year for our career readiness program, World of Choices.

World of Choices (WOC) is a career exploration event designed to empower high school students in grades 8-12 to reach their future career goals. With support from RBC Future Launch, over 470 students from both Red Deer and Calgary were exposed to a variety of career possibilities through short presentations, Q&A sessions, and discussions with career mentors. WOC aims to educate, inspire, and empower students by allowing them to speak candidly with professionals in various industries.



3,029

students reached virtually

students reached in-person

215 in Calgary

257 in Red Deer

F24 WOC

in-person

236 in Red Deer



F23 WOC

472

814

students reached

561

325 in Calgary



OVERALL PROGRAMS

F23 PROGRAMS

2,503

programs delivered 1,526 teacher-led

977 volunteer-led

430 schools **63,374** students

38,608 teacher-led

24,766 volunteer-led

795 teachers

980

volunteers

27 school boards

F24 PROGRAMS

2.642

programs delivered 1,718 teacher-led

924 volunteer-led

423 schools 61,637 students

43,466 teacher-led 18,171 volunteer-led

845 teachers

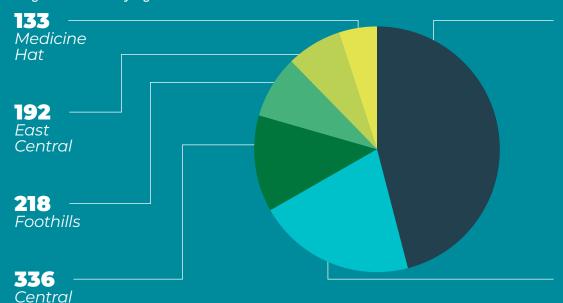
814

volunteers

27 school boards

2023-2024 **REGIONAL REACH**

Programs delivered by region:



1214

Calgary/Bow West/ Southeast Prairie

549 Lethbridge

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CAREER READINESS

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2022 TO 2024

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2023

ALBERTA BUSINESS HALL OF FAME

Each year, the Alberta Business Hall of Fame - Southern Alberta helps to raise funds to support the accessibility and sustainability of JA Southern Alberta's critical financial literacy, entrepreneurship, and career readiness programming.

Congratulations to the 2023 Inductees and Young Innovator

- Arlene Dickinson
- Lou MacEachern
- Ron Mathison
- Dr. Breanne Everett(2023 Young Innovator)



MENTORSHIP SPONSORS

CIBC



Deloitte.

() TC Energy

PAGE

VALUED SPONSORS

Brookfield

clearmotive*

BUSINESS IN CALGARY

Life Capture

carbon**grapḥiçş**

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LAUREATE TRIBUTE SPONSORS







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WINE SPONSOR

YOUNG INNOVATOR AWARD SPONSOR

STUDENT SPONSOR

ENTRE-PRENEURSHIP SPONSOR











The Alvin & Mona Libin Foundation



believeco:











2024

Congratulations to the 2024 Inductees and Young Innovator

- Susan Anderson
- Mike Broadfoot
- W. Brett Wilson
- Hanif Joshaghani(2024 Young Innovator)

MENTORSHIP SPONSORS

<u>ATCO</u>

Deloitte.



VALUED SPONSORS

Business

▲ DELTA

carbon**graphics**

Life Capture*

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GALA

SPONSOR

LAUREATE

TRIBUTE SPONSORS

BOARD OF GOVERNORS' VIP RECEPTION

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YOUNG INNOVATOR AWARD SPONSORS

ENTRE-PRENEURSHIP SPONSORS Digital Commerce Bank

ATB

VJEMMPROPERTIES

























ABHF

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JA SOUTHERN ALREDTA ANNUAL

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DONORS & **PROGRAM** SUPPORT

ECONOMICS FUTURES COUNCIL

The JA Southern Alberta Economic Futures Council (EFC) is a group of individuals who firmly believe that JA enhances the lives of young people, strengthens our economy and produces solid ethical citizens.

The EFC, launched in 2012, provides sustainable funding for operations, programming and innovative projects for JA Southern Alberta and the students we serve.

Since its inception, EFC members have pledged over \$2.8 Million to support programming and technology for JA. Because of this support we have:

- Increased program delivery and student reach by 100%
- Expanded JA Southern Alberta rural programming and reach
- Developed digital enhancements for popular programs
- Developed and delivered financial literacy programs for Indigenous youth on reserves
- Partnered with All in For Youth -A United Way led Initiative to offer financial literacy and work readiness training to vulnerable youth
- Partnered with local digital literacy platform, RoboGarden, to deliver digital literacy education to K-9 students

PAGE

Thank you to the Patrons and Founders of the Economic Futures Council.

PATRONS

- Clive Beddoe
- Clayton Riddell (In Memoriam)
- Ronald N. Mannix
- Richard F. Haskayne
- JR Shaw (In Memoriam)
- The Strollery Family
- Mac Van Wielingen
- David Werklund (as Chairman of the Werklund Foundation)

FOUNDERS

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- Dr. T. Chen Fong & Alice Chan
- John & Lana Geddes
- Wayne Henuset
- The Hunter Family Foundation
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- Alvin Libin, Eda Libin, Nora Lee & Louis Libin
- Ronald P. Mathison
- Jeff Mccaig
- Susan Nelson & Gordon Case
- David O'Brien
- Todd Poland
- Brian Sidorsky
- Michael & Renae Tims
- Guy Turcotte
- C.H. Woitas Family

2022-2024 Our Donors

\$50,000+

- Government of Alberta
- Shaw Charity Classic Foundation
- Shaw Family Foundation
- Canadian Natural Resources Limited
- Hunter Family Foundation
- Mike Tims
- Mike Broadfoot

\$20,000-\$49,999.00

- IFF Holdings Inc.
- Servus Credit Union -Corporate Office
- -SIB
- TC Energy
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- TD
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\$10,000-\$19,999.00

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- The Calgary Foundation
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- Korn Ferry Canada
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- KPMG Foundation
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- -TD- CIBC
- Amazor
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- Prairie Merchant Corporation

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- Z Zurich

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- Town of Okotoks
- Bow RiversEdge Campground
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- Calgary Economic Development
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- S & E Services Limited

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Partnership**

UP TO \$999.00

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Interior Design

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— Jessica Bergen

— Alberta Children's

- Queens University

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 - Alberta Cancer Foundation

- Saifa Kooner
- Business Council of Alberta
- 7-Eleven Canada

- \$1,000-\$2,499.00
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- Platform Calgary
- Rod Cheresnuik
- Michael Murphy

- Kathy McConnell

- Canada Helps

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- United Way of Calgary - Adriana Simon

- Emily Dunne

- Andrea McManus
- Jessica Bergen - Janice Krissa-Moore — United Way of Calgary
- Scott Robinson - Gene Stahl
- Heather Magotiaux - Alberta Allied Roofing Association
- 2022 TO 2024

- Circle CRM Group

- Gordon Van Vliet
- Jeff Thompson
- Kelly Spencer
- Nancy Lever
- Poppy Barley
- Nicole Lewis

- Heninger Toyota Scion

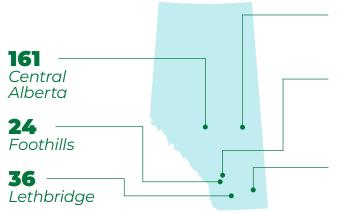
- Brittney Wynnyk
- United Way of Calgary
- Melissa From - lan Zipursky

2022 TO 2024

OUR VOLUNTEER IMPACT

Thank you to our amazing volunteers for continuing to show up for students and Financial Literacy. Without all your support, we wouldn't have been able to achieve such success in all program areas. We appreciate you!

F24 VOLUNTEERS BY REGION



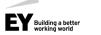
36East
Central

602Calgary (elementary and middle school)

18Medicine
Hat

Corporate Groups that participated:









ATB



RBC Bank



MNP

877 total volunteers with all departments and events

WELCOME TO WELCOME TO

Royden Royce National Volunteer Award. Invited to ABHF Gala to receive

his award. Longtime

programs such as

volunteer with JA and has supported many

Economics for Success

Event, World of Choices

and beyond to continue to recruit new team members to come

In School, EFS at SAIT

In Person and Virtual and has gone above

on board with JA.

register to become



a volunteer:

OUR BOARD OF DIRECTORS



CLINTON MCNAIR BOARD CHAIR EVP and CFO, PTW Energy Services Ltd.



GREG PULTZ PAST CHAIR Former VP Operations, Shaw Communications



JOEL HUNTER VICE CHAIR EVP and CFO, TC Energy



CLINTON
WARKENTIN
TREASURER
EVP, Chief Financial &
Investment Officer, ATCO



KENT MACDONALD EVP and CFO, PTW Energy Services Ltd.



HEATHER MAGOTIAUX

VP External Relations,



TODD POLANDIndependent Director



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