ANNUAL REPORT 2014–15

Great Leaders Start Young
What is Junior Achievement?

At Junior Achievement, we believe in the boundless potential of young people. We want them to succeed in the world of global business. And to support them in realizing their dreams, we work hard to teach them how to start businesses that create jobs, how to generate wealth and manage it, how to develop their entrepreneurial skills, bring new ideas to market and build strong workplaces.

The title for this year’s report is ‘Great Leaders Start Young’, and the reason for this is simple. We believe in great leaders. Nothing matters more to us than helping great leaders get off to a great start.

A time to learn and a time to lead

Great leaders don’t sit around and wait for things to happen. They know exactly when to grab hold, take the lead and go for it. Students who participate in JA programs have what it takes to be great leaders. They share a passion for excellence, they are blessed with a wealth of talent and creativity, and thanks to their honesty and integrity, they stay grounded in the here and now.

What many of them do need is a little boost.

With generous support from our volunteers, our corporate donors, our Board of Directors and our Board of Governors, last year we gave over 60,000 students the financial literacy tools and mentorship they need to become the great leaders of tomorrow.

With a jump-start from JA, one thing’s for sure: They’re certainly not waiting around for permission to take the lead.
There were so many high points in 2014–2015 that looking back, we’re more convinced than ever that JA is just the right brand for our times.

Faced with a global economy that in some ways has become even more competitive and challenging, it was great to know that what we do at JA really matters.

It takes inspired leadership to create productive work teams that can identify innovative solutions for today’s tough global issues. Every single one of us who is involved with JA can take pride in knowing that we are part of a team committed to preparing our young people to deal with these challenges.

Last year, once again, our partners, donors, volunteers, Directors and Governors pulled out all the stops to help us deliver on our brand promise. Thanks to them, we had a great year. We exceeded not only our revenue target but also our net profit, student reach, volunteer and program targets. It was an exceptional display of collaboration.

These results certainly didn’t come without hard work. Indeed, the fundraising climate continued to be a challenge for us. We also came face-to-face with the reality of many workplaces where employee volunteerism was challenged by employees’ work-life time constraints.

JA Central Ontario staff are truly dedicated to our mission of helping young people to become inspired leaders. We’re proud to have them on the JA team, proud of their commitment and no-holds-barred approach, and proud of what they achieved last year.

To all the inspired leaders on our team, and to those who reached out to one in whatever small way, many thanks. Without you, we couldn’t do for our students what they need us to do. It takes all of us to help them get off to a great start.

CATHY MACDONALD, CHAIR OF BOARD OF DIRECTORS EXECUTIVE VP, INFORMATION SYSTEMS AND BILLING, XPLORNET COMMUNICATIONS INC.

JANE EISBRENNER, PRESIDENT & CEO, JA CENTRAL ONTARIO

Great results from a winning team

JA’s Middle School Programs introduce students to the basics of financial literacy
Middle School Programs

Last year, we exceeded our program delivery target, providing students access to over 2,300 programs in our core subject areas. In F15, 53,846 middle school students participated in these programs. The following chart illustrates the number of programs offered in each category.

PROGRAMS DELIVERED

- **Our Business World**: 107 programs
- **Stronger Together: Diversity in Action**: 118 programs
- **Dollars with Sense**: 727 programs
- **Economics for Success**: 1119 programs

Stronger Together: Diversity in Action teaches grade 6 students the value of diversity and how it contributes to improving morale, creativity, teamwork and productivity. In the Economics for Success program, grade 8 students take a closer look at the advantages of staying in school, as well as learn what’s needed to succeed in today’s workforce.

In JA’s Our Business World program, grade 5 elementary students explore how businesses are created and what makes them thrive. Through the Dollars with Sense program, grade 7 students get the vital tools they need to make smart financial decisions, live debt-free and become savvy investors.

JA Company Program

JA’s Company Program is an 18-week opportunity for students in grades 9–12 across Central Ontario to gain real-world business experience and build their confidence as budding entrepreneurs. This signature JA experience is offered free of charge.

Under the guidance of volunteer corporate advisors, the students create, manage, and liquidate a business in 18 weeks. They use real money, develop real products and cultivate real customers. The experience is capped off with the Company Program Awards celebration in May.

Generous corporate partners throughout the community provide the funding and the meeting space for the Company Program. Most importantly, employees from partnering organizations act as volunteer mentors to support and motivate the students for the duration of the program.

The Company Program is a journey of discovery in the truest sense of the word. Many student participants have said their involvement in the Company Program was life-changing and that it was a defining moment in their decision to pursue a career in business and/or entrepreneurship.

SOME HIGHLIGHTS FROM THE YEAR (CLOCKWISE FROM TOP) STUDENT MANAGEMENT TRAINING, AN INTERVIEW WITH CP STUDENT GIANCARLO SESSA ON CBC’S DAILY PROGRAM THE EXCHANGE, STUDENT INTERVIEW NIGHT

2015 HIGHLIGHTS

- 250+ Company Program Advisors
- 19,000+ Hours Volunteered
- 1,000+ Student Participants
- 12,000+ Products Sold
- $100,000+ Sales Generated by 40 Student Companies
6th Annual Titan Challenge

This year JA Central Ontario partnered with SAP, Alcatel-Lucent Canada, Seneca College and IBM Canada to facilitate real-world learning experiences for close to 1000 high school business students. The JA Titan Challenge took students outside the classroom and into the college and corporate environment to learn about the fundamentals of business practices in a stimulating and interactive environment. At each venue, hundreds of students came together to participate in experiential learning exercises and an interactive web-based simulation where their understanding of key business concepts and strategies were put to the test! Winning team members were awarded with $500 post-secondary scholarships!

Fundraisers help JA Central Ontario exceed goals

26th Annual Governors’ Dinner

RAISED: $440,260
PRESENTING SPONSORS: Manulife, Tangerine
WHEN: November 18, 2014

Held at the Metro Toronto Convention Centre, the 26th Annual Governors’ Dinner featured author and former television personality on CBC’s Dragon’s Den, David Chilton, as emcee, with guest speakers Benjamin Tal, Deputy Chief Economist for CIBC, and Bruce Rothney, President, CEO and Country Head of Barclay’s Canada. Over 55 corporations, including more than 120 Junior Achievers, joined us to celebrate the work of JA Central Ontario.

22nd Annual Dennis Goodfellow Memorial Squash Tournament

RAISED: $23,000
PRESENTING SPONSORS: Cadillac Fairview, The TD Centre
WHEN: April 23–24, 2015

The 22nd annual tournament was a smashing success thanks in part to longtime JA Central Ontario partner and host, The Toronto Athletic Club. Participants competed in both singles and doubles matches. Many thanks to co-sponsors, Deloitte LLP, Sim IP, Kuretzy Vassos Henderson LLP and Hillside Communications.

28th Annual JA Central Ontario Golf Classic

RAISED: $108,245
PRESENTING SPONSOR: KPMG
WHEN: June 11, 2015

A perennial favourite, the 28th annual Golf Classic sold out quickly, with 36 eager foursomes teeing off at the championship Copper Creek Golf Club in Kleinberg. In addition to the Hole-In-One competition sponsored by IBM, the day included a silent auction and raffle. Many thanks to co-sponsors, Axxiome, Salesforce Foundation, Colliers International, CDS/TMX and Equinix.

SAVE THE DATE!

Join us at the 27th Annual Governors’ Dinner November 24, 2015
Metro Toronto Convention Centre, jacobournersondinner.com

Join us at the 29th Annual JA Central Ontario Golf Classic on June 9, 2016

Four Toronto-area business leaders were honoured at JA Central Ontario’s second annual ‘Bold Thinkers Inspiring Leaders’ luncheon for their role in inspiring the next generation of bold thinkers.

Kathy Cheng, President, WS & Co. and Founder, Redwood Classics; Kimberley Newport-Mimran, President and Design Director, Pink Tartan; Shaun Francis, Executive Chair, MEDCAN Health Management Inc. and Chair, True Patriot Love Foundation; and Sunny Verma, Founder and CEO, TutorBright were all recognized at the May event.

“Each of this year’s honourees has experienced tremendous success because of their tenacity, creativity and ability to think big,” said Jane Eisbrenner, President and CEO, JA Central Ontario. “In addition to shining the spotlight on them, this event gives honourees an opportunity to meet remarkable young people who are tomorrow’s bold thinkers. They are Canada’s future.”

This year’s event hosted more than 135 guests including business executives and JA Central Ontario’s high school student entrepreneurs.

JA’s central Ontario’s annual event is a forum in which today’s extraordinary business people can mingle with, and inspire, tomorrow’s business leaders.
Donors, corporate partners, volunteers and a dedicated staff are the life-blood of any not-for-profit organization.

Without their gift of time and financial support, we would not be able to provide the life-altering programs that we do to so many JA students across Central Ontario.

This year, we recognize the invaluable support received from AGF – a corporate partner and friend of JA Central Ontario.

“Financial education needs to be a priority in Canada,” said Blake C. Goldring, AGF’s Chairman and Chief Executive Officer. “Most people spend more time planning their vacations than they do planning their retirement. It’s important for Canadians to take control of their financial futures, and that’s why we support the work Junior Achievement does. By learning about financial tools, how to save and how to manage their money, young people are learning to take responsibility for their financial well-being and become good money managers. That’s exactly what Canada needs right now.”

Through AGF’s generosity, and the commitment of Mr. Goldring, the company has made it possible for over 1,300 students to participate in JA programs over the past two years.

Thank you, AGF!

VOLUNTEER & JA CENTRAL ONTARIO STAFF HOURS IN FISCAL 2015

This past year individuals gave JA Central Ontario $142,000 that helped us reach 60,000 students with life altering JA programs. Many thanks to the following individuals for taking the lead and for helping us with much needed financial support.

Mark Aboud
Ziyad Edward Akkawi
Medha Alibegic
Mike Andrade
Linda Antoniuik
ASPIRE Canada – Employee Resource Group
Andrew & Betsy Harvie Aziz
Megan Bailey in honour of Rhyam Mahazadin
Robert Bailie
Lisa A. Balton
Cinzia Bazzo
Paul & Cathy Beauchesne
Roberto Bernabo
Tracey Bissett
Michael Borland
Dave Borrelli
Nadine Brown
William Bryck
Larry & Sabrina Chan
Kathy Cheng
Bruce Clark
Jamiie Collins
Chris Cornell
Simone Cowdery
Heather L. Crawley
Anne Cunningham
Jennifer Cutilar
Kevin Dane
Jo-An DeLuca
Jean & Kathryn Soden
Desagné
Diane Dobson
Scott Dodd
Rino D’Onofrio
John Duda
Christina Eaton
Jane Eisbrenner
Staples Advantage Canada (parking spot raffle)
Employees of Edward Faulkner
Roy Fraser
Simon Gilmartin
Alex Giosa
Joyal Gonsalves
Mary Lou Hukezaile
Michelle Ing
Jennifer James
G. Derek Johnstone
The Katerinakis Family
Ryan Kaufman
Pedram Kaya
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Jay A. Wiltshire
Jes Wintermans
Brenda Wolff
Chenny Xia
Michael Xu
Michael Zahra
Susan Zammit-Milani
Andrew Zimakas
Brenda Zinkiewich
Anonymous
Top Donors

We are most grateful for the generosity of the following donors and are pleased to acknowledge their support for JA Central Ontario’s programs.

Over $100,000

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<tr>
<th>Volunteers Provided</th>
<th>Classrooms Visited</th>
<th>Students Impacted</th>
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<td>147</td>
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Our Supporters

We are most fortunate to count as friends the following corporate donors. Thank you all for your support, your kindness and your leadership.

Over $50,000

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List of Corporate Contributors

On behalf of the over 60,000 students who participated in JA Central Ontario programs last year, thank you to the following contributors. With your support, our students were able to learn what it takes to become an inspired and confident leader of tomorrow.

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Ho Kai Wong

There are so many ways to show commitment to the JA vision. We’re most grateful to the following individuals for their support and strong dedication to our programs.

THANK YOU ALL!
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Tangerine Bank
The summary financial statements do not contain all the disclosures required by Canadian Accounting Standards for Not-For-Profit Organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Toronto, Ontario.

Central Ontario

September 21, 2015

The accompanying summary financial statements, which comprise the summary statement of financial position as at June 30, 2015, and the summary statement of operations for the year then ended and related note, are derived from the audited financial statements of Junior Achievement of Central Ontario, for the year ended June 30, 2015. We expressed an unmodified audit opinion on those financial statements in our report dated August 23, 2015. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian Accounting Standards for Not-For-Profit Organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Junior Achievement of Central Ontario.

Management’s Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with Note 1.

Auditor’s Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, “Engagement to Report on Summary Financial Statements”.

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of the Junior Achievement of Central Ontario for the year ended June 30, 2015, are a fair summary of those financial statements in accordance with the basis disclosed in Note 1.

Senio’s & Franklin LLP
Chartered Accountants, Licensed Public Accountants
September 21, 2015
Toronto, Ontario
Asking students to wait can be a tough sell. When they have great ideas, show incredible promise and are motivated to think big, it’s even harder to ask them to be patient.

For several years now, that’s what we’ve had to do. Last year, we asked 19,370 students to wait because we didn’t have sufficient funding or volunteers to support a program in their school.

There were 745 classrooms on our waitlist last year. When we ask students to wait due to insufficient funding or a lack of volunteer resources, it puts their dreams on hold and takes that much longer for them to acquire the skills they will need to become great leaders.

You can help us shorten their wait time by making a donation or volunteering your time.

Why wait? Find out how you can support JA Central Ontario at www.jacentralontario.org

Great leadership starts with a winning attitude

Why wait, give now

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Thank you to the donors and volunteers who help young JA leaders get the great start they need.

www.jacentralontario.org

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Phone: 416–360–5252
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