



## About Junior Achievement

Junior Achievement (JA) is the world's largest not-for-profit organization dedicated to educating young people about business. With over 120 charters world wide, JA brings a global view of business to local communities. Since 1955 Junior Achievement of British Columbia (JABC) has partnered with educators, donors and volunteers to bring a real world experience into the classroom. Our programs give students in grades 5-12 the confidence and skills they need to become the next generation of business and community leaders.

### Bridging the Talent Gap

Each day we witness overwhelming messages and signs of a talent and experience gap facing businesses. Young people are entering the workforce without the skills and financial know-how to work ethically and effectively within a market based economy.

### A clear link exists between the challenges faced by business and the unique solution JA provides

In these difficult global economic times, Junior Achievement is the only non-for-profit organization committed to bridging the talent gap and advocating for business education in the classroom. In fact, the challenges we hear about today are the very issues JA addresses: youth development, workforce readiness, entrepreneurship, financial literacy, and economic growth.

### A prosperous community starts with today's youth

Now is the time to give a new generation of Canadians the skills and tools they need to succeed. Along with our community partners and supporters, JA is creating a skilled and talented workforce that will one day succeed us all and become the new generation of business leaders.

For more information about how you can make a difference, please visit [www.jabc.org](http://www.jabc.org)



## Fact Sheet

### JA World Wide

- JA is the world's largest organization dedicated to educating young people about business
- Our three educational pillars for student success: **Work Readiness, Entrepreneurship and Financial Literacy**
- Horace A. Moses, Chairman of Strathmore Paper in Springfield, Massachusetts, founded the organization in 1919 when he recognized the need for practical economic education among city students. Since that time, Junior Achievement has expanded around the globe, enhancing the employability, life and entrepreneurial skills of approx 8 million students each year
- JA Worldwide (JAWW) was awarded special consultative status to the United Nations Economic and Social Council (ECOSOC) in January 2009 for its expertise in issues relating to economic development as it relates to young people across international boundaries
- In 2008-2009 JA World Wide reached **9,795,485** students

### JA in Canada for over 50 years

- Across Canada, Junior Achievement reaches over 250,000 students annually
- Junior Achievement was first introduced to Canada in 1955 when Ralph Baker, former President of the Standard Oil Company, recruited Vancouver's business community to provide programs for 250 students. Since then, close to 3 million Canadian youth have participated in our business and entrepreneurial education programs free-of-charge
- Annually, more than 15,000 volunteers deliver the JA learning experience across Canada
- There are 17 JA Charters across Canada in 10 Provinces

### Inspiring BC Students

- Junior Achievement of British Columbia (JABC) supports program delivery through our head office in Vancouver and regional offices throughout BC
- In 2009-10, we delivered 1074 programs reaching approximately 30,000 students with the support of 800 volunteers
- We offer a suite of 6 programs
  - Business Basics – Our Business World (grades 5-7)
  - Business Basics – A Business of Our Own (grades 6-8)
  - Economics for Success (grades 9 & 10)
  - Investment Strategies Program (grades 9 & 10)
  - Company Program – A Student Venture (grades 11 & 12)
  - JA Titan Business Game (grades 11 & 12)
    - BC Business Challenge



## Junior Achievement of British Columbia – Our Special Events

**BC Business Challenge-** The BC Business Challenge is a computer generated marketplace where student-managers control the finances of virtual companies, competing for market share and putting newly learned business skills to the test. The intense day of game-play has 24 teams of students from across the province working against the clock to develop management strategies for their virtual companies, analyzing financial reports and scrutinizing the actions of other companies across the mythical industry. First place teams receive a \$100 cash bursary and team entry into the Junior Achievement's Hewlett Packard Global Business Challenge. The event includes a guest speaker, plated lunch and is attended by approximately 150 students, teachers, volunteers, donors and business leaders.

***January, 2011, Coast Hotel, Downtown Vancouver***

**Business Laureates of British Columbia Hall of Fame-**The Business Laureates of BC Hall of Fame is an initiative created to honour BC business leaders who have made outstanding contributions to our province and country. The Hall of Fame stands as a testament to the positive legacy they provide to enterprising youth of British Columbia. Each year, Laureates are nominated by their peers; chosen by an independent selection committee and are formally welcomed into The Business Laureates of BC Hall of Fame at the **Gala Dinner and Induction Ceremonies**.

***May 2011, The Fairmont Hotel Vancouver BC***

**Celebrate JA! Awards and Recognition Event-**This is our opportunity to celebrate the achievements of JABC students who have shown extraordinary leadership, drive and creativity while involved in our high school programs. The evening also includes a special thank you to the numerous donors and volunteers that make it all possible and is attended by approximately 150 guests.

***June, 2011, SFU, Segal School of Business, Vancouver BC***

For more information about how to get involved please visit [www.jabc.org](http://www.jabc.org)



## Junior Achievement of British Columbia – Our Programs

### Elementary School

The **Business Basics Series** introduces students to the fundamental concepts of business in a community context. Each program is unique and can be delivered independently or as a structured series to match the learning needs and abilities of elementary school students, grades 5 to 8.

**Our Business World** gives students hands-on experience making big decisions in different areas of small business.

**A Business of Our Own** provides students with the opportunity to apply their knowledge and skills by managing their very own retail business.

### Middle School / Junior High School

**Economics for Success** encourages students to reflect on the advantages of remaining in school to acquire the knowledge, attitudes and skills needed for long-term career success.

**Investment Strategies Program** is a fast-paced, interactive program that gives high school students hands-on experience in an on-line stock market simulation

### High School

**Company Program** - A Student Venture fosters the entrepreneurial spirit of students and helps them to develop their understanding of the role of business in our society by creating an enterprise of their own.

**JA Titan Business Game** is an interactive web-based business simulation where high school students compete as companies in a fictitious market. Schools that participate in Titan are eligible to submit teams to our **BC Business Challenge** held annually in the Lower Mainland.

For more information please contact:

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