



JA Quebec  
A Member of JA Canada

## 2017-2018 ANNUAL REPORT







Our mission is to inspire and prepare young people to success in a global economy.





*"You make a living by what you get; you make a life by what you give." - Winston Churchill*

## Organization

For the past 56 years, our organization has inspired and educated **students between 10 to 18 years old on financial literacy, entrepreneurship and work readiness**, directly in their classrooms, through educational programs or pedagogical tools adapted to each grade level.

## Mission

Encourage kids to stay in school, educate them about the value of business, promote smart financial decisions, promote entrepreneurship and prepare the next generation of leaders and entrepreneurs.

## Philosophy

Hands-on learning, being a bridge between education and the business community, fostering creativity and innovation.

## Values

Respect, individual and collective commitment, continual improvement.

## Volunteers

The organization works with volunteer business people, teachers and others and enjoys the support of major companies who are committed to preparing the dynamic innovators of tomorrow.



# INSPIRE

## Building the next generation of professionals and entrepreneurs together!



*François Côté  
Chair of the Board*



*Sylvie Tremblay  
President and CEO*

The past year was full of accomplishments! And it's all thanks to the help, commitment and trust of our partners, volunteers and new strategic allies, and the tireless energy of JA Quebec's staff and directors.

Our combined efforts allowed us to deliver over **320 in-school and extracurricular programs** to nearly **6,500 Quebec students**—a **7% increase** compared to last year. In addition, **92 student-run businesses** were created through the Company Program, which has a substantial impact on our young entrepreneurs.

Thank you for believing in the importance of our mission. Your involvement means that young people are getting the real-world experience and skills they need to succeed in their professional life.

Among our other noteworthy accomplishments this year: creating and launching our new website, a strong presence on social media and new newsletters, which undeniably help boost our visibility and make people more aware of our mission. In addition, we consolidated our offices to make it easier to develop programs and recruit partners across Quebec, we added a 7th program—More than Money, available as of this fall—and we held several fundraisers that helped us make our activities a success.

The future has a promising outlook with the arrival of new partners and development projects coming to fruition, which will help us offer our programs in schools to even more students in the coming months. And in 2019, we'll be celebrating JA's 100th anniversary; special activities will be held to mark this important date in the organization's international history.

With a hundred years strong of engagement and collective solidarity, we will continue to build the future for young people. Today, more than ever, we need to work together to encourage kids to stay in school and help them succeed as professionals and entrepreneurs in Quebec. Your time, talent, sage advice and financial support make a world of difference.

Thank you so much!



## Provincial Board of Directors

Dynamic and committed to our cause, the members of JA Quebec's Board of Directors support our organization's development. Throughout the entire year, the Board makes an exceptional contribution to our mission.



**François Côté**  
Chair  
*Fairstone*



**Stéphane Leblanc**  
Treasurer  
*E & Y*



**Carolyn Nguyen**  
Secretary  
*Bombardier*



**Pauline Amourdon**  
Director  
*Financing and  
advisory for SME*



**Marcos Carvalho**  
Director  
*NestReady*



**Pierre Czyzowicz**  
Director  
*UBS Bank*



**Pascal Dion**  
Director  
*BDC*



**Martin Proulx**  
Director  
*National Bank*



**Julie Watson**  
Director  
*Ultimate TechnoGraphics*

## Provincial Office In Montreal

A team of experienced, dedicated professionals



**M'hamed Mobarki**  
*School Program  
Coordinator\**



**Maude Rhéaume**  
*Company Program  
Coordinator*



**Anne Riby**  
*Senior Advisor,  
Philanthropic Development  
and Partnership  
Management*



**Caroline Schnoering**  
*Administration &  
Program Assistant*



**Sylvie Tremblay,**  
*President and CEO*

\* Duties carried out by Josée Gascon for part of the year

# INSPIRE

### Company Program centre supervisors

Daphnée Pacas-Gutierrez – Stanislas and Collège International Marie-de-France

Alix Vuitton – Côte-des-Neiges and Ahuntsic

Marie-Florence Durand – Mont-Saint-Hilaire

Léa Roy-Beaudoin – Rive-Sud

Valentine Mauger – Atwater

Jessy Anglehart-Nunes – Est and Laval

### Marketing Action Committee

Véronique Arsenaul, Exponentiel Conseil

Mathieu Bélanger, Parkour3

Lucie Dumas, OIYUL

Charlotte Blouin-Arbour, Maxxum360

Philippe Letartre, Secrétariat du Conseil consultatif sur l'économie et de l'innovation

### **Regional Teams**

Thank you to all the directors, coordinators, committee members and advisory board members from other regions of Quebec for their constant support, dedication and ongoing desire to help develop our program.

Special thanks to:

Alysson Gince (Granby)

Nathalie D'Amours (Quebec City)

Anne D'Amours (Quebec City)

Marco Roy (Beauce)

Catherine Lachance (Thetford Mines)

Thank you to all our dedicated volunteers who deliver our programs in some regions of Quebec.

The logo for INSPIRE, featuring the word "INSPIRE" in a bold, white, sans-serif font. The text is positioned on the right side of a horizontal bar composed of several colored segments: orange, light green, medium green, yellow, dark green, and light green. The entire bar is set against a solid orange background.

## Regional Presence

### JA Quebec is present in:



- Bas-Saint-Laurent
- Chaudières-Appalache
- Haute-Yamaska
- Laurentides
- Laval
- Montérégie
- Montreal
- Quebec City region

In recent months, JA Quebec has begun implementing a development plan to offer training programs in other regions of the province and expand access to our programs to young people in new areas of Quebec.

### Coming soon to:



- Abitibi-Témiscamingue
- Côte-Nord
- Gaspésie / Îles-de-la-Madeleine
- Lanaudière
- Mauricie
- Nord du Québec
- Outaouais
- Saguenay / Lac-Saint-Jean





65%

Over 65% of participants in JA Quebec state that their participation in the programs had a significant impact on their decision not to drop out of school and to pursue post-secondary studies.

Source: An independent study conducted by the Boston Consulting Group in 2011

## Partners

JA Quebec would like to thank the generous donors, sponsors and partners who, once again this year, reaffirmed their commitment to preparing the next generation of innovative and dynamic business leaders. Your support means the world to us!

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### BUILDERS SOCIETY GOLD



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### BUILDERS SOCIETY BRONZE



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### VISIONARIES



Caisse de dépôt et placement  
du Québec



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### BENEFACTORS

Accenture    Fondation JA de Sèves    Fonds de solidarité FTQ    Énergie Valéro  
TD Commercial Banking    Equifax

*\* This list includes annual donations made in 2017-2018 as well as commitments.*

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### FRIENDS

ADP    Héroux Devtek    Lallemand    Marsh    Normandin Beaudry  
Power Corporation    Québecor    Transcanada



# ENGAGE

#### Strategic Alliances



### SPECIAL MENTION

To ensure the continued success of the Company Program,  
JA Quebec has once again received the generosity and support of  
the Secrétariat à la jeunesse du Gouvernement du Québec.  
Thank you for your unwavering support of our cause.



### Our Company Program

23 WEEKS - EXTRACURRICULAR + IN-SCHOOL - 15 TO 18 YEARS OLD (SECONDARY 3, 4 AND 5)  
VOLUNTEERS: BUSINESS PEOPLE/OTHER

#### Program Objectives

1. Give students the tools they need to start or manage a business
2. Develop cooperation and leadership skills
3. Discover the risks and rewards of starting a business
4. Systematically solve actual business challenges
5. Foster positive relationships between youth and business communities
6. Impart understanding of responsibility
7. Encourage students to stay in school

#### Main topics covered

- Feasibility and market studies
- Production (products or services)
- Income and expense management
- Online, marketing and sales strategies
- Board of directors meetings
- Shareholder reports
- Dissolving a business

ENGAGE





The program offers young people an opportunity to experience all the steps involved in creating, operating, managing and dissolving a business.





### The Company Program at a glance:

**182** volunteer business advisors








**92** student-created companies

**910** participating students

### Many activities

Holiday sale / Networking event / Prototype contest / Stock market simulation / COJEQ Young Entrepreneurs Conference / Facebook contest / Logo contest / Video contest / Sales expo  
In-house presentations

### Company Program:

-  **CREATE A BUSINESS**
-  **NO FINANCIAL RISK**
-  **GUIDANCE FROM VOLUNTEER PROFESSIONALS OR PROFESSORS**
-  **TEAMWORK WITH OTHER STUDENTS**
-  **AFTER SCHOOL OR IN-SCHOOL**
-  **DISCOVERING, LEARNING AND DEVELOPING SKILLS**
-  **POSITIVE INFLUENCE ON YOUNG PEOPLE'S FUTURES**



**ENGAGE**





50%

JA Quebec graduates are 50% more likely to launch their own business. This is a major precursor to innovation, job creation and collective wealth.

Source: Entrepreneurship Foundation



## Three Main Events of the Company Program

### The 2018 edition of Momentum was a great success!

We raised **\$35,000** at the **4th edition** of Momentum fundraiser, held on March 29, 2018, at Caisse de dépôt et de placements du Québec. This great success would not have been possible without the support and generosity of our loyal partners and event sponsors. More than 60 students from the Company Program were there to talk about their businesses and sell their products! This wonderful evening allowed our young entrepreneurs to make connections with the business people in attendance.



### COJEQ Young Entrepreneurs Conference

The Congrès officiel de la jeunesse entrepreneuriale du Québec, or COJEQ, is an enriching business experience for young people, attracting around **150 attendees** between the ages of 15 and 18 years old. This year's conference was held in **Victoriaville at Hotel Le Victorin on March 16-18, 2018.**

**During this weekend, the next generation of entrepreneurs had the opportunity to participate in activities such as:**

- Drafting a complete business plan
- Engaging in business simulations: production and sales strategies
- Competing in an economics competition with prizes
- Giving an oral presentation of their business

#### **Benefits:**

- Learn about the advantages and risks of starting a business
- Develop positive relationships with the business community
- Learn the value of teamwork and a sense of responsibility
- Develop self-confidence
- Learn how to make effective presentations and sales pitches
- Lay the foundations of a business network



### Future Business Leaders Annual Gala

This event was the culmination of several months of work done by students in the [Company Program](#). It highlighted the remarkable performance of our young entrepreneurs. As is the case every year, prizes were awarded to students in the form of scholarships and internships for their excellent work in launching their business. Again this year, there were:

**14 official scholarship categories**

**21 winners**



**ENGAGE**

## Our 7 School Programs

10- TO 18-YEAR OLD STUDENTS - 4-6 HOUR WORKSHOPS

VOLUNTEERS: BUSINESS PEOPLE/OTHER

- Offered during regular schooldays in Quebec public and private French and English elementary and secondary schools
- Delivered to a variety of tracks: regular, special needs, vocational and at-risk dropout prevention
- Designed for specific grade levels, but can be adapted for other grade levels
- Divided into workshops and delivered in a half-day session by **volunteer business people**
- Also provided to some adult groups (18-25 years old)

### Our school programs at a glance:

**226** programs delivered

**5,519** participating students

### OUR BUSINESS WORLD



#### Objective: Introduce students to the business world.

For grade 5 and 6 & Secondary 1, 2 and 3 students

#### Main topics covered:

- What is a business? What is a niche?
- Positive impact of business on society
- How businesses adapt to recent technology
- Innovation and "Should I become an entrepreneur?"

### STRONGER TOGETHER



#### Objective: Teach students about diversity.

For grade 5 and 6 & Secondary 1, 2 and 3 students

#### Main topics covered:

- How diversity can be an asset rather than an obstacle in the workplace
- Workplace accessibility and equity and job searches
- Support from mentors
- Communication strategies for the workplace

# SUCCEED



## ECONOMICS FOR SUCCESS



**Objective:** Help students gain a stronger sense of who they are so they can plan an educational and career path.

For secondary 1, 2, 3, 4 and 5 students

### Main topics covered:

- Interests, skills, goals and educational paths
- Budgeting and personal finances
- Success strategy/networking, mentorship, job interviews
- Planning for success

## SUCCESS SKILLS



**Objective:** Allow students to develop four essential skills for the job market and for starting a business.

For secondary 1, 2, 3, 4 and 5 students

### Main topics covered:

- Communication
- Cooperation
- Problem solving
- Continued learning

## BE ENTREPRENEURIAL



**Objective:** Challenge students to start create their own business plan.

For secondary 1, 2, 3, 4 and 5 students

### Main topics covered:

- What is an entrepreneur?
- Types of businesses
- Determining a competitive advantage and defining a target market
- Planning and organizing before launching a business
- Strategy development
- Entrepreneurship as a career path

# SUCCEED

### DOLLARS WITH SENSE



**Objective:** Promote better financial education and empower students to make smart financial choices.

For secondary 3, 4 and 5 students

Main topics covered:

- History of money and modern payment methods
- Benefits and risks of online shopping, as well as how to avoid scams
- Financial terms and international economy
- Consumerism and how to avoid the pitfalls of credit
- Budgeting money for a project

### MORE THAN MONEY



**Objective:** Teach students about earning, spending, sharing and saving money, and about entrepreneurship.

For grade 4, 5 & 6 students

Main topics covered:

- Basics of earning, spending, sharing and saving money
- Basics of how to launch and manage a small company
- How good financial choices have a positive impact on their lives, and the basics of entrepreneurship

### Objectives of our programs

- Hands-on learning
- Encourage students to stay in school
- Help young people reach their full potential
- Prepare tomorrow's leaders and entrepreneurs

### External studies - Impact of our programs:

- ✓ 65% of students pursue post-secondary studies
- ✓ 50% of students consider entrepreneurship as a possible career path

# SUCCEED

Participants in JA Quebec are **3 times more likely** to spend less than they earn and are less likely to be unemployed or rely on social support.

Source: Canada's Task Force on Financial Literacy, 2011





## Our Inspirational Volunteers

This year, our organization was proud to count on the commitment of some 600 dedicated volunteers from the business community who chose to invest their time and energy in training Quebec youth. They helped deliver some **320 programs** to more than **6,500 students**, in more than **100 Quebec schools**.

Our volunteers are an **inspiration** for the future generation of leaders and entrepreneurs. They make a **huge difference in the lives of young people** by sharing their **knowledge, expertise and know-how** with them. We are very grateful for their generosity and are lucky to have them as **JA ambassadors**.



ENTREPRENEURIAT | LITTÉRATIE FINANCIÈRE | PRÉPARATION AU TRAVAIL



# SUCCEED

## Why are our volunteers loyal to JA Quebec

*"To train the next generation of entrepreneur and professionals, and to give what I would have liked to have gotten."*

*"To gain experience in entrepreneurship and meet with people from this field of work."*

**"I caught the mentoring bug 22 years ago. It is a superb and very complete program. Well done and good for the participants as well as the volunteers."**

*"BECAUSE THIS PROGRAM HAS A REAL IMPACT ON YOUNG PEOPLE AT A TIME WHEN THEY HAVE TO MAKE IMPORTANT DECISIONS. BECAUSE IT GIVES THEM THE OPPORTUNITY TO LEARN NOT ONLY ABOUT ENTREPRENEURSHIP, BUT ALSO A LOT ABOUT THEMSELVES (INTERESTS, SKILLS, ETC.)"*

*"I believe that JA Quebec's educational programs are an excellent initiative to train bright, responsible and knowledgeable people, as much in business as in their professional life."*

**"Because this program has brought me a lot at a personal and professional level. Because I believe a lot in entrepreneurship. Because I want to give back."**

**"For the educational experience similar to the one you get while teaching."**

*"ENTREPRENEURSHIP IS NOT BEING TAUGHT IN QUEBEC SCHOOLS. WE NEED TO PREPARE THE ENTREPRENEURS OF TOMORROW. JA QUEBEC'S MISSION INCORPORATES THIS VISION."*

## Why become a JA Quebec volunteer?

*Give back to young people*

SHARE KNOWLEDGE

GAIN EXPERIENCE

*Meet new people*

*Passion*

SOCIALIZE

*Nurture a new generation of professionals*

**Gratification**

**Pleasure**

Love for entrepreneurship

Make an impact on young people



# SUCCEED

*Every person has a unique path.*

By sharing their educational and career path, our volunteers have a positive influence on students.  
They simultaneously act as mentors, experts and educators.

Our volunteers help educate the next generation and prepare them to make smart decisions.

Thank you to our generous business volunteers, advisors and mentors in the Company Program, who donated an average of 100 hours of their time this year.

*Gaby Abou Merhi, Marie-France Auger, Jean-Simon Bélanger, Marco Bérubé, Sandrine Boisjoli, Philippe Bolduc, Philippe Castonguay, Omar Chahed, Isabeau Charrette, Myriam Chayer, Michèle Cipelletti, Rebeka Cohensolal, Vincent Copti, Catherine Côté, Katrina Côté-Girard, Laurent-Luc De Serres, Elysé Desinor, Yasmina Diack, Abdoulaye Diarra, Marie-Antoinette Diop, Karine Dufour, Nickolas Dufresne, William Ellia, Abderrahman Essaoudi, Mike Farley, Romiche François, Rossie Galaretta, Bijean Ghafouri, Patrick Ghazal, Line Giroux, Simon Guérin-Ross, Frédéric Guilbault, Michelle Guo, Ryan Hachem, Marc-André Hamel, Alison Harik, Haroune Hosni, Mahomet Houdrouge, Claude-Olivier Lachaine, Laurianne Landry-Duval, Carl-Vincent Landry-Duval, Hugo Lauzon, Alexandre Lavoie, Capucine Lechat, Véronique Leclerc, Donna Legault, Laurent Lévesque, Charles L'Heureux, Khalid Lyoussoufyine, Jordan Madore, Helen Mai, Samuel Michaud-Jean, Maëlle Minier, Charles Morin, Ingrid Moughabghab, Aline Nguyen, Houda Ouraghi, Alexandre Pilon, Sylvain Séguin, Adam Simatos, Ammaury Sylvain, Dominic Thérien, Pierre Tousignant, Ali Trabelsi, Jean-Philippe Tremblay, Helen Valencia, Karen Ye, Antoine Zammit, Amin Zarour*

Thank you also to the dedicated volunteers in our school programs for their valuable contribution throughout the year.





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