

Annual Report 2016-2017

Transforming the lives
of Canadian Youth

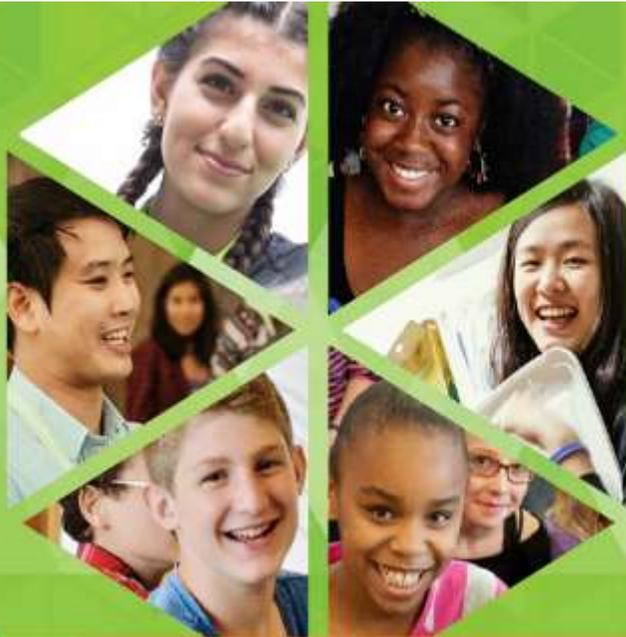


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Message from the President & CEO:

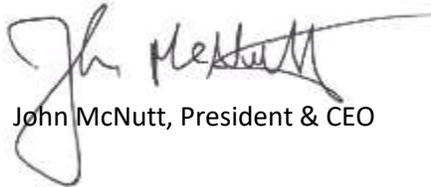
JA-PLM continues to grow in the communities that have embraced it as a vehicle for progress.

The many hundreds of kids that have participated in JA programs already have started to make a difference in their communities.

We will continue to look for top quality role models to deliver our financial literacy programs and mentor our participants in Company Programs.

We always look for leaders in the business community to help us achieve our goal as well as staff our organization

Sincerely,



John McNutt, President & CEO

JA MISSION

To inspire, prepare and educate young Canadians to experience free enterprise, understand business and economics, and develop entrepreneurial and leadership spirit

JA VISION

JA will be the partner of choice for businesses, educators, and policy makers around the globe seeking to expand workforce and economic development. We will be revered for providing experiences that promote the skills, understanding, and perspectives students will need to succeed in a global economy and become productive, contributing members of society.

Message from the Chair of the Board:

2016-17 was a challenging year for JA PLM. I would like to thank the board and staff for stepping up to assist the organization during the physical absence of our President/CEO.

His physical absence was certainly felt but with technology he kept his finger on the pulse and guided the operation from various locations during his rehab, supported by our dedicated staff.

Our major fundraisers were a great success this past year and this year we hope to build on those experiences which will enable us to reach more students with our programs in the areas we serve.

Sincerely,

Paul Ayotte, Chair of the Board of Directors

ABOUT US

Since 2007, JA Peterborough Lakeland Muskoka (JAPLM) has been offering Financial Literacy, Entrepreneurial and Work Readiness education to students in our service area that stretches from the Georgian Trail to the Quebec border. Our purpose is to inspire and prepare young people to succeed in a global economy. JAPLM will transform students to have a long-term positive economic impact on our communities by encouraging them to explore and experience the power of business education programs.

In an extremely competitive non-profit sector, JA is uniquely positioned as a leader in providing business education programs to our youth in our territories while focusing on reaching the youth in the rural communities throughout our territories giving them the same opportunity to receive program deliveries as our suburban communities.

To grow its leadership and impact in a diverse and evolving market, JAPLM is committed to:

- Consider the economic market place in JAPLM areas, focusing on our territories with First Nation and Bilingual communities
- Developed a clear initiative in making sure rural communities have opportunity and funding to receive programs
- Build collaborative relationships with stakeholders including funding and volunteers

BOARD OF DIRECTORS

Paul Ayotte
Chairman of Board
Retired Mayor – City of
Peterborough

John McNutt
President & CEO
JA Peterborough Lakeland
Muskoka

Blair Nixon
Treasurer
Retired

Karen Munro, Secretary
District Manager, Kawartha
Credit Union (Peterborough)

Donna Williams, Director
Outlets Manager, Holiday
Inn (Peterborough)

David Somers, Director
Financial Advisor, Investors
Group (Thurlow)

Patrick Davis, Director
CFO, Fill-Up Fuels
(Peterborough)

JA PLM – WHO ARE WE?

John McNutt
President & CEO

Cody McIntyre
Executive Assistant

Melissa Reid
Program Manager
Educators & Schools

Julie Morris
Peterborough Program Coordinator

Rebecca Corbeau
Lindsay Program Coordinator

Tasha Bullock
Lindsay Fund Developer

Rick Dolishny
Technology Lead

MaryBeth Miller
Events Coordinator

Marina Wilkes
Event Coordinator

Simon Treviranus
Company Program Coordinator

Barb White
Muskoka Program Coordinator

Cam White
Fund Developer, Collingwood & Wasaga Beach

Andy Ott
Program Manager, Georgian Trails

Dan Dolan
Area Coordinator - Kingston & Napanee

Stephanie McBride
Area Coordinator – Northumberland, Cobourg &
Port Hope

Jennifer Regnier
District Manager, Programs & Investor Relations
Serving SD&G, Prescott Russell, Carleton Place,
Renfrew County

Margie Griese
Area Coordinator – Renfrew

Patti McGonagall
Area Coordinator – Sault Ste. Marie

Partnerships



Junior Achievement PLM have over the past two years developed a partnership and an agreement with SEO. This continued partnership with SEO has been pivotal in developing our Eastern Ontario area and reaching the francophone communities, with our continued partnership with SEO, they are able to supply us with assistance with Francophone programming in Eastern Ontario in the area of deliveries and volunteer recruitment.

«Au cours des prochaines années, la Société économique de l'Ontario sensibilisera davantage les élèves des écoles francophones de la province à la culture entrepreneuriale et à ses valeurs. Reconnu mondialement pour la qualité de son matériel académique en finances et en entrepreneuriat, le bureau Junior Achievement (JA) de Peterborough Lakeland Muskoka a été un choix naturel de partenaire pour la SÉO. En coordonnant les programmes francophones de l'est de l'Ontario, la SÉO joue un rôle considérable dans la création de conditions gagnantes pour la prochaine génération d'entrepreneurs et de propriétaires d'entreprises.»

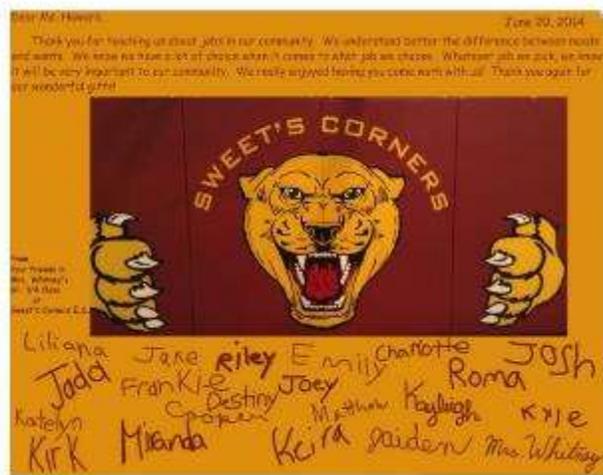
“Over the next few years, the Société économique de l'Ontario (SÉO) will focus on bringing the entrepreneurial culture to young people, and promoting its values in francophone schools across Ontario. Recognized worldwide for the quality of its academic content in financial literacy and entrepreneurship, Junior Achievement PLM came up as the most natural fit once the SÉO set out to identify the best partners in that regard. By providing coordination support for their francophone programs in Eastern Ontario, la SÉO is playing a sizable role in creating outreach and development opportunities for our next generation of entrepreneurs and business owners.”

~ Nathalie Grenier, President, La Société économique de l'Ontario.

VOLUNTEERS

We appreciate the importance of our volunteers, who dedicate themselves every year to deliver JA programs throughout the areas we service. In turn each of our volunteers has played a pivotal part in fostering and nurturing the entrepreneurial spirit in our youth beginning from grade 2 throughout high school.

With our continued partnerships with our new and returning volunteers we delivered 191 programs. These volunteers continue sharing their time, dedication, knowledge and passion with our youth. These programs help to prepare our next generation, to aspire to be tomorrow's leaders and work force.

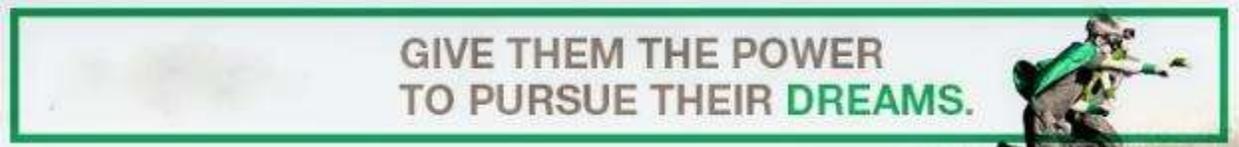


OUR PROGRAMS: Financial Literacy, Work Readiness, Entrepreneurship

Our brand is based on three major pillars:

- Financial Literacy
- Work Readiness
- Entrepreneurship

Overall Totals			
Program	Delivered	Vols	Students
Our Community	8	7	180
Our Business World	16	13	410
Dollars with Sense	74	74	1,909
Economics for Success	66	58	1,789
Be Entrepreneurial	16	18	340
Company Program	11	11	139
Totals	191	181	4,767



Financial Literacy

JA Financial Literacy curriculum equips students with the vital tools they need to make a budget, live debt-free and become savvy investors. Students learn personal money management skills that they can apply to their daily lives ... beginning now. During the 2016-17 academic year, JA provided the following in-school programs:

Dollars with Sense – 1,909 Intermediate students learned how to make smart financial decisions, live debt-free and become savvy investors. Students evaluated their financial decisions against their goals by developing a money management self-profile, discovering what influences their spending, learning how to make informed consumer decisions, and preparing a budget.



JA Alumni earn

50% more

on average than those who do not

benefit from a JA program

Source: Making an Impact: Boston Consulting Group 2011

Work Readiness

JA Work Readiness curriculum provides youth with the foundational career-building skills they will use throughout their lives. Participants learn communication, networking and interview skills and how to collaborate with diverse groups of people to achieve common goals. During the 2016-17 academic year, JA provided the following in-class programs:

Our Community – 180 Elementary students in grades 2 - 4 discussed the common types of jobs and workplaces. They identified ways people earn, spend, share and invest money, explain the value of tools in helping people get their jobs done and Identify tools used in different jobs and describe how they are used. This program provided students with the building blocks for a successful career – right here at home! The program shows students how business shapes our lives and strengthens society.

Economics for Success – 1,789 Intermediate students mapped their interests, skills and passions into possible careers, learned how to network, identify a mentor and create a strong personal brand. Students gained the skills they need to set goals, seize opportunities and envision a future that fuels their passions.



JA Alumni earn

50% more

on average than those who do not

benefit from a JA program

Source: Making an Impact: Boston Consulting Group 2011

Entrepreneurship

JA Entrepreneurship curriculum helps students understand how to run a successful business enterprise by providing experiential learning opportunities to help them become knowledgeable about entrepreneurship. During the 2016-17 academic year, JA provided the following programs in-class and after school:

Our Business World – 410 elementary students witnessed the power of the entrepreneurial spirit in Canada by learning why businesses are created, how they contribute to the wellbeing of a community, and why innovation is important.

Be Entrepreneurial – 340 secondary school students laid the foundation for creating their own business by identifying products or services they could take to market, determined their competitive advantage and defined a target audience as part of their business plan.

Company Program – 139 secondary school students participated in a 18 week, in-class and after-school Company Program where they created, managed and liquidated their own business. They used real money, developed real products and had actual customers. Students learned leadership skills, how to identify business opportunities, set goals, developed a business plan, created a market strategy, and launched a product.



JA Alumni are

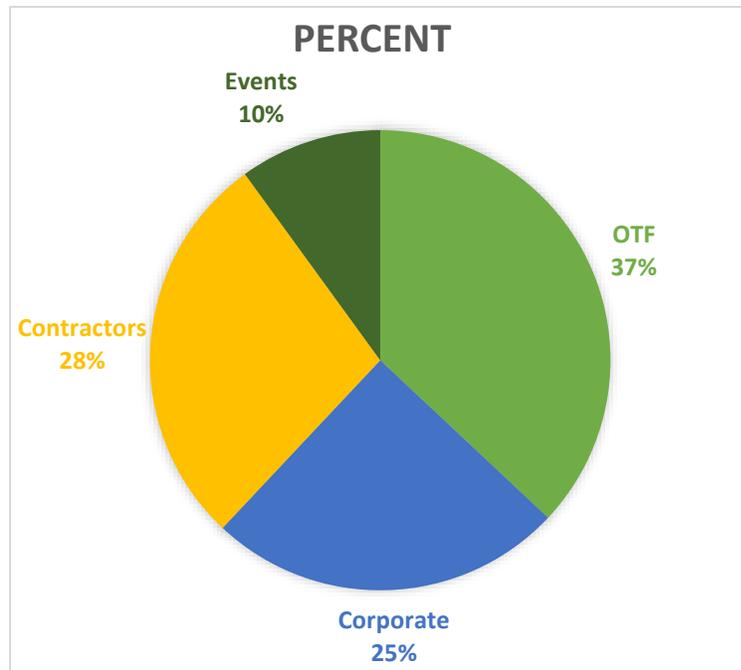
50% more

Likely to open their own business which leads
To innovation, new jobs and wealth creation.

Source: Making an Impact: Boston Consulting Group 2011

FUND DEVELOPMENT & INVESTORS

For over 60 years, as the largest youth business education organization in Canada, Junior Achievement has been inspiring and preparing more youth to succeed in an ever-changing global economy with the investment and support of likeminded organizations, financial institutions, service clubs and business professionals who recognize the need to educate youth about the means of production and free enterprise.



Corporate Investors

Deluxe
TD Canada Trust
Cameco
RBC Foundation
BMO
Trans Canada Pipeline LTD
Kawartha Credit Union
F55F - Northumberland County
Community Foundation Grey Bruce
CIBC
City of Quinte West

Our investors know that investing in JA programs benefits the youth in their communities we service, as a high percentage of students who have participated in Junior Achievement programs indicate that it had a significant impact on their desire to stay in school, pursue a career in business post high school, and/or create their own business.

Quantitative analysis of JA grads' subsequent performance in the business world indicates that they are 50% more likely to start their own business, their average income is 50% higher than those who did not participate in Junior Achievement, and they are three times more likely to hold senior or middle management positions. They are 25% less likely to be unemployed and three times less likely to spend more than they earn.

Community Investors

Peterborough	Muskoka
Part Time CFO Services	The District Municipality of Muskoka
Hartnett Transport	Lakeland Power (Holding)
Jerry Nurse Auto Parts	Cavalcade Ford Lincoln Sales Ltd.
Trent Metals (2012) Limited	Muskoka Brewery
Township of Douro-Dummer	Hutcheson, Reynolds & Caswell Ltd. Insurance Brokers
Lindsay	Hutcheson Sand
Royal Canadian Legion Branch 67	Billingsley Funeral Home
Kingston & Napanee	Town of Huntsville
Great West Life Assurance Company	Near North Business Machines
Ontario North	McLaren Press Graphics
Sault Ste Marie Innovation Centre	Dr Richard Cook
Georgian Trails	Canusa CPS
J Gregory Goldsworthy- The Financial Centre	Huntsville Window & Door
Rotary Club of Collingwood (South Georgian Bay)	Rob Rolston Building Materials Ltd
Canadian Tire (Daniel S. Webster Holdings LTD)	Fitzmaurice Bros.
Canadian Tire (A&J Marshall Holdings LTD)	Rotary Club of Huntsville
Ford Thor Motors Orillia	MBRP performance Exhaust
Home Hardware Building Centre -Mateff Building Centre Inc.	Robinsons Independent Grocer
Orillia Power Distribution Corporation	Rotary Club of Bracebridge
Corporation of the Town of Collingwood	Campbell Bus Lines Ltd
The Community Foundation of Orillia	BDO Huntsville
Rotary Club of Wasaga	McIlroy Insurance Brokers
Investors Group	Kimberly Clark Inc
Meridian	Rotary Club of Gravenhurst
Meridian CU	Fowler Contruction Company Ltd
Town of Wasaga Beach	Kellys Home Furniture
Collins Barrow SGB LLP	Rocky Island Tire
Orillia Small Business	Ask RE Inc
Orillia Trim & Door	Veridian Connections
Broker Link	Kubota North
HGR Graham Partners Management Services	Town of Gravenhurst (Terrence Haight Grant)
Tay Power Distribution	Jason Armstrongs Huntville Honda
Huronian Communities Foundation	Tembec
Georgian Trails	Muskoka Window & Door Centre
Grey Bruce	Stephenson District Lions Club
Town of Hanover	Bell -Employee Giving Program
Rotary Club of Meaford	Progressive Waste Solutions
Larsen & Shaw Limited	Brent Quarry
Ontario Power Generation	Bracebridge Home Hardware
	Toyota Festing Toyota
	Tulloch Geomatics Inc
	Muskoka Mineral & Mining Inc



Peterborough Business Hall of Fame 2017

On Thursday, May 25th, 2017 Junior Achievement of Peterborough, Lakeland Muskoka hosted the 2nd annual Peterborough Business Hall of Fame. Hundreds of people gathered to honour and celebrate 8 local individuals, both living and posthumous, who have made a positive impact on the Peterborough community through their efforts in leadership, innovation, and philanthropy.

The event took place at The Venue and began with a culinary showcase, exhibiting local food and beverage vendors and their signature dishes. Curry Village, Tre Ristorante, La Mesita Catering, Little Sweets, and Publican House were among the showcased businesses. Other local talents were promoted throughout the night with entertainment provided by Rob Phillips and Aiden Fountain. Junior Achievement Marketing & Fund Developer, Marina Wilke, and Community Futures Executive Director, Jeff Day hosted the evening as Masters of Ceremony.

The Business Hall of Fame is the largest fundraising event for Junior Achievement PLM and all dollars raised go directly towards the delivery of programs in Peterborough schools. It is by honouring the past and present business leaders of our community that they can continue to inspire the trailblazers of tomorrow and ensure the continued success of Peterborough's economy.

2017 Inductees

Jack McGee

Robert Young

Isadore Black

Honourable Senator Joseph James Duffus,
Honourary Lt.Col.

Darrell Drain

John Bowes

Michael Skinner

Rhonda Barnet

2016 Past Inductees

Erica, Harry and Meyer Cherney

Bill, Chester and Frank Fisher

Keith Brown

Ross Smith

Cameron Taylor

David Fife

Charlotte and Robert Nicholls

James Stevenson

Thank you to our Investors Peterborough Business Hall of Fame 2017

Title Investor: RBC

CIBC

Park Place Financial

ReMax Eastern Realty

Ashburnham Realty

Lighthouse Private Wealth Inc.

LLF Lawyers

Gauvreau & Associates Chartered
Professional Accountants

Terry G Windrem Insurance Agencies Inc

City of Peterborough

MT Management Services

Peak Benefit Solutions Inc.

Greater Peterborough Chamber of Commerce

GM Financial

Business Development Bank of Canada

Greater Peterborough Business
Development Centre

Our 2017 Inductees





On Wednesday March 8th, 2017 we celebrate the 3rd annual World of Choices available to young women in Peterborough, Ontario. 75 young women from schools in Peterborough and the surrounding area from Grades 10 to 11 attended this event to learn from 20 local female mentors in our round-table format career forum.

Throughout the morning, students circulated through five sessions where they met and interacted with women from different careers. Students visited two to three tables of their choice and then an additional two to three at random. Each session was 20 minutes long. At each table, career mentors did a short presentation about their job, including information about how they chose their career and what steps (education or training) it took to get there.

Students were exposed to a variety of career possibilities, the training and education required and they were able to gain a glimpse into what a typical day looks like on the job. Students left this forum excited about their future, and better equipped to meet the challenges of today's work world.

World of Choices 2017 Investors	
Tangerine Financial Banking	Fleming College
Brenda C Tapp	The County of Peterborough/City Paramedics
Ministry of Natural Resources	Kawartha Potters Guild
Kouture Hair Studio	Kawartha Haliburton Children's Aid Society
Chemong Physiotherapy	The Corporation of the City of Peterborough
Martha Sullivan	D. M. Wills Associates Ltd.
Heads Up for Inclusion	Trent University
Peterborough Utilities Services Inc.	Alli Ross
Sarah Kathleen Evans	City of Peterborough
My Broadcasting Corporation	



OUR FINANCIALS

STATEMENT OF FINANCIAL POSITION			
as of June 30, 2017			
		2017	2016
ASSETS			
Cash		117,249	35,995
Accounts receivable - Note 3		6,237	20,550
Recoverable on government taxes		7,596	4,954
Total Assets		131,082	61,499
LIABILITIES AND NET ASSETS			
Accounts payable and accrued liabilities - Note 4		9,842	7,742
Deferred revenue - Note 5		41,146	28,965
		50,988	36,707
Net Assets		80,094	24,792
Total Liabilities and Net Assets		131,082	61,499
STATEMENT OF OPERATIONS			
For The Year Ending June 30, 2017			
		2017	2016
REVENUE			
Government funding		163,213	157,167
Program sponsorships		86,645	95,867
Community Grants		143,782	137,184
Reimbursement of specific costs		40	11,878
Other		63	28
Total Revenue		393,743	402,124
EXPENDITURES			
Contracted labour - salaries and benefits		250,742	290,373
Printing		16,359	18,212
Travel Costs		5,860	20,924
Marketing Costs		3,052	5,932
Meeting Costs		5,307	1,761
Office supplies and general		7,074	12,516
Training		752	4,433
Telephone, internet and copying		4,016	3,925
Professional fees		10,212	8,926
Rent		16,248	16,485
Bank charges		1,812	1,557
Insurance		1,766	1,200
Royalties Junior Achievement Canada		4,456	3,126
Community event support		10,785	7,380
Total Expenditures		338,441	396,750
Excess of Revenue Over Expenditures For The Year		55,302	5,374

Note 3: The accounts receivable is shown net of an allowance for double accounts of \$nil (2016 - \$nil)

Note 4: The accounts payable and the accrued liabilities include payroll and sales tax remittances of \$nil (2016 - \$nil).

Note 5: Deferred revenue relates to revenue received in the current fiscal year which has been deferred for use in future operations.



YOUR MOST IMPORTANT INVESTMENT THIS YEAR

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Twitter: @JA_PLM

Website: jacanada.org/plm

Charitable Registration: 82400 0202 RR0001