



JA
Southern
Alberta

Member of
JA Canada



**ANNUAL
REPORT**

**2024-
2025**

ABOUT JA

At JA Southern Alberta, we go beyond the classroom, cultivating a dynamic space where education, innovation, and inspiration intersect. Through hands-on learning and real-world experiences, we empower young people to build the skills, confidence, and mindset they need to thrive in an ever-changing world.

Rooted in a proud legacy of community collaboration, JA Southern Alberta is one of the region's leading youth-serving organizations, dedicated to preparing the next generation for success. Each year, we reach tens of thousands of students across southern Alberta, from urban classrooms to rural communities, delivering transformative programs in financial literacy, work readiness, and entrepreneurship.

Our programs are more than lessons - they're learning experiences that ignite curiosity, fuel ambition, and foster the leaders of tomorrow. Through the support of our volunteers, educators, and partners, we create opportunities for students to discover their potential, make informed choices, and see their role in shaping a stronger, more vibrant Alberta.

Why We Exist

At JA Southern Alberta, we believe every young person deserves the opportunity to succeed - in school, in work, and in life. As a not-for-profit organization, our mission is to inspire and prepare youth to succeed in a global economy. We connect classroom learning with real-world experience, helping students understand how money, careers, and business work - and how they can build their own futures with confidence and purpose.

Mission

JA inspires and prepares young people to succeed in a global economy.

Vision

A world in which young people have the skillset and mindset to build thriving communities.

Values

- Believe in the boundless potential of young people
- Advocate for the impact of relevant hands-on learning
- Teach principled, market-based economics and entrepreneurship to build thriving communities
- Approach our work with passion, honesty, integrity and excellence
- Seek out diverse backgrounds, perspectives, and talents in our staff and volunteers to reflect the geographies and communities we serve



A LETTER FROM THE PRESIDENT & CEO



This past year marked my first as President & CEO of Junior Achievement Southern Alberta. I arrived to an organization with a strong reputation and a powerful mission and my focus has been to ensure that the way we operate today sustains and strengthens that mission for years to come.

Over the past twelve months, our leadership team, staff, and Board have aligned our work to protect the integrity of program delivery while strengthening the long-term financial health of the organization. We streamlined our work to remain aligned with JA's global pillars of financial literacy, entrepreneurship, and work readiness, and to ensure delivery across all 39 school districts so that students have equitable access.

Alongside these internal shifts, I made it a priority to be outward-facing - meeting with volunteers, educators, corporate partners, community leaders and alumni across Southern Alberta. Those conversations consistently affirmed the value of JA: this year alone, more than 50,000 students in our region participated in JA programs, building confidence with every business simulation, classroom discussion, and real-world scenario.

The work ahead is ambitious: to reach more youth, deepen impact, and strengthen the revenue foundation that makes it all possible. But we begin from a position of clarity and momentum.

Thank you to everyone who has invested time, trust, and resources into this organization. The future is bright - and we are building it on purpose.

A handwritten signature in dark ink, appearing to read 'J. Cohen', with a long, sweeping horizontal line extending to the right.

Jessica Cohen
President & CEO

OUR IMPACT

During the 2024–2025 school year, JA Southern Alberta proudly engaged nearly 60,000 students by delivering more than 2,300 learning experiences that equipped youth with essential financial literacy, work readiness and entrepreneurial skills.

This impact was made possible in part by the support of over 500 community volunteers, whose dedication continues to inspire and empower the next generation to reach their full potential and achieve success.



58,327
STUDENTS

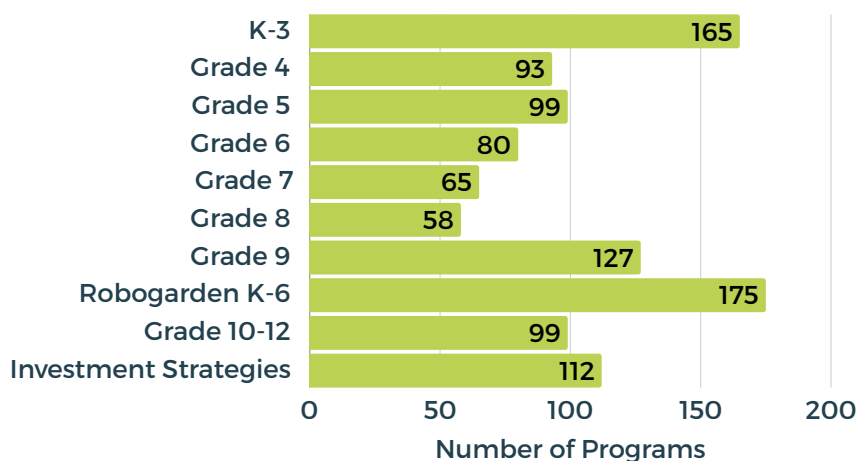


2,384
PROGRAMS DELIVERED

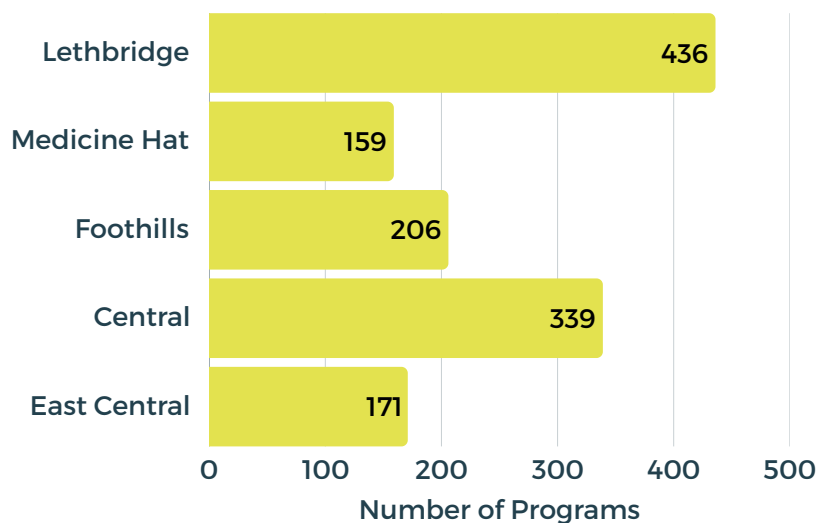


549
VOLUNTEERS

**Program Breakdown -
Calgary and Area**
Program deliveries by grade



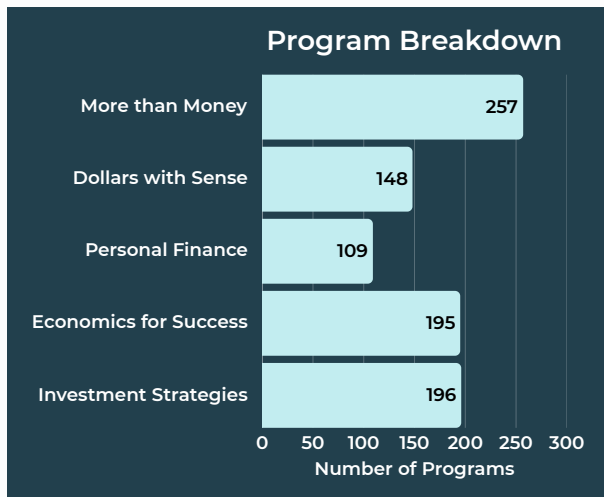
Program Deliveries - Regions
Programs deliveries by region



OUR IMPACT

In today's complex economic environment, financial literacy has never been more critical. This year, JA Southern Alberta delivered financial literacy education to over **20,000** students across 27 school districts, equipping them with the tools to navigate personal finance with confidence.

Through our tailored, curriculum-aligned programs, we equip students with essential life skills - including budgeting, saving, investing, and making informed financial decisions for their future.



PROGRAM HIGHLIGHT: DOLLARS WITH SENSE

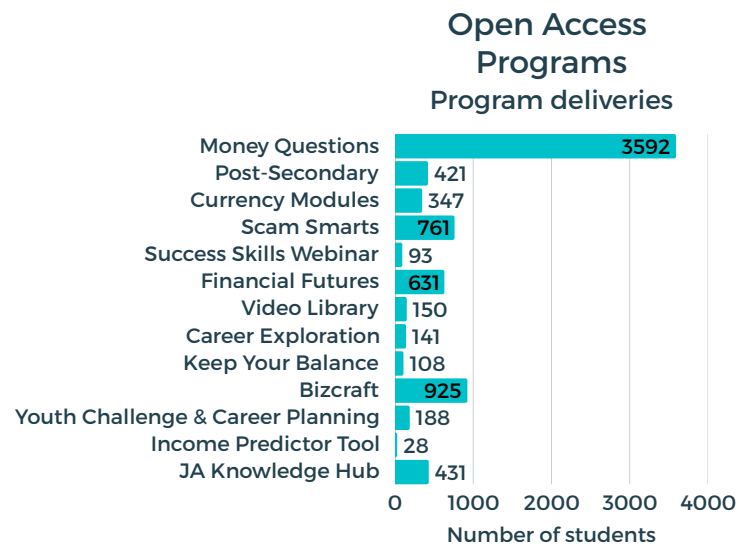


Throughout this program, students gain essential personal money management skills and learn how to apply them in everyday life, building financial confidence and preparing for real-world decisions that support long-term success.

OPEN ACCESS MODULES

In today's digital age, more schools are embracing online learning, leading to a growing demand for open-access and online programs.

During the 2024–2025 school year, we reached an additional 7,000 students through our “Inspire” programs, our suite of open-access learning experiences designed to make JA programming more accessible than ever.



What do students do and learn ?

- Analyze scenarios to determine the best method of payment
- Play a game to explore how certain actions and decisions can impact credit scores
- Work as a group to develop a project budget for an event
- Observe factors that affect the selling prices in the stock market
- Play a game to learn about credit scores

EVENTS

WORLD OF CHOICES

Every year, JA hosts our World of Choices experience that brings students together with career mentors from a variety of fields to give them the opportunity to discover the professions available to them and what it takes to chase their dreams. After completing this program, students are more prepared to:

- develop the tools to better meet challenges of today's work world
- capitalize on career opportunities in emerging, traditions, and non-traditional fields
- gain a better understanding of careers and the educational foundation need
- discover educational opportunities and training
- develop a proactive attitude about a future career

This year we hosted 2 in-person World of Choices career exploration events both in Calgary and Red Deer, as well as 2 virtual workshops for students across southern Alberta.

82 MENTORS

25 SCHOOLS

2 VIRTUAL WORKSHOPS

2 IN-PERSON EVENTS

801
STUDENTS



ECONOMICS FOR SUCCESS POST-SECONDARY

In April 2025, JA had the privilege of bringing our Economics for Success program to life. Over a span of 5 days, 59 programs were delivered to 1,582 students guided by 68 dedicated volunteers who gave over hours of their time.

Together, participants explored topics like financial literacy, career pathways, and the importance of setting goals. Beyond the classroom, students were also able to tour SAIT's campus, getting a first-hand look at what post-secondary life could look like and sparking inspiration for their own future education and career journeys.

This 5 day event was made possible by the generous donation of space from SAIT, as well corporate volunteers from ATCO, RBC, BMO and TD and more.



COMPANY PROGRAM

This past school year, our flagship offering, Company Program gave over **500 high school students** the chance to step into the world of entrepreneurship. These students worked together to design, launch, and operate real businesses.

During the program, students are encouraged to immerse themselves in all aspects of entrepreneurial thinking, from profit margins to sustainability, to all aspects of a business.

Company Program is made successful through the support of our dedicated volunteer mentors, who guide students through the challenges and triumphs of running a company. By offering in-class and after school options for this program, and opening classrooms and facilities to young entrepreneurs, JA offers an environment that inspires innovation and confidence. Students not only gain hands-on experience in teamwork, leadership, and business operations, but are given the opportunity to picture themselves as future post-secondary students and leaders in the business community.



What our Company Program students have to say:

"I found success in formal environments and feel comfortable taking the lead in social situations."

"I now want to start my own business or learn more about it in post-secondary. It definitely increased my interest and broadened my perspective in these areas."

"I will start my own side hustle in art, like I've always wanted to. I feel more confident navigating the production chain."

"I am more confident telling others about certain things (like pitching) and standing up for myself."



JA IMPACT DAYS

Our accomplishments would not be possible without the steadfast support of our community partners and volunteers. Their dedication not only enriches our programs but also serves as a testament to the collective commitment to empowering our youth.

JA Impact Days are an opportunity for volunteers from different companies to facilitate our programs in the everyday classroom. This gives our community partners the chance to see the real-time impact these experiences have.

November marks Financial Literacy Month, and in 2024, three valued corporate partners - Advocis, Deloitte, and KPMG - joined JA Impact Days, engaging 34 dedicated volunteers who inspired and educated students through hands-on learning experiences.

- Advocis: 11 volunteers delivered Our Business World, Dollars with Sense and Success Skills programs.
- Deloitte: 11 volunteers facilitated Dollars with Sense, Diversity in Action and Economics for Success.
- KPMG: 12 volunteers led More Than Money, Our Business World (OBW), A Business of Our Own, and Dollars with Sense.

FINANCIAL LITERACY MONTH



IMPACT IN ACTION

CITY+REGION

AROUND TOWN

Sidorsky's success inspired early by Junior Achievement

Legendary Calgary businessman credits the organization for his prosperous career



DAVID PARKER

A large and lively party is being held tonight to celebrate Brian Sidorsky's 80th birthday, and the 60th anniversary of his company, Lansdowne Equity Ventures.

Do the math and it means he's been running his own business since he was 20 years old, yet he was working way before then.

A Calgarian through and through, Sidorsky's grandfather left Lithuania to sail to Canada from Liverpool on the same day the Titanic left on her ill-fated voyage across the Atlantic.

His father owned a small, used furniture store in Hillhurst and Sidorsky remembers as a teenager scouring the classified advertising columns of the early editions of the newspaper, running around to buy furniture and upselling pieces of them in the store.

He learned to sell, but making money at a young age took a toll on his school work and he failed Grade 6. It took three attempts to pass Grade 12.

That meant Sidorsky had five exciting years in the Junior Achievement (JA) program that he says changed the course of his life.

Sidorsky said he loved being

involved in creating a business in each 16-week program, along with 15 or 20 other kids. He was named president of the JA company that had to come up with an idea, raise capital, manufacture a product, and market it.

One was a clip for an ironing board cord that was sold door-to-door and at the Woodward's Trade Fair.

At the time, furniture was his passion and using all of the skills he acquired with JA, Sidorsky opened his own 2,000-square-foot store in 1965 on 16th Avenue N.W. across from Balmoral High School.

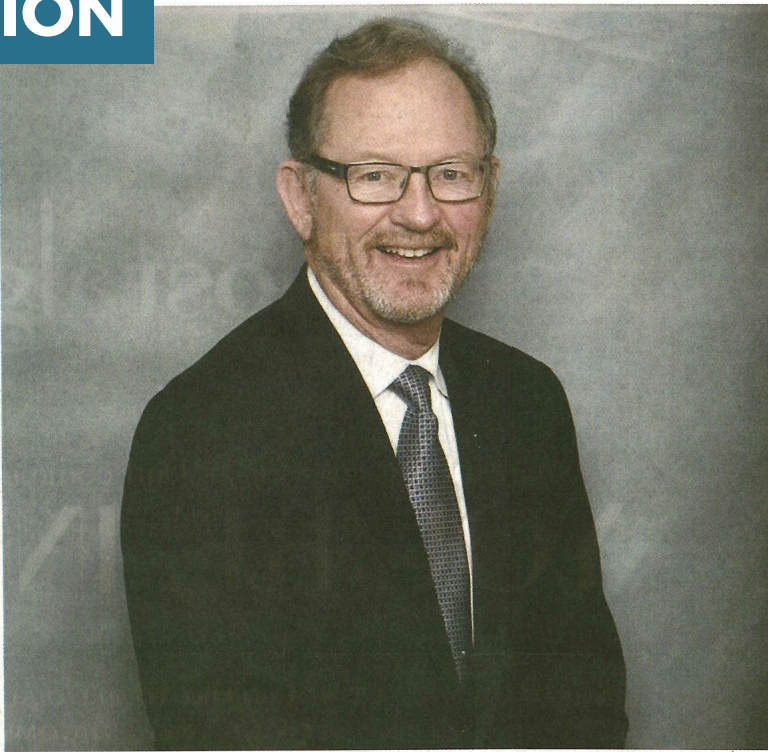
Within three years he had outgrown the space and was lucky enough to be able to purchase a store on the corner of Centre Street and 16th Avenue from a gentleman who was about to retire.

With no capital, but credit from his good suppliers, Sidorsky loved selling and soon trained another 25 people who were eager to welcome a huge volume of customers attracted by his heavy volume of advertising.

Soon he was able to buy the building next door, a former lumber company, and at 50,000 square feet he developed the largest furniture and appliance store in the city.

Sidorsky sold his store to The Brick in 1980 and concentrated his business skills on real estate.

He built a highly successful company under the name Lansdowne Equity Ventures, with



Brian Sidorsky, who owns and operates Lansdowne Equity Ventures with his family, is celebrating his 80th birthday while also celebrating 60 years in business, opening his first venture at 20. LANSDOWNE

operations in land-banking, real estate development, property management of commercial shopping centres and mobile home parks.

Still very much a family owned and operated business, Lansdowne is headed by Brian and his wife Gail with the second generation of daughters Laura and Faye and son Ryan.

Today the business owns and manages a dynamic portfolio of 700,000 square feet of commercial properties in Calgary, Edmonton, High River, Okotoks, Red Deer and Palm Springs, Calif.

Much of its land holdings in Calgary stretch along Macleod Trail, including locations for Ranchman's and Schanks, Lansdowne Square, the home of the big Goodwill Store, and Southland Crossing that welcomed the

new location of Gaucho Brazilian Barbecue, and more recently Turkish Kebob House.

On its land at the southwest corner of Macleod and Heritage Drive, along with a partner, Lansdowne is planning a residential development of four six-storey buildings to house 500 rental properties. Other residential developments are currently underway in High River, Okotoks and Red Deer.

Lansdowne has been very successful, but any conversation with Sidorsky always brings up the debt he owes to Junior Achievement, which he recognizes by still giving back to the organization that so influenced his business.

He has

and has helped to put together JA programs teaching financial literacy in 127 countries and 10 million students each year.

NOTES

Through its Community Foundation, the Calgary Real Estate Board has presented a \$1 million Legacy Grant to support the Calgary Dream Centre with its development of affordable housing for vulnerable women, and mothers with children.

The Dream Centre has a wide variety of programs from addictions recovery to housing solutions.

The grant will directly support Erlton House, a safe, affordable

May 20th, 2025

Thank you To the
JUESTS for helping
kids like me! 😊



My name is Liam Desouza, and I am a Grade 12 student at Ernest Manning High School. I had the amazing opportunity to participate in the JA Company Program this past year and I learned so much about myself and the world around me. Through my hard work and dedication, I was able to receive the award for VP IT of the year which is an astounding accomplishment for me. I am so grateful for the Company Program's existence and that it is made possible by amazing sponsors like you, The Hunter Family Foundation, that fuel the young entrepreneurial fire with your contributions.

Thank you so much for supporting Junior Achievement. I cannot understate the importance of the program to me!

PROGRAM DONOR LIST

Donations from July 1, 2024-June 30, 2025

Thank you to our generous program donors who supported students in their participation of JA learning experiences.

\$50,000+



\$20,000 - \$49,999

The Alvin and Mona Libin Foundation Angus Glen Foundation



Clive Beddoe



Co-operators Group



TC Energy

TD Bank Group



\$10,000 - \$19,999

AIMCo Foundation

Barclays

CIBC

Community Foundation of Southeastern Alberta

CPA Alberta

Enterprise Holdings Foundation

KPMG Foundation

RBC Foundation

Southern Alberta Institute of Technology

Servus Credit Union

Tudor Ridge Foundation

\$5,000 - \$9,999

ATB Financial
 Community Foundation of Lethbridge & Southwestern Alberta
 City of Medicine Hat
 Jack and Joan Donald
 Rotary Club of Calgary, Lou McEachern Fund
 Special Areas Board
 United Way of Calgary
 Wheatland Family & Community Support Services

\$1,000 - \$4,999

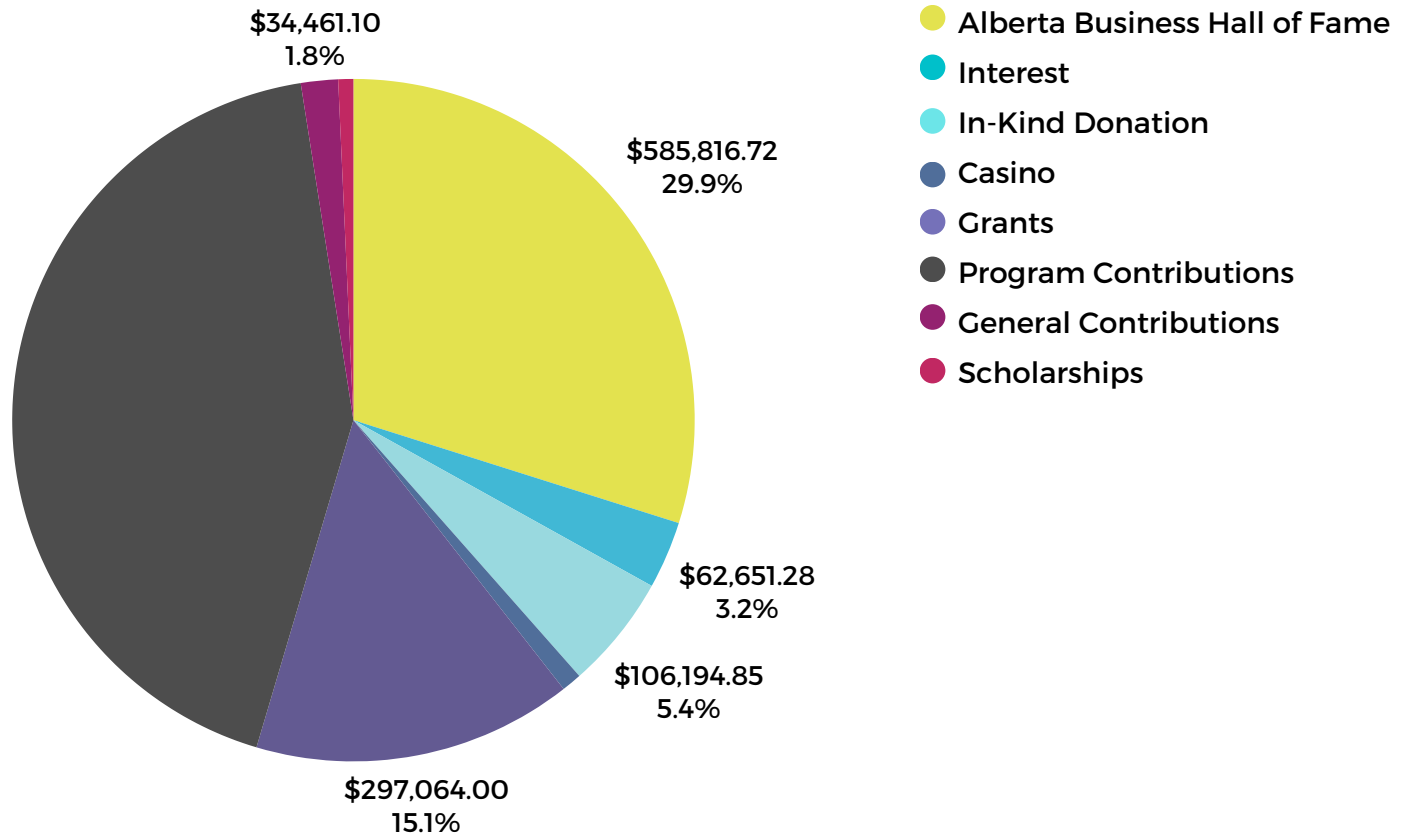
Abundance Canada	Kinsmen Club of Red Deer
Amazon	Kneehill County
AMEX	RBC Dominion Securities
ATCO Energy Solutions Ltd	S & E Services Ltd Partnership
Avanade	The Calgary Foundation
City of Chetumal	Town of Strathmore
Fairstone Financial	
Foundation for the Advancement of Entrepreneurship	

UP TO \$999.99

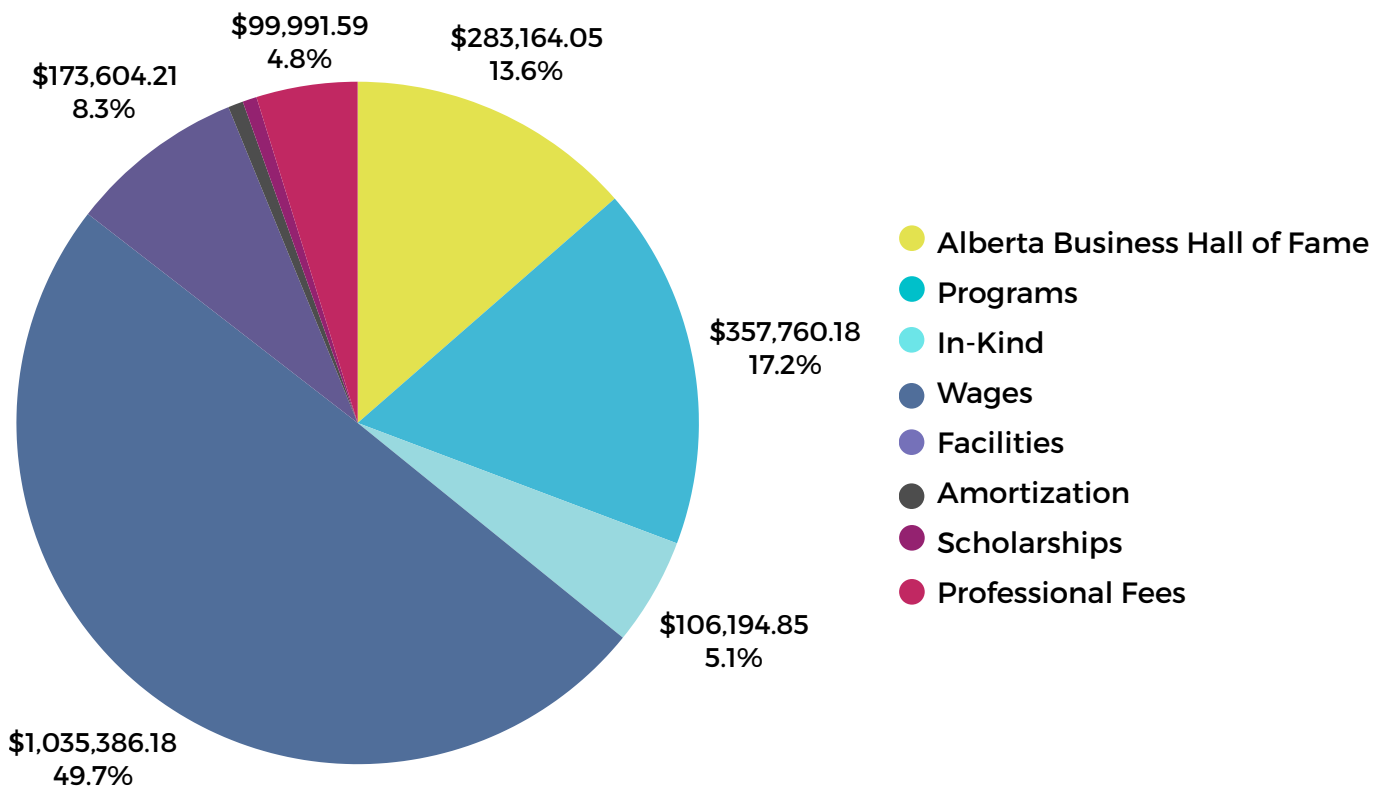
Adam Legge	Jennie Nilsson	Marina Eckert
Allison Bergen	Jessica Bergen	Margarita de Guzman
David MacDonald	Jessica Cohen	Margaret Southern
Elizabeth Cannon	Karen Silvester	Melissa From
Erin Stephens	Kari Vandenberg	Nicole Lewis
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Heather Magotiaux	Kim Koch	Richard Nagan
Howard Cohen	Kyra Hanson	Ryan Kubryn
Ian Zipursky	Lam Tran	Stampede Toyota
Janice Krissa-Moore	Lou MacEachern	Scott Robinson
		7-Eleven Canada

FINANCIAL SNAPSHOT

Revenue



Expenses



STATEMENT OF FINANCIAL POSITION

As of June 30th 2025

	2025	2024
Assets		
Current		
Cash and cash equivalents	216,369	635,200
Restricted cash	94,212	27,496
Short-term investments	1,104,885	1,482,937
Marketable securities (Note 5)	59,252	35,573
Accounts receivable (Note 3)	52,842	56,604
Prepaid expenses and deposits	61,063	53,188
Supplies inventory	24,619	25,831
	1,613,242	2,316,829
Capital assets (Note 4)	974	2,368
	1,614,216	2,319,197
Liabilities		
Current		
Accounts payable and accrued liabilities	91,612	173,912
Deferred contributions (Note 5)	206,131	655,621
Deferred revenue	15,000	64,000
	312,743	893,533
Commitments (Note 6)		
Net Assets		
Unrestricted	840,499	963,296
Internally restricted (Note 10)	460,000	460,000
Internally restricted – invested in capital assets	974	2,368
	1,301,473	1,425,664
	1,614,216	2,319,197

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BOARD CHAIR
 Director

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TREASURER
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 PTW Energy Services Ltd.

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