



Take a closer look.

Junior Achievement of Newfoundland and Labrador

Our Values

Belief in the boundless potential of young people.

Commitment to the principles of market based economics and entrepreneurship.

Passion for what we do, and honesty, integrity, and excellence in how we do it.

Respect for the talents, creativity, perspectives, and backgrounds of all individuals.

Belief in the power of partnership and collaboration.

Conviction in the educational and motivational impact of relevant, hands-on learning.

INVEST in the future
Become **INVOLVED**
INSPIRE youth.

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- **Junior Achievement (JA)** is the world's largest non-profit organization dedicated to educating youth about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs. JA's purpose is to inspire and prepare young people to succeed in a global and ever-changing environment. Junior Achievement encourages youth to reach their potential and contribute to the vitality of their community.
- **Junior Achievement** was founded in 1919 in the United States and currently has a presence in over 120 countries. Since 1955, more than 3.7 million students have taken part in Junior Achievement programs in Canada.
- **Junior Achievement of Newfoundland and Labrador** was established in 1985 serving 159 students. Today, JA's in-school and after-school programs are delivered throughout Newfoundland and Labrador by over 300 volunteer mentors, reaching an average of 5,000 students annually.
- **Junior Achievement of Newfoundland and Labrador** is governed by a volunteer board of directors and other community volunteers serve on various committees. Funding sources include businesses, foundations, government, service organizations and individuals. The critical education that JA delivers would not be possible without the generosity of contributors, commitment of volunteers and support of the education system.
- **Junior Achievement volunteer mentors** come from all walks of life. They bring enthusiasm, life experience and a willingness to teach and inspire students and JA staff provides them with the training and curriculum for them to excel. Volunteer commitment can vary from a single school day to a weekly visit for four weeks to longer term commitments. Volunteers are the backbone of Junior Achievement.
- **Junior Achievement's Business Hall of Fame** is JA's signature fundraising event. Since its creation in 1990, this event has recognized and celebrated business excellence. As significantly, it provides the future leaders of Newfoundland and Labrador – our youth – with role models of distinction.
- **The Boston Consulting Group (BCG)** completed a study in 2011 to assess the impact of JA Canada's mission. The findings of this external research validated that Junior Achievement makes a positive impact on Canada's economy, fills a need for financial literacy education in schools and is a transformational experience for students. Junior Achievement was identified as a difference maker – significantly impacting financial literacy, work readiness and entrepreneurial skill development.

