



making an **IMPACT**

Key Messages from
The Boston Consulting Group Impact Report

Key Messages: Overview

Communicating strong, relevant key messages is key to building Junior Achievement's profile across Canada. Junior Achievement is working to develop a knowledge centre of messaging platforms and communication tools to profile the organization's role, impact and reach.

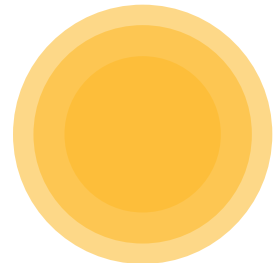
Key to building Junior Achievement's profile is The Boston Consulting Group (BCG) Impact Report, which is an invaluable tool to help profile and promote the role of Junior Achievement.

This new report by BCG provides clear measures of success, impact and returns on investment, and will be used to showcase Junior Achievement's impact to a variety of stakeholder audiences.

In order to ensure relevant, compelling and consistent messages are delivered, these key messages must be used in all communication tools development and delivery.

It is important that these messages be the foundation for all communication efforts.

Junior Achievement is utilizing these messages to develop a variety of communications tools, for use by Junior Achievement of Canada national office and local charters across the country, in preparation for the launch and roll-out of the BCG Impact Report.



About Junior Achievement

Junior Achievement is the largest non-profit youth organization in Canada dedicated to inspiring and preparing youth to succeed in a global economy.

- Junior Achievement offers education programs in the areas of work readiness, entrepreneurship and financial literacy, which are delivered to youth in elementary, middle and high schools by business mentors.
- Since 1955, over 3.7 million students have participated in a Junior Achievement program.
- In Canada, Junior Achievement reaches over 230,000 students with over 1.4 million hours of instructional hours annually from over 13,000 dedicated business mentors in over 400 communities.
- In British Columbia, Junior Achievement reaches approximately 30,000 students annually from over 750 dedicated volunteer mentors from across the province.
- Junior Achievement is helping youth stay in school and enrol in post-secondary education; encouraging new business through entrepreneurship; and providing today's youth with valuable skills they will need to participate and succeed in a global economy.
- With additional support, Junior Achievement can continue to make a tangible impact on the financial literacy of Canadians, developing a more skilled workforce and supporting the development of new business ventures.
- Our established infrastructure, proven team, delivery model and methods can be leveraged to deliver more impact, to more students and with greater frequency.
- An investment in Junior Achievement will produce better prepared and more successful young people who will ultimately power Canada by creating the next generation of leaders.

Junior Achievement makes a substantial, positive annual impact on Canada's economy.

making an
IMPACT

KEY MESSAGE

- BCG calculates Junior Achievement creates an annual return of \$45 for every one dollar spent, in terms of societal prosperity by helping youth stay in school; encouraging new businesses; and providing today's youth with valuable skills they will need to participate and succeed in a global economy.
- The Boston Consulting Group determined an annual impact on Canada's economy – directly attributed to the work of Junior Achievement – of \$105 million.
- The Boston Consulting Group attributes \$425 million per year in Canada to direct entrepreneurial activity by Junior Achievers.
- The well-being of all Canadians depends upon our ability to ensure a competitive economy by developing innovative, productive and contributing citizens. Junior Achievement provides the skills needed to succeed.

Junior Achievement programs are tremendously effective in instilling financial common sense and encouraging entrepreneurial aspirations among Canadians – and that benefits the entire country.

**making an
IMPACT**

KEY MESSAGE 2

- Graduates of Junior Achievement programs are financially literate Canadians who save more, borrow less and do better financially than the average Canadian. As a result, they are more self-reliant, put a lower burden on the social safety net and they provide better for their own retirement.
- Junior Achievement is building Canadians' financial literacy knowledge. Over 75% of Achievers cite Junior Achievement as having a significant impact in developing their financial literacy and decision making skills.
- Junior Achievers credit JA with being the driving force behind their financial literacy skills of budgeting, long-term planning and investing.
- Junior Achievement graduates are more likely to become entrepreneurs, create jobs and power the Canadian economy. In fact, 70% of Achievers indicate Junior Achievement had a significant impact on their desire to be an entrepreneur.

Junior Achievement graduates perform significantly better than others who have not experienced a JA program.

making an
IMPACT

KEY MESSAGE 3

- Junior Achievement graduates are better prepared for the workforce, resulting in their getting ahead faster and also providing better results for their employers.
- Junior Achievers outperform their peers and their participation in Junior Achievement is a strong indicator of future success in management and leadership roles.
- Junior Achievers are three times more likely to hold senior and middle management position and many go on to become the future leaders of their employer businesses.
- Junior Achievers earn average incomes 50% higher than non-participants.
- Junior Achievers are three times more likely to spend less than they earn and are far less likely to be unemployed or rely on social assistance.
- Junior Achievers are 50% more likely to open their own business. Nurturing young entrepreneurs leads to innovative industries, new jobs and wealth creation.

Junior Achievement fills a gap in Canada's education system when it comes to financial literacy and encouraging entrepreneurship.

making an
IMPACT

KEY MESSAGE 4

- There is an absence of sufficient business and basic financial literacy skills education in Canada's primary and secondary school systems. Junior Achievement helps close that gap by delivering engaging and effective business education programs to young Canadians.
- Junior Achievement has already reached nearly a quarter-million Canadian students in more than 400 communities, absolutely free of charge.
- Junior Achievement of British Columbia reaches 30,000 students annually with the support of over 750 volunteer mentors across the province.
- Junior Achievement helps youth stay in school. Over 65% of Achievers indicate Junior Achievement had a significant impact on staying in high school and enrolling in post-secondary education.
- Junior Achievement provides today's youth with valuable skills they will need to participate and succeed in a global economy. Over 75% of Achievers say Junior Achievement was a critical driver of their work success.
- We have demonstrated that we can fill the gap in Canada's financial literacy education – but we need more help from financial supporters and government to do it.

Junior Achievement of British Columbia

Suite 110 – 475 West Georgia Street
Vancouver, BC V6B 4M9

Tel: 604-688-3887

Fax: 604-689-5299

Email: info@jabc.org

Charitable Registration #
11897 – 6166 RR0001

Regional Offices:

Vancouver Island Region

Fraser Valley Region

Okanagan Region

Kamloops Region

Northern BC Region

Please visit **jabc.org** for contact information



BUSINESS EDUCATION FOR YOUTH | jabc.org

