

September 14, 2021

City of Prince George
1100 Patricia Boulevard
Prince George, B.C.
V2L 3V9

Attention: Mayor and Council

Dear Mr. Mayor:

Reference: Resolution of Support - Northern Healthy Communities Fund for Capacity Building

JA British Columbia (JABC) is a non-profit that offers free business education programs to youth in Grades 4 to 12 that build skills in *financial literacy, work readiness and entrepreneurship*.

JA's *Be Entrepreneurial (BE)* and *Company Programs (CP)* inspire students to imagine a business venture while still in school. These interactive programs, help students in grades 10-12 identify entrepreneurial concepts, including product, service, competitive advantage and target markets. The program gives students an understanding of the importance planning plays in starting a business. These two programs also help students develop an awareness of resources that are available to entrepreneurs. By the end of the programs, students will have created their own business plan and similar to Dragon's Den, will have the opportunity to "pitch" their business idea to a panel of business experts.

JABC is planning on submitting a grant application to Northern Development Initiative Trust for \$40,000 to support delivery of 20 of these programs in School District #57 during the 2021-2022 school year.

We respectfully ask Council to consider and support our application by approving the following resolution:

THAT, the City of Prince George supports the application to Northern Development Initiative Trust from Junior Achievement of British Columbia (JABC) for \$40,000 to deliver twenty (20) Be Entrepreneurial and Company Program deliveries.

Thank you very much for your support.

Sincerely,



Sheila Biggers
President & CEO