



# JOINT ECONOMIC DEVELOPMENT INITIATIVE

## 2019-2020

# ANNUAL REPORT





Thank you for the Indigenous Reconciliation Awareness Module training that you provided to our team. It's difficult to put into words just how profound the experience was for me. Your IRAM training launched me to a whole new level of comprehension and compassion... and a desire to act, take part in changes and Reconciliation even more. You are all skilled communicators and trainers and I appreciated your depth of knowledge, incredible openness, strength and vision.

**IRAM Participant**

## BOARD OF DIRECTORS

### JEDI PRESIDENT

**Alex Dedam**  
Esgenoôpetitj First Nation

### VICE CHAIR

**Lynn Francis**  
Elsipogtog First Nation

### SECRETARY / TREASURER

**Chief Sacha LaBillois**  
Eel River Bar First Nation

### WOLASTOQY TRIBAL COUNCIL REPRESENTATIVE

**Chief Gabriel Atwin**  
Kingsclear First Nation

### FIRST NATION ECONOMIC DEVELOPMENT REPRESENTATIVES

**Jim Ward**  
North Shore Micmac District Council

### FIRST NATION ISETS

**Mike Girouard**  
North Shore Micmac District Council

### Tara Levi

MAWIW Council Inc.

### PAST DIRECTOR, FIRST NATIONS BUSINESS LIAISON GROUP

**W.E. (Bill) Belliveau**  
President & CEO

### NEW BRUNSWICK ABORIGINAL PEOPLES COUNCIL REPRESENTATIVE

**Chief Barry LaBillois**

### EX-OFFICIO'S

**Martha O'Sullivan**  
Government of New Brunswick,  
Aboriginal Affairs Secretariat

### Peter Seymour

Government of New Brunswick,  
WorkingNB

### Kafa El Zamer

Government of Canada, Atlantic Canada  
Opportunities Agency

### Jenna Sappier

Government of Canada,  
Service Canada

### Tryna Booth

Government of Canada, Indigenous  
Services Canada

## JOINT MESSAGE FROM THE PRESIDENT AND CEO

### 2020 marks the 25<sup>th</sup> anniversary for JEDI.

There have been many well-intentioned initiatives aimed at enhancing the lives of Indigenous peoples in New Brunswick. Among these, the Joint Economic Development Initiative (JEDI) stands out, and is still building capacity and forging partnerships, even after 25 years in operation. The spirit of JEDI is alive and well in New Brunswick!

Since 1995, our partners, especially our First Nation partners and funders: ISC, ACOA, AAS and PETL have been the foundation of the JEDI organization and they all have played a key role in the success of the organization by supporting and believing in JEDI's vision.

Over the past 25 years, JEDI has grown by committees and much collaboration. JEDI facilitated many relationships between First Nation Communities and other partners so that communities could pursue their own projects. JEDI has supported Indigenous entrepreneurs as they start and grow their own businesses. JEDI has trained hundreds of Indigenous peoples in programs like basic digital literacy, trades, and advanced information technology. All of this training has empowered our people and we are so proud of that.

JEDI's ability to evolve and transform to the current realities has always been its strength. We've come a long way, each year building upon the successes of the previous years. Our path has not been straight, we have had many learnings as we have grown as an organization but one of the key

learnings is that we would not be here without our partners, their investment, and their belief in the organization.

We would like to use the basket analogy to describe our partners: First Nation basket makers always build a strong base (foundation) before the ash splints are woven around the basket. When we think of all the partners and clients we have worked with over the years, everyone has contributed to building this beautiful basket and the handle is the connector to the Indigenous and non-Indigenous community. Without our partners' contributions over the years, the basket would not be as strong as it is. The basket is used for gathering purposes, much like our JEDI Plenaries. The networking opportunities, the exchange of information, and forging new partnerships is where a lot of this happens.

As JEDI grows so do our partnerships. Moving forward we want to continue to work together and build relationships of understanding, and trust. We believe in the phrase "Working Better Together." This is how we will accomplish great things over the next 25 years!

We'd like to thank the staff at JEDI for cultivating our current partnerships and pursuing new ones. For in the end, every organization is only as good as the people in it, who push it forward every day, who give life to the mission, and who weave the ash that builds our basket and brings about our success!

*Woliwon. Wela'in. Merci. Thank you.*



**Alex Dedam, President**



**Lynn Poole-Hughes, CEO**

# Who is **JEDI**?



The **Joint Economic Development Initiative (JEDI)** began in 1995 as a tripartite partnership between the Indigenous peoples of New Brunswick, the Government of Canada, and the Government of New Brunswick. This created the framework for JEDI to incorporate as an independent, non-profit organization in 2009. JEDI is currently governed by a Board of Directors consisting of Indigenous, private sector, and funding partners.

Our staff works closely with our many partners to foster economic and workforce development for Indigenous peoples and communities.

*Women In Business Plenary in Miramichi, NB*

## **JEDI PARTNERS:**

- 16 First Nation Communities
- North Shore Micmac District Council
- MAWIW Tribal Council
- Wolastoqey Tribal Council
- New Brunswick Aboriginal Peoples Council
- Multiple education and industry partners

## **JEDI FUNDERS:**

- Atlantic Canada Opportunities Agency (ACOA)
- Indigenous Services Canada (ISC)
- New Brunswick Aboriginal Affairs Secretariat (AAS)
- Employment Workforce Development and Labor (EVDL)
- New Brunswick Department of Post-Secondary Education, Training and Labour (DPETL)

JEDI's plenaries enable our partners from Indigenous communities, government, education, and industry to come together to discuss priorities, challenges, and opportunities related to indigenous economic development in New Brunswick. The varied topics help our partners to better understand the needs of communities and the people within them, as well as offering capacity development opportunities to all participants.

## **PLENARY AND TRADESHOW:**

### **BUILDING BETTER TOGETHER**

(Fredericton, NB) – May 15-16, 2019

Participants:

- Day 1 – 125
- Networking event - 90
- Day 2 – 79

### **WOMEN IN BUSINESS**

(Miramichi, NB) – October 24, 2019

Participants:

- Networking Event – 33
- Plenary - 83

### **AGRI-FOOD & AGRICULTURE**

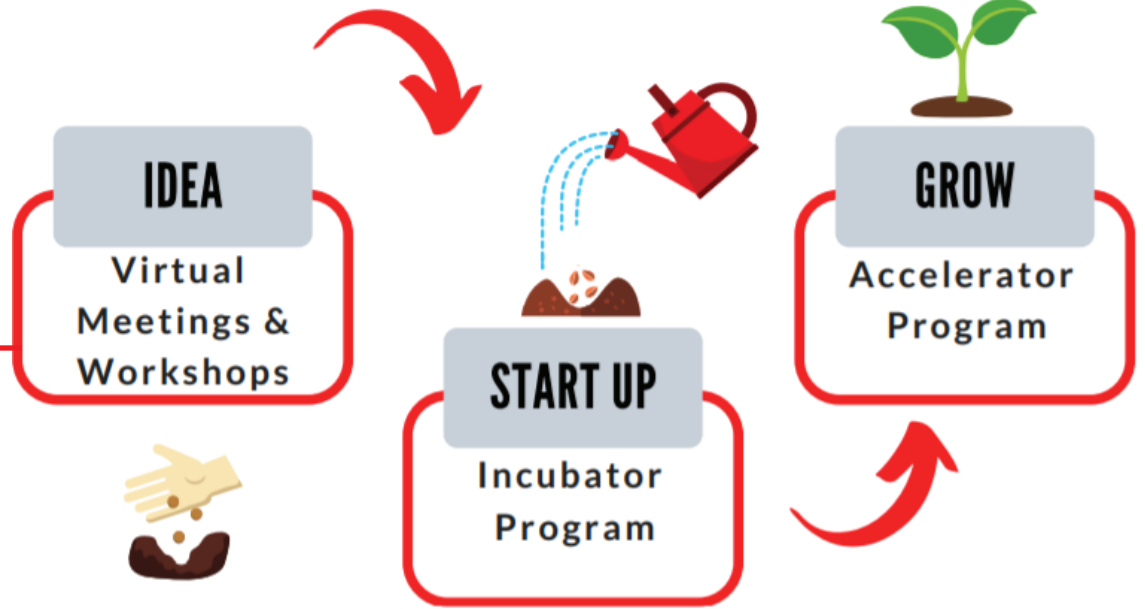
postponed due to Covid-19

**In addition, JEDI held our 2<sup>nd</sup> AGM in October 2019 in Fredericton, New Brunswick.**



# HOW WE HELP ENTREPRENEURS

JEDI helps Indigenous entrepreneurs in New Brunswick turn their ideas into action and provides the support they need to grow their businesses.



2 Incubators –  
12 Businesses  
Completed

The Indigenous Business Incubator Program helps new and early stage businesses gain the knowledge, tools and confidence they need to turn ideas into a reality. The program includes weekly training sessions, business coaching and Indigenous guest speakers.

The Indigenous Business Accelerator Program assists existing and Community-owned businesses. Through weekly modules participants develop their business and entrepreneurship skills, are provided with resources and templates that can be applied to their business, and expand their network with the support of their assigned mentor.

2 Accelerators –  
7 Businesses  
Completed

Business  
Aftercare  
Expanded –  
23 New  
Clients

The 10-week Aftercare Program is specific to individual businesses but has included assistance with: Marketing plans, Business plans, Strategic plans, Succession plans, Expansion plans, Funding options, Licensing & legal requirements

## JEDI ABORIGINAL DEVELOPMENT FUND

The JADF program provides funding to entrepreneurs/ existing businesses and First Nation communities to support business and community economic development planning.

OVER \$10,500  
INVESTED IN  
8 INDIGENOUS  
BUSINESSES!

## BUSINESS DEVELOPMENT FUND CREATED 2019-2020

After successfully completing the JEDI Incubator Program, clients can apply for the Business Development Fund. This grant can be used to cover costs to help grow and scale the business.

\$70,000  
INVESTED IN  
16 INDIGENOUS  
BUSINESSES!

# INDIGENOUS RECONCILIATION AWARENESS MODULE

The Indigenous Reconciliation Awareness Module (IRAM) teaches participants the history of Residential Schools and the ongoing impacts they had and continue to have on Indigenous peoples in Canada. The IRAM is interwoven throughout all of JEDI's programs and training as well as being delivered to our many partners and friends. This training empowers those who take to it share their knowledge, to continue their education, and to bring awareness of reconciliation into the workplace.



## JEDI'S BUSINESS INCUBATOR PROGRAM

JEDI has given me the tools and confidence to finally take a real chance at a dream that I've had for a long time. The skills learned do not just help me with my business, but they help in a lot of other aspects of my life.

It was an absolute pleasure, and what I've taken from the program is well beyond what I expected.

**Dylan Ward**

Owner, Shiftwork Recording

# HOW WE HELP COMMUNITIES

JEDI supports the First Nation communities in New Brunswick by providing:

- Capacity development to their economic development corporations, economic development officers, employment and training officers, and entrepreneurs
- Opportunities for learning and networking at our JEDI plenaries, events and tradeshows
- Support to their community economic development projects as well as to their individual community members
- Referrals to programming available from other organizations



18 youth participated in JEDI's first week long Entrepreneurship Camp in August 2019. The camp ended with a night

market at St. Mary's old reserve where participants raised \$1500 for the Every Child Matters campaign

### When Covid - 19 Closed JEDI's doors... we still went to work!

- JEDI was facilitating a Tourism Business Accelerator program when Covid-19 closed our doors. JEDI and our training partners, BDO Canada, were able to pivot immediately to an online format that consisted of a mix of online classes and one-on-one online meetings.
- In partnership with Tourism, Heritage and Culture NB, we delivered six online tourism workshops to support indigenous entrepreneurs involved in tourism once our (in-person) Tourism Weekend was cancelled.
- Many past and present clients reached out for support during the shut-down. JEDI shared details about Federal & Provincial business support programs and discussed contingency planning.

# HOW WE SUPPORT WORKFORCE DEVELOPMENT

## INDIGENOUS ADULT LEARNING & LITERACY

The Indigenous Adult Learning & Literacy program helps to prepare Indigenous peoples for the New Brunswick workforce.

JEDI linked  
85 clients  
to Adult Learning  
programs in NB

### Program Deliveries:

Digital Literacy & Personal  
Cybersecurity - 45 participants  
Financial Literacy - 70 participants  
UpSkills for Work - 12 participants

### Communities / Organizations Served:

St. Mary's, Oromocto, Kingsclear,  
Tobique, Eel Ground, Elsipogtog,  
Esengenopetitij, Gignoo House



## INDIGENOUS INFORMATION TECHNOLOGY

JEDI facilitated 3 Information Technology programs in 2019-2020.

1

SOFTWARE  
TESTER COHORT

13 PARTICIPANTS

Internship postponed due to  
Covid-19

2

CYBER-SECURITY  
COHORTS

15 GRADUATES

8 careers with employers  
like NB Power, CGI and PLATO  
Testing so far

## INDIGENOUS LABOUR MARKET INFORMATION

The Indigenous Labour Market Information project focused on research collaborations, employer engagement, and labour market awareness as well as sharing that information with our partners.

- JEDI worked as a co-investigator on an Atlantic Provinces Economic Council research project titled "Highlighting Successful Atlantic Indigenous Businesses".
- JEDI received a grant from the Social Sciences and Humanities Research Council (SSHRC) to host a 1.5 day Mawi'omi called "Building Better Together - Indigenous Economic Development in NB". The findings confirmed what others have written, that development from the Indigenous perspective is tied to Indigenous autonomy, community needs, and well-being. Full report: [jedinb.ca/building-better-together-sshrc-report.html](http://jedinb.ca/building-better-together-sshrc-report.html).
- JEDI's Business Liaison travelled to job fairs throughout the province and engaged with employers like TD Bank and the National Indigenous Fisheries Institute.

## PROVINCIAL INDIGENOUS EMPLOYMENT COORDINATOR (PIEC)

The PIEC assisted Community Employment and Training Officers (ETOs) by coordinating Career Development Practitioner training for new ETOs and coordinating 43 ETOs and service providers to attend work-related conferences.

The PIEC is also a member of the NBCDA Board of Directors, part of the Future Ready Wabanaki working group, administers the Aboriginal Employment Services Initiative committee, and oversees JEDI's Indigenous Reconciliation Awareness Module (IRAM) Coordinator.

## INDIGENOUS PROJECT & APPRENTICESHIP COORDINATOR

JEDI assists the Apprenticeship Branch of New Brunswick in identifying, preparing, and supporting Indigenous apprentices in New Brunswick as well as promoting apprenticeship to Indigenous youth.



### Youth engagement:

- try-a-trade booth at the  
Indian Summer Games
- 6 students attended the  
welding camp in Eel Ground
- 16 students received the  
Trades Exhibition Hall  
certification

Assisted 74 Indigenous  
apprentices, including  
recruiting 3 women  
apprentices: an ironworker,  
welder, and truck &  
transport technician

Seven students  
participated in the  
first Indigenous Skills  
Competition in  
New Brunswick in  
December 2019

Completed two  
3-Trades Orientation  
programs in Kingsclear  
and Tobique

# SPECIAL INITIATIVES



## 1 JEDI ANNUAL GOLF TOURNAMENT

JEDI held its 6<sup>th</sup> Annual Golf Tournament in Moncton, NB. The JEDI Golf Tournament raises money for **JEDI's Community Fund** which supports community-focused initiatives in First Nation communities in New Brunswick. We had 28 teams register for our 6th tournament and over 45 different organizations that provided financial sponsorship for the tournament or donated prizes. To learn more about JEDI's Community Fund visit: <http://jedincb.ca/jedi-community-fund.html>.



## 2 JOINT ECONOMIC DEVELOPMENT INITIATIVE WINS ATLANTIC REGION ENTREPRENEUR SUPPORT AWARD OF THE YEAR BY STARTUP CANADA

JEDI received the Startup Canada Entrepreneur Support Award of the Year in June 2019. The Startup Canada Awards recognize and celebrate outstanding achievement in Canada's entrepreneurship and innovation community across Canada.

## 3 JEDI MENTORSHIP

JEDI hired Nadia Wysote as the Finance Intern for the summer of 2019. She was a great asset to the finance team and also assisted with JEDI's Youth Entrepreneur camp.



## 4 BURSARY PROGRAMS

JEDI awarded two \$1000 bursaries under the JEDI/Brun-Way Bursary program. The winners were Kachina Nevin of Elsipogtog First Nation and Mariah Metallic of Listiguj. Both women are attending university in Fredericton, NB.



## 5 JEDI INTERNSHIP PROGRAM

JEDI partners with host organizations to provide job placements to recent Indigenous post-secondary graduates. Participants in the expanded 2019-2020 program included:

1. Matthew Meyers from Madawaska Maliseet First Nation (MMFN) completed his internship in MMFN as a Financial Intern - Proposal Writer. Matthew returned to school to complete his MBA after his internship.
2. Michelle Kelly from Elsipogtog completed her internship at NB Power as the Communications Officer. She now works there full-time.
3. Alexa Metallic from Listiguj First Nation completed a short-term internship at JEDI as the Communications Intern. She now works at Digital Mi'kmaq.
4. Emma Perley-Hassencahl from Neqotkuk, continues her internship at the Beaverbrook Art Gallery as the Indigenous Curator.
5. Tyler Morrison from Ugpi'ganjig started his internship in Ugpi'ganjig as the Communications Intern.
6. Darcy Wood from Natoaganeg started his internship with North Shore Micmac District Council as a Technical Services Assistant.
7. Sheila Peter-Paul from Ugpi'ganjig started her internship with NB Power as an Administrative Representative.
8. Marisa Bolger from Ugpi'ganjig started her Internship at Teed Saunders Doyle as a Staff Accountant.

**JOINT ECONOMIC DEVELOPMENT INITIATIVE INC.**

**Statement of Revenues and Expenditures**

**Year Ended March 31, 2020**

	Budget 2020	Total 2020	Total 2019
<b>REVENUE</b>			
DPETL Projects <i>(Schedule 1)</i>	\$ 583,592	\$ 492,938	\$ 412,865
Skills Partnership Fund - Indigenous Innovation Project <i>(Schedule 2)</i>	1,189,879	<b>858,910</b>	711,438
Aboriginal Affairs Secretariat	105,000	<b>105,000</b>	105,000
Atlantic Canada Opportunities Agency	456,800	<b>535,878</b>	341,030
CCNB - Mobile Application	-	-	131,038
Indigenous Services Canada	712,520	<b>594,232</b>	477,712
Interest income	1,050	<b>1,045</b>	1,567
Other Funding <i>(Note 8)</i>	1,121,869	<b>1,087,583</b>	787,145
	<hr/> 4,170,710	<hr/> 3,675,586	<hr/> 2,967,795
<b>EXPENSES</b>			
DPETL Projects <i>(Schedule 1)</i>	543,983	<b>492,938</b>	412,865
Skills Partnership Fund - Indigenous Innovation Project <i>(Schedule 2)</i>	1,189,629	<b>858,910</b>	711,438
Aboriginal Internship Program	180,000	<b>221,436</b>	134,513
Accounting fees	7,950	<b>7,950</b>	8,331
Advertising and promotion	20,000	<b>19,931</b>	20,725
Business Accelerator	185,000	<b>160,238</b>	-
CCNB - Information Technology Coordinator	95,062	<b>83,969</b>	51,134
CCNB - Mobile Application	-	-	131,038
Conferences expenses	43,700	<b>39,771</b>	18,093
Insurance	6,000	<b>5,598</b>	5,073
Interest and bank charges	2,315	<b>2,306</b>	2,319
Joint Aboriginal Development Fund	40,000	<b>10,523</b>	-
Miscellaneous	19,465	<b>27,481</b>	25,692
Office	20,520	<b>24,516</b>	34,272
Professional fees	15,000	<b>7,965</b>	7,250
Repairs and maintenance	4,000	<b>3,940</b>	6,101
Salaries and wages	499,320	<b>538,938</b>	502,473
Telephone	14,000	<b>15,737</b>	14,998
Training	23,500	<b>11,559</b>	16,441
Travel	60,000	<b>32,401</b>	48,555
Project costs <i>(Note 9)</i>	1,154,201	<b>830,373</b>	689,093
	<hr/> 4,123,645	<hr/> 3,396,480	<hr/> 2,840,404
<b>EXCESS OF REVENUES OVER EXPENSES FROM OPERATIONS</b>	<hr/> 47,065	<hr/> 279,106	<hr/> 127,391
<b>OTHER INCOME (EXPENSES)</b>			
Amortization of deferred contributions related to P&E	-	<b>2,375</b>	51,500
Amortization of property and equipment	-	<b>(2,375)</b>	(51,500)
	<hr/> -	<hr/> -	<hr/> -
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<hr/> \$ 47,065	<hr/> \$ 279,106	<hr/> \$ 127,391

teed saunders | chartered professional  
doyle | accountants  
& advisors



**JOINT  
ECONOMIC  
DEVELOPMENT  
INITIATIVE**

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