



JOINT ECONOMIC DEVELOPMENT INITIATIVE



Annual Report 2020-2021

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.

JEDI PARTNERS:

- 16 First Nation Communities
- North Shore Mi'kmaq 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 Department of Aboriginal Affairs
- Employment Workforce Development and Labor (EWDL)
- New Brunswick Department of Post-Secondary Education, Training and Labour (DPETL)

JEDI hosted two virtual plenaries in 2020-2021. JEDI plenaries are designed to inform and educate our many clients and partners on a variety of topics and issues. 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

AGRI-FOOD/AGRICULTURE - 5-PART WEBINAR SERIES JULY 21 - AUGUST 18, 2020

Topics:

- Reintroduction of Agriculture to First Nations
- Natoaganeg Food Centre
- Hayes Farm
- Indigenous & Government partnerships
- Overview of Dept of Agriculture, Aquaculture and Fisheries programs
- Overview of Federal Agriculture programs and services
- Indigenous Agriculture with FCC

Participants:

- July 21 - 42 participants
- July 28 - 42 participants
- August 4 - 38 participants
- August 11 - 46 participants
- August 18 - 35 participants



E-COMMERCE - CREATING AN ONLINE PRESENCE FOR YOUR BUSINESS

NOV 24 & DEC 1, 2020

Topics:

- Why Should You Have a Website for your Business? Including guest speaker Jolene Johnson of Wabanaki Maple
- Breakout sessions including Women In Business, personal cyber safety, and funding for hiring website programmers
- Creating an Online Presence, including trends, platform options, and best practices

Participants:

- Nov 24 - 33 participants
- Dec 1 - 26 participants

IN ADDITION, JEDI HELD A VIRTUAL AGM IN OCTOBER 2020.

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

WOLASTOQEQY 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

Kim Newman

Government of New Brunswick,
Department of Aboriginal Affairs

Peter Seymour

Government of New Brunswick,
WorkingNB

Kafa El Zamer

Government of Canada, Atlantic Canada
Opportunities Agency

Tanya Manuel-Bolden

Government of Canada,
Service Canada

Tryna Booth

Government of Canada, Indigenous
Services Canada

“ I am very lucky to be here at TSD to learn, grow and begin a career in such an amazing environment filled with so many intelligent, kind and inspiring people. Every single one of my co-workers has had a hand in my growth and each one has taught me something new. The constant support, reassurance and validation is a big thing I love about TSD. I cannot express how grateful I am for this opportunity. I am grateful to TSD for welcoming me in as one of their own, fostering so much of my growth and development and helping me realize how happy I am in accounting. I am so grateful to JEDI for making this all possible. ”

— **Marissa Bolger**, Intern at Teed Saunders Doyle (TSD) through the JEDI Internship Program

JOINT MESSAGE FROM THE PRESIDENT AND ACTING CEO

2020 and 2021 have been a challenge for JEDI, Indigenous Peoples, and the world.

In March 2020, the world ground to a stop as we evaluated the complexities of a growing pandemic. When Covid-19 was first discovered we thought that there was the potential to recover and return to normal within weeks; meetings and events were postponed, not cancelled. As the gravity of the situation took hold we determined that JEDI, as well as practically every other organization, had to re-group and focus on new ways to deliver our programs and services.

Some of our delivery partners were fast on their feet and we were able to continue providing our Tourism Business Accelerator without missing a beat through a mixture of online classes and one-on-one virtual meetings. Other programs took time to adjust to a virtual format but we persevered and delivered.

Every JEDI program transformed in some way to meet the new needs of our clients and staff in a socially-distanced world. In addition to evolving and transforming programs, we also experienced some changes in staff as our CEO of 11

years, Lynn Poole-Hughes, retired from the organization in December 2020.

After our first full year of working in a pandemic, we are pleased to say that things are going well. JEDI is proud of our accomplishments in 2020-2021. They are the result of a dedicated and hard-working staff, flexible partners and funders, and a desire to help the Indigenous peoples of New Brunswick. We've been lucky in that we've had short periods when we can gather together but we've also respected the times we need to work together but from a distance.

2020-2021 has had some challenges to say the least and we expect them to continue as the pandemic continues on, but we are excited about some of the new projects that we have on the horizon. We're excited about new opportunities for growth and development, new partners we'll meet along the way, and the support of all of our past and current stakeholders as we continue to navigate the pandemic and eventual post-pandemic environment.

Woliwon. Wela'lin. Merci. Thank you.



Alex Dedam, President



Stanley Barnaby, Acting CEO

“ Thank you so much Karen and JEDI! You've opened my eyes to so much more than just money managing, but my life in general and motivated me to aim and go higher with my education! ”

— **Financial Literacy participant**

HOW WE HELP ENTREPRENEURS

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

In partnership with Tourism, Heritage and Culture NB, six online tourism workshops were delivered. The workshops were developed to help participants keep their businesses stable during the pandemic.



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.

Every Incubator and Accelerator graduate gets access to 10 weeks of aftercare support plus mentorship opportunities from experienced professionals. Examples of support include strategic planning, marketing plans and growth plans.

TWO INCUBATOR PROGRAMS were delivered virtually as a double cohort – 14 graduates from eight different communities.

ONE ARTS ACCELERATOR was delivered virtually – seven graduates from five different communities.



JEDI ABORIGINAL DEVELOPMENT FUND (JADF)

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

**OVER \$16,000
INVESTED IN
9 INDIGENOUS
BUSINESSES!**

BUSINESS DEVELOPMENT FUND (BDF)

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

**\$101,000
INVESTED IN
22 INDIGENOUS
BUSINESSES!**



“ I can't give JEDI enough praise. They were one of the few places that actually believed in me and got behind me. They did so much to support me. I had done this for a long time, but I just needed that extra little push, I almost didn't really believe in my art, but they helped me so much to believe in myself. JEDI was a big supporter even when I was just small and setting up at pow wows. They would come and buy little gifts to give out at plenaries; now they invite me to be at the plenaries. ”

— Ursula Bear, Owner of Bear Necessities

HOW WE SUPPORT WORKFORCE DEVELOPMENT

INDIGENOUS ADULT LEARNING AND LITERACY (IALL)

In 2020-2021, all of the IALL workshops were converted to a digital format using Google Classroom and Google Meet.

These workshops included:

- Digital Literacy
- Financial Literacy
- UpSkills for Work
- Health Matters
- Cultural Literacy
- Cyber Safety

To meet our learners needs, the programs were offered using several different methods, including:

- learn at your own pace
- scheduled online classes
- personal one-on-one tutoring

OVERALL
55
LEARNERS
COMPLETED IALL
WORKSHOPS



INDIGENOUS PROJECT & APPRENTICESHIP COORDINATOR (IPAC)

JEDI worked with multiple partners to navigate the pathways of apprenticeship while helping to resolve barriers for Indigenous Peoples.

KEY PARTNERS:

- Apprenticeship Branch of New Brunswick
- Skills Canada NB
- MAP Strategic Workforce Services
- NBCC
- WorkingNB
- First Nation communities in NB

KEY ACTIVITIES:

1. JEDI participated in the **Skills Canada virtual trade show**
2. **Six participants** successfully completed a trades orientation program in Tobique First Nation. During the program, participants helped build a tiny house in the community.
3. **Six participants** started a Welding Camp co-op (STEP-I) in Eel Ground First Nation
4. **One person applied for the trade qualifying exam**

As the trades require a hands-on approach, Covid-19 created barriers to achieving our goals, however creativity, innovation, and flexibility helped us to achieve success and there were **15 new Indigenous apprentices in 2020-2021**. In addition, JEDI finalized four videos designed to promote the trades to all Indigenous Peoples including youth.

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 Training Officers, and Entrepreneurs

2
VIRTUAL EDO MEETINGS

3
CAPACITY DEVELOPMENT WORKSHOPS

2
VIRTUAL ETO MEETINGS

CAREER DEVELOPMENT PRACTITIONER TRAINING FOR ETOS

2
VIRTUAL BUSINESS INCUBATORS

1
VIRTUAL ARTS ACCELERATOR

OPPORTUNITIES FOR LEARNING AND NETWORKING AT OUR JEDI PLENARIES

2
JEDI PLENARIES DELIVERED THROUGH 7 WEBINARS

SUPPORT TO COMMUNITY ECONOMIC DEVELOPMENT PROJECTS

4
COMMUNITY PROJECTS TOOK PART IN JEDI'S BUSINESS INCUBATOR AND ACCELERATOR PROGRAMS

REFERRALS TO PROGRAMMING AVAILABLE FROM OTHER ORGANIZATIONS

WORKFORCE DEVELOPMENT for Community Members

55
LEARNERS COMPLETED IALL WORKSHOPS

SUPPORTED TRADES TRAINING IN **2** COMMUNITIES

15
NEW INDIGENOUS APPRENTICES

13
NEW INDIGENOUS EMPLOYEES IN ICT COMPANIES

INDIGENOUS INFORMATION TECHNOLOGY COORDINATOR

In partnership with the Collège communautaire du Nouveau-Brunswick (CCNB), JEDI launched the 3rd Cyber-Security program including classroom and on-the-job training (OJT). **Six clients started OJT with McCain, Deloitte and Bulletproof.**

Seven clients finished their Software Tester internship, and all are employed at PLATO Testing.



INDIGENOUS LABOUR MARKET INFORMATION

The Indigenous Labour Market Information project focuses on three key areas:

1. Ensuring Access to Updated Data which includes an ongoing Indigenous workforce profile project and literature review
2. Research collaborations with organizations such as UNB, JobMatchNB, and the New Brunswick Institute for Research, Data and Training
3. Process Improvement and Program Evaluation which included evaluations of the JEDI Business Incubator and Accelerator programs and our funding partners' targets and measures

PROGRAM SUCCESS

Overall, **84% of participants** felt that the Incubator and Accelerator Programs were either "very beneficial" or "extremely beneficial". This emphasizes the need for these programs to be continued, improved, and expanded to meet the future opportunities in the marketplace.

PROVINCIAL INDIGENOUS EMPLOYMENT COORDINATOR (PIEC)

The PIEC assisted with a new collaborative project, the Indigenous Career Pivot Project, that resulted in four applicants receiving employment including one from New Brunswick. This on-going project was led by Canada's Ocean Supercluster and included JEDI, Ulnooweg, and the College of the North Atlantic.

The PIEC assisted Community Employment and Training Officers in multiple ways:

- Facilitated two ETO meetings
- Coordinated Career Development Practitioner training
- Coordinated ETOs attendance at NB Career Development Association (NBCDA) 3-day virtual conference

The PIEC created multiple partnerships during the year while also exploring work-from-home opportunities for Indigenous communities. The PIEC is a member of the NBCDA Board of Directors, administers the Aboriginal Employment Services Initiative committee, and coordinates JEDI's Indigenous Internship program.

INDIGENOUS RECONCILIATION AWARENESS MODULE (IRAM)

The Indigenous Reconciliation Awareness Module (IRAM) teaches participants the history of Residential Schools and the ongoing impacts they continue to have on Indigenous Peoples in Canada. This training empowers those who take to it share their knowledge, to continue their education, and to bring awareness of reconciliation into the workplace. The program evolved in 2020-2021 so that it can now be delivered virtually as well as in-person.



“ This [IRAM] course allowed our team to bond and gain a piece of crucial information together. The round table discussions each day was a great way to connect. The information we learned should be common knowledge, everyone should be given this program. ”

— Anon. Participant (IRAM Evaluation)

SPECIAL INITIATIVES



JEDI MENTORSHIP

JEDI hired **Connor Bear**, a Sociology Major and a Business Administration Minor at the University of New Brunswick, as the Communications Assistant for the summer of 2020. Connor was a great asset to the Communications team by writing many blog posts and helping to coordinate events.



ELDER SHARING CIRCLES

During the JEDI virtual Incubator and Accelerator programs, JEDI offered a weekly sharing circle with Elder Donna Augustine. As the participants were not able to gather in person for this program delivery, the sharing circles allowed everyone to have frank and meaningful discussions on challenges they faced on both a personal and business level. The sharing circles were extremely well received, and the participants were grateful for Elder Donna's teachings and wisdom.

BURSARY PROGRAMS

JEDI awarded two \$1000 bursaries under the JEDI/Brun-Way Bursary program. The winners were **Tanisha Sacobie-Gruban** of Kingsclear First Nation and **Kiana Bear-Hetherington** of St. Mary's First Nation. Both women attended university in Fredericton, NB.

JEDI awarded two bursaries to attend Hayes Farm Regenerative Farming Certificate program to **Sierra Perley-Brooks** of St. Mary's First Nation and **Louis-Xavier Aubin-Berube** of Wahsipekuk. Hayes Farm presented at JEDI's plenary on agriculture and due to a surplus of sponsors for the plenary we were able to offer bursaries for two Indigenous participants to attend the Hayes Farm program.



LOUIS-XAVIER



SIERRA

JEDI INTERNSHIP PROGRAM

JEDI partners with host organizations to provide job placements to recent Indigenous post-secondary graduates. Participants in the 2020-2021 program included:

1. **Sheila Peter-Paul** completed her internship with NB Power as an Administrative Representative and now works there full-time.
2. **Emma Perley-Hassencahl** completed her internship at the Beaverbrook Art Gallery as the Indigenous Curator.
3. **Tyler Morrison** is in his second year of internship in Uqpi'ganjig as the Communications Intern.
4. **Darcy Wood** is in his second year of internship with North Shore Mi'kmaq District Council as a Technical Services Assistant.
5. **Marissa Bolger** is in her second year of internship at Teed Saunders Doyle as a Staff Accountant. Marissa is currently pursuing her accounting designation.
6. **Matthew Golding** completed a short internship with UNB's Faculty of Forestry and Environmental Management as the Indigenous Outreach Specialist before accepting a full-time position with Hayes Farm.
7. **Lori Nash** started her internship with JEDI as the Communications Intern.



DARCY

Statement of Revenues and Expenditures

Year Ended March 31, 2021

	Budget 2021	Total 2021	Total 2020
REVENUE			
DPETL Projects (Schedule 1)	\$ -	\$ -	\$ 492,938
Skills Partnership Fund - Indigenous Innovation Project (Schedule 2)	817,637	817,882	858,910
Aboriginal Affairs Secretariat	105,000	105,000	105,000
Atlantic Canada Opportunities Agency	454,570	506,464	535,878
DPETL - CORE	-	696,425	-
Indigenous Services Canada	544,520	454,232	594,232
Interest income	1,295	3,796	1,045
Other Funding (Note 7)	1,314,963	363,918	1,087,583
	3,237,985	2,947,717	3,675,586
EXPENSES			
DPETL Projects (Schedule 1)	-	-	492,938
Skills Partnership Fund - Indigenous Innovation Project (Schedule 2)	817,882	817,882	858,910
Aboriginal Internship Program	225,000	163,050	221,436
Accounting fees	7,950	7,950	7,950
Advertising and promotion	25,000	24,224	19,931
Business Accelerator	135,000	104,000	160,238
CCNB - Information Technology Coordinator	-	-	83,969
Conferences expenses	15,000	8,627	39,771
DPETL - CORE	698,000	697,440	-
Insurance	6,000	6,704	5,598
Interest and bank charges	2,315	1,989	2,306
Joint Aboriginal Development Fund	40,000	16,048	10,523
Miscellaneous	50,000	48,690	27,481
Office	53,047	53,220	24,516
Professional fees	12,050	4,500	7,965
Repairs and maintenance	4,000	2,104	3,940
Salaries and wages	486,384	453,673	538,938
Telephone	14,000	13,872	15,737
Training	34,750	3,229	11,559
Travel	40,000	4,452	32,401
Project costs (Note 8)	571,607	291,159	830,374
	3,237,985	2,722,813	3,396,481
EXCESS OF REVENUES OVER EXPENSES FROM OPERATIONS	-	224,904	279,105
OTHER INCOME (EXPENSES)			
Amortization of deferred contributions related to P&E	-	-	2,375
Amortization of property and equipment	-	-	(2,375)
	-	-	-
EXCESS OF REVENUE OVER EXPENSES	\$ -	\$ 224,904	\$ 279,105

