



# ANNUAL REPORT

2021-2022



Canada 

New  Nouveau  
Brunswick

# BOARD OF DIRECTORS

**CHAIR**  
**Chief Sacha LaBillois**  
Ugpi'ganjig First Nation

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North Shore Micmac  
District Council

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**W.E. (Bill) Belliveau**  
Past Director, First Nations  
Business Liaison Group

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COUNCIL REPRESENTATIVE**  
**Chief Gabriel Atwin**  
Kingsclear First Nation

**FIRST NATION ECONOMIC  
DEVELOPMENT  
REPRESENTATIVES**  
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Elsipogtog First Nation

**FIRST NATION ISETS**  
**Mike Girouard**  
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**NEW BRUNSWICK  
ABORIGINAL PEOPLES  
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Government of New Brunswick,  
Department of Aboriginal  
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Canada Opportunities Agency

**Tanya Manuel-Bolden**  
Government of Canada,  
Service Canada

**Tryna Booth**  
Government of Canada,  
Indigenous Services Canada

## JOINT MESSAGE FROM THE CHAIR AND CEO

2021-2022 has been a year of change at the Joint Economic Development Initiative (JEDI).

We lost our beloved President and Chair, Alex Dedam in February 2022. Alex was a dedicated leader and provided guidance, direction and support to all of the JEDI staff for 27 years. His wisdom steered us as we helped hundreds of Indigenous Peoples pursue further education and entrepreneurial pursuits. He will be missed by all.

JEDI is pleased to welcome Chief Sacha LaBillois, of Ugpi'ganjig, as the new Chair of the Board of Directors. Chief LaBillois was a JEDI client early on in her career, has worked in the field of Economic Development for 22 years, and has been a JEDI Board member since 2017. We know that her experience and commitment to JEDI, and that of all the Board of Directors, will provide excellent direction and support for JEDI as we move forward.

JEDI is also pleased that Stanley Barnaby accepted the role of CEO at JEDI after taking on the Acting CEO role for just over a year. Stanley began his career with JEDI in 2015 and has been a vital team player within the organization. His initiative and drive will propel JEDI as we take on exciting, new opportunities and work with new partners and clients in the coming years.

Through all of these organizational changes and within the challenges of a pandemic, JEDI

continued to deliver great programs and services to the Indigenous Peoples of New Brunswick. Deliveries took on a hybrid approach, some 100% virtual, some in-person, and some a combination of the two. All of them delivered by a dedicated and hard-working team focused on improving the lives of Indigenous Peoples.

The JEDI team is key to our success. It is the people who create the relationships, build the programs, and deliver the services. It is the people who cultivate the partnerships and give their 100%. Sometimes the faces change but the commitment to delivering quality programming is always there. We'd like to thank all the JEDI staff for giving their best over the years, you are appreciated and valued.

JEDI is proud of our successes over the past year, but we haven't achieved them alone. The support that we receive from our partners, funders and stakeholders enables us to help our clients by providing them with new skills they can use as they pursue their goals. Supporting individuals has a domino effect that touches the lives of families, friends and communities. Their successes are our successes, and they inspire us every day.

JEDI has some exciting new initiatives rolling out in 2022-2023. We'll spend more time promoting the Trades and Science, Technology, Engineering and Math to youth and we're creating more resources for New Brunswick employers. We see a bright future for the Indigenous Peoples of New Brunswick, and we look forward to helping everyone as much as we can.

*Woliwon, Wela'lin, Thank you, Merci*



**Chief Sacha LaBillois, Chair**



**Stanley Barnaby, CEO**



# WHO IS JEDI?

The Joint Economic Development Initiative (JEDI) is an Indigenous non-profit organization that works with the 16 First Nation communities and the off-reserve population in New Brunswick. JEDI programs include Business Incubators and Accelerators, Advanced ICT Training, Trades Training, and Digital & Financial Literacy Training. In addition, JEDI offers reconciliation training on the history of Indigenous Peoples in Canada and how to implement reconciliation in the workplace.

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 and was incorporated in 2009. JEDI works closely with our many partners to foster economic and workforce development for Indigenous Peoples and communities.

## JEDI Partners:

- 16 First Nation Communities in NB
- North Shore Micmac District Council
- MAWIW Tribal Council
- Wolastoqey Tribal Council Inc.

- 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 and Social Development Canada (ESDC)
- New Brunswick Department of Post-Secondary Education, Training and Labour (DPETL)



**JEDI plenaries** explore current topics that are of interest to our many clients and partners. The intention behind all JEDI plenaries is to educate and inform participants of upcoming and existing opportunities as well as to help our partners better understand the needs of First Nation communities and the people within them. JEDI hosted three virtual plenaries (webinars) in 2021-2022:

### **Building Better Together II – 3-part webinar series – May 19, 25 & 27, 2021**

#### Some Topics:

- Educating Stakeholders on the TRC's Calls to Action
- Introduction to Treaty Education & Land Claims
- Reconciliation & Implementing Indigenous Inclusion in the Workplace

Total Number of Participants: 136

### **The 5% - Supporting the Indigenous Economy Through Procurement – December 2, 2021**

#### Some Topics:

- Understanding the 5% with Tabatha Bull & Phillip Ducharme of CCAB (Canadian Council for Aboriginal Business)
- Preparing your Small Business or Start-up for Government Contracts
- Participating in the Bidding Process

Total Number of Participants: 70

### **Clean Energy: Opportunities, Best Practices & The Future – March 23-24, 2022**

#### Some Topics:

- Clean Energy 101 & Opportunities
- Why Clean Energy for Indigenous Communities
- Overview of Existing Indigenous-Led Projects in NB

Total Number of Participants: 102

JEDI held a virtual AGM in December 2021.

**JEDI's Winter 2022 Plenary**  
Clean Energy: Opportunities, Best Practices, and the Future

JEDI's Winter 2022 Plenary focuses on Clean Energy: Opportunities, Best Practices & The Future.

Taking place virtually this March 23 & 24, this plenary will cover topics such as current projects in New Brunswick and within NB's Indigenous Communities, how to start clean energy projects or businesses, how to build partnerships for new projects, and more. This is your opportunity to learn about everything Clean Energy!

Register here:  
<https://jedicleanenergy.eventbrite.ca>

**March 23 - 24, 2022**  
9:00 AM - 3:00 PM AT

# HOW WE HELP ENTREPRENEURS

JEDI hosted two Business Incubator programs in 2021 – 2022. The 16 participants own diverse businesses that include tent rentals, counselling services, metal fabrication, craft products, and much more.

The Indigenous Business Incubator Program helps new and early-stage businesses to turn their ideas into reality and to learn about business plan development, marketing, bookkeeping, eCommerce and how to pitch their business. The virtual program includes ten weeks of training, business coaching and guest speakers.

In addition, every Incubator graduate gets access to ten weeks of personalized aftercare support plus mentorship opportunities from experienced professionals. Examples of support include strategic planning, marketing plans and growth plans.

## Congratulations to all of the semi-finalists and finalists in the 2021 Pow Wow Pitch Competition!

\*Pow Wow Pitch is a pitch competition for Indigenous entrepreneurs across Turtle Island to shine the spotlight on pow wow vendors, artists, business builders and innovators from all backgrounds and industries.\*  
- Pow Wow Pitch, <https://www.powwowpitch.org/>

✦ **8 OUT OF 22**  
Semi-finalists from the Atlantic region were in JEDI programs

✦ **8 OUT OF 10**  
Semi-finalists from New Brunswick were in JEDI programs

✦ **2 OUT OF 4**  
Atlantic Canada FINALISTS were in JEDI programs

We are so proud of all of you and excited for you as you continue on your entrepreneurial journey!



Finalist,  
Jolene Laskey  
Wabanaki Maple



Finalist,  
Savannah Simmons  
The Home & Co.

## JEDI ABORIGINAL DEVELOPMENT FUND (JADF)

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

OVER \$49,000  
INVESTED INTO  
16 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.

\$42,000  
INVESTED INTO  
9 INDIGENOUS  
BUSINESSES!

## DIGITAL ENHANCEMENT GRANTS

These new grants helped Indigenous businesses meet their IT needs, which included funding to create or expand their online presence.

\$100,000  
INVESTED INTO  
24 INDIGENOUS  
BUSINESSES!

# 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 EDO meetings
  - ◆ Capacity Development with CESO (Canadian Executive Service Organization)
  - ◆ Technician Aboriginal Economic Developer training with CANDO
- ◆ “Spilling the Tea on Entrepreneurship” virtual session on “Things I wish I knew before Starting a Business”
- ◆ 3 ETO meetings and 1 ETO training retreat
- ◆ Career Development Practitioner training
- Opportunities for Learning and Networking at our 3 virtual JEDI plenaries
- Support to Community Economic Development projects
- Referrals to programming available from other organizations



# HOW WE SUPPORT WORKFORCE DEVELOPMENT

## Indigenous Adult Learning & Literacy (IALL)

The IALL Coordinator delivered workshops both virtually and in-person during 2021-2022. The IALL workshops included:

- digital literacy
- financial literacy
- upskills for work
- personal cyber safety
- resume and job search techniques

Online workshops were delivered to a total of 116 new clients. In addition, the IALL Coordinator delivered Digital Literacy and Financial Literacy to JEDI's Indigenous Business Incubator participants and to the Turning Leaf Foundation.

JEDI partnered with Woodstock First Nation to deliver a Digital Literacy for Elders program and a Financial Literacy webinar was developed for CANDO.



## Indigenous Project & Apprenticeship Coordinator (IPAC)

During 2021-2022, JEDI continued to work closely with our many partners to promote Trades to Indigenous Peoples in New Brunswick. Several initiatives took place throughout the year:

- The Indigenous Youth Engagement Trades Initiative (IYETI) Skilled Trades Awareness Kits were developed to create activities focused on a specific skilled trade – carpentry, culinary, electrical, and landscaping. These kits have been extremely well-received by the youth.
- JEDI's "Deadly Dessert" Challenge, a virtual baking competition created in partnership with Jenna's Nut-Free Dessertery, was so successful, all 50 of the kits were claimed in 24 hours. The judging took place over Facebook Live and had over 750 views.

- JEDI, Skills Canada NB and NBCC attended the Metepenagiag Pow Wow to share activities and information related to Skilled Trades. Activities included: hammering nails, planting seeds, colouring, working on puzzles, and building miniature houses.
- JEDI gave away 20 Skilled Trades Awareness Kits while participating at the Wolastoqey Tribal Council Career Fair.
- JEDI awarded 10 Apprenticeship Grants to Indigenous Peoples entering the trades through Apprenticeship or a post-secondary route.
- 21 new Indigenous Apprentices registered in the Apprenticeship program this year.
- The IPAC has taken on a mentorship role as a Red Seal Chef to another Indigenous Chef working towards their Red Seal certification.

*"The internship thus far with Raynemaker Productions has been one full of opportunities that I am so grateful for receiving. First, it has provided me chances to take some leadership roles in producing; i.e., networking and communicating with other Indigenous communities across the province. It has been nice meeting other Wolastoqey and Mi'kmaq people in the health field that could help us with our Indigenous Mental Wellness documentary. Having meetings and conversations about our project has given me a lot of confidence in going forth with my own work. Another great opportunity stemming from this internship is that I can envision filmmaking as a career more clearly. Watching Tim and Arthur thrive as both friends and business partners reassures me that I will always have a team in my corner. Lastly, I appreciate that Raynemaker is able to balance the business and the art of filmmaking. For me, it's important to genuinely tell a story or to assist someone in telling their own story, authentically, while also recognizing your own passion for the art. Raynemaker is always looking for new and creative ways of filming with both the client and filmmaker in mind. This keeps everything fresh and creative and it feels really good having that freedom to explore my own techniques. Excited for what the future holds!"*

— Carr Sappier, JEDI Internship Program



## Indigenous Information Technology Coordinator

In partnership with the Collège communautaire du Nouveau-Brunswick (CCNB), JEDI launched our 4th CyberSecurity program which included classroom and on-the-job training (OJT). The 4<sup>th</sup> cohort used a hybrid approach to learning with students both in the classroom and using a virtual learning environment. Seven students started their paid OJT with the financial support of ICTC (Information and Communications Technology Council). Once the internship is completed, the graduates will receive a certificate from CCNB. In addition, this program also prepares students to write CompTIA's Network +, Security +, and CySA+ exams.

## 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, Atlantic Aboriginal Economic Development Integrated Research Program, Atlantic Provinces Economic Council, and the New Brunswick Institute for Research, Data and Training.
3. Process Improvement and Program Evaluation which included updating the JEDI program intake process and assisting with the creation of processes to better track the outcomes of JEDI programs.

## 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 it to share their knowledge, to continue their education, and to bring awareness of reconciliation into the workplace. The program is delivered both in-person and virtually.



### JEDI INDIGENOUS RECONCILIATION AWARENESS MODULE

*"I was so impressed and grateful for the knowledge and generosity of the facilitators and the elder. It made all the difference to participate in the training with people who were so knowledgeable about the content and also knowledgeable about the potential emotional impact of the content. I felt like they cared about me as a person, which was so nice."*

— IRAM Participant

- 376 participants participated in IRAM training
- 100% of participants indicate that the IRAM session has improved their understanding of Indigenous culture

## Provincial Indigenous Employment Coordinator (PIEC)

The PIEC coordinates the Indigenous Reconciliation Employer Action Plan which addresses barriers to employment by educating employers in New Brunswick on reconciliation and how they can create diverse, inclusive, and welcoming workplaces. Through this project, additional resources and training modules, including Unconscious Bias and Anti-Racism training and "Two Eyed Seeing Approaches to the Workplace", will

be added to the IRAM program and shared with employers at an upcoming Workforce Summit.

PIEC is developing a partnership plan outlining the objectives of future partnerships with JEDI and how this will include JEDI IRAM trainings as a component of these partnerships.

The PIEC worked with multiple partners during the year, including the Indigenous Career Pivot Project, the Blue Mentorship and Leadership Pathways project, Innovation7, and OSCO. The PIEC is a

member of the NBCDA Board of Directors and presented at their conference in November. The PIEC administers the Aboriginal Employment Services Initiative committee and coordinates JEDI's Indigenous Internship program.

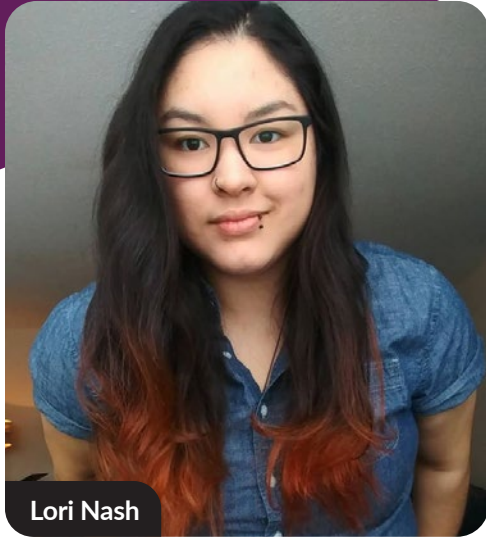
The PIEC also facilitated the Community Employment and Training Officer (ETO) meetings and an ETO training retreat. The retreat included "Trauma-informed Service Delivery" training and a group discussion on the barriers to employment for Indigenous Peoples in NB.



# SPECIAL INITIATIVES

## JEDI Mentorship

Connor Bear, a University of New Brunswick student, joined the JEDI team for a second summer in 2021. Connor supported several initiatives by helping in Communications, reviewing JEDI HR policies, and assisting with our Trades programming.



Lori Nash

## JEDI Internship Program

JEDI partners with host organizations to provide job placements to recent Indigenous post-secondary graduates in their field of study. During the 2021-2022 year, JEDI funded the following interns:

1. **Carr Sappier** began their internship at Raynemaker Productions. This internship will provide Carr with the skills and necessities to develop their own Indigenous Productions company.
2. **Wendy Wetteland** began her internship at NB Power as a Procurement Intern.
3. **Zach Bonneville** began his internship at GrayWolf AI as a Cryptocurrency security Intern.

4. **Lori Nash** is in her second year as Communications Intern with JEDI.
5. **Marissa Bolger** is finalizing her second year with Teed Saunders Doyle (TSD) as an Accounting Assistant. Marissa will move into a full-time position with TSD.
6. **Tyler Morrison** completed his second year at Ugpi'ganjig as a Communications Intern in June 2021.
7. **Darcy Wood** completed his second year at North Shore Micmac District Council within their Technical Services Team in June 2021 and now works there full-time.

## Bursary Programs

### SNC Lavalin

JEDI expanded the bursary program in partnership with SNC Lavalin and awarded four \$1000 bursaries to post-secondary students this past year. The winners of the bursaries were:

- **Charlee Paul** from Kingsclear First Nation
- **Jasmine Murchison-Perley** from Tobique First Nation
- **Rowan White** from Qalipu First Nation
- **Gabriel Noel** from Elsipogtog First Nation



### Hayes Farm

JEDI awarded three bursaries valued at \$3500 each, in partnership with the Department of Agriculture, Aquaculture and Fisheries, for the Hayes Farm Regenerative Farming Full Internship program. The winners of the bursaries were:

- **Beverly Perley** of Sitansisk (St. Mary's) First Nation
- **Dallas Tomah** of Woodstock First Nation
- **Leah Sappier** of Tobique First Nation

## Elder Sharing Circles

JEDI continued to host weekly sharing circles with Elder Donna Augustine during the two Business Incubator programs. The sharing circles gave participants the opportunity to share challenges they faced on both a business and personal level during the program. The sharing circles helped to make the programs a success and the participants were grateful for Elder Donna's teachings and wisdom.

## JEDI Employer Toolkit

JEDI released their Employer Toolkit to give employers tips on how-to connect with the Indigenous workforce in New Brunswick. The toolkit includes employment facts on Indigenous Peoples in NB, a map of the First Nation communities in NB (including website links), local grants and supports that are available for hiring, tips for engaging with the Indigenous workforce, and tips surrounding cultural awareness training and appreciation. It can be found online at <https://jedinb.ca/toolkit>.

## Catalyst Award

In 2021, JEDI won an Ecosystem Impact Award from Volta. The Catalyst award recognizes an organization that has helped create cohesion and growth in the Atlantic Canadian startup ecosystem. This can include: building relationships between organizations in the ecosystem, supporting growth in the startup community, and reducing or removing barriers to startups success.



**JOINT ECONOMIC DEVELOPMENT INITIATIVE INC.**  
**Statement of Revenues and Expenditures**  
**Year Ended March 31, 2022**

	Budget 2022	Total 2022	Total 2021
<b>REVENUE</b>			
Skills Partnership Fund - Indigenous Innovation Project (Schedule 1)	\$ 302,348	\$ 302,348	\$ 817,882
Aboriginal Affairs Secretariat	105,000	105,000	105,000
Atlantic Canada Opportunities Agency	411,331	397,742	506,464
DPETL - CORE	1,516,341	1,140,775	696,425
Indigenous Services Canada	224,662	224,662	454,232
Interest income	1,050	1,902	3,796
Other Funding (Note 6)	347,240	450,421	363,918
	<u>2,907,972</u>	<u>2,622,850</u>	<u>2,947,717</u>
<b>EXPENSES</b>			
Skills Partnership Fund - Indigenous Innovation Project (Schedule 1)	302,348	302,348	817,882
Aboriginal Internship Program	225,000	170,369	163,050
Accounting fees	7,950	7,950	7,950
Advertising and promotion	20,000	20,755	24,224
Business Accelerator	-	150	104,000
Conferences expenses	12,500	13,288	8,627
DPETL - CORE	1,516,837	1,138,659	697,440
Insurance	7,600	7,559	6,704
Interest and bank charges	1,900	2,141	1,989
Joint Aboriginal Development Fund	40,000	49,232	16,048
Miscellaneous	27,000	26,568	48,690
Office	69,900	53,226	53,220
Professional fees	12,050	2,000	4,500
Plenary	-	9,704	5,850
Repairs and maintenance	6,500	11,168	2,104
Salaries and wages	283,900	293,613	453,673
Telephone	11,000	10,645	13,872
Training	25,000	7,697	3,229
Travel	10,000	3,716	4,452
Project costs (Note 7)	328,487	339,144	285,309
	<u>2,907,972</u>	<u>2,469,932</u>	<u>2,722,813</u>
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<u>\$ -</u>	<u>\$ 152,918</u>	<u>\$ 224,904</u>

