



**JAMAICAN CANADIAN
ASSOCIATION ALBERTA
ANNUAL REPORT 2015 - 2016**

President's Summary

The 2015-2016 year comes to a close and I feel a sense of enthusiasm despite the challenges that we have faced. The things achieved in this year reinforce the value that the association brings, and can bring, to the Calgary community. We started the year by building a plan for the year. The goal was to ensure that we had something to measure ourselves on at the end of the year. While there was some discomfort with implementing this new process, we were able to offer a clear framework for guidance that would help what we defined as our core purpose. These were to:

- Be a charitable organization known for giving back
- Be a contributor to building the Jamaican and wider community
- Be an organization that grows and gets better
- Build financial strength in order to give back

All the actions for the year were intended to achieve these core purposes. In our view, if we did the things planned, there was no doubt we would be on our way.

Many things were achieved during the year; things we can all be proud of. These include:

- A profitable, successful New Year's Eve gala
- A profitable, successful Taste of Jamaica
- Black History Month recognition
- Themed general meetings - finance, immigration
- Community service and donations - Mustard Seed, Food Bank, Fort McMurray
- Participation in the Caribbean Heritage Sports Competition
- Improved member communication - Weekly updates, Facebook, Twitter
- Partnership with the Centre for Newcomers
- Active effort in acquiring an operating location

Did we achieve everything we had in our plan? No we did not. We had ambitious plans about building a youth program which we did not achieve. We also had ambitious plans about increasing our presence in the community which we did not achieve. That said, we are conscious that our success as an association is directly related to the efforts and availability of persons committed to making our dreams and goals become reality. We needed more people in 2015-16 to achieve more. That said, we did many good things and kudos to every member of the executive and general membership who pulled their weight and ensured that we delivered on many of our goals. Credit goes to those who led the different initiatives this year. There are also the unsung heroes who do so much which is never seen. Their efforts are acknowledged and deeply appreciated. To our members who have been there to support our efforts. Thank you.

Leading the JCAA is a labour of love with many great moments as well as those which force one to question their sanity. I enjoyed my year. That said, I remain convinced that the Jamaican brand, the allure of our culture and the promotion of diversity in our city, makes us attractive in a city like Calgary. There is an important role for us to play to promote Jamaica. We should therefore do everything to remain relevant and positive contributors to the place we now call home.

Donnovan Simon (President 2015-2016)

JCAA 2016 Plan – Performance Summary

	Action	Measure of Success	STATUS
Purpose - Be a charitable organization known for giving back	1. Introduce Jamaicans Giving Back (JGB) – to donate 100 volunteer hours in Calgary in 2016.	# of volunteer hours from association in 2016 # of social programs/events contributed to in 2016	
	• <i>Food Bank (April)</i>	\$1000 + \$2500 to Ft. McMurray	Done
	• <i>Mustard Seed (July 16)</i>	10 * 5 = 50 hours	Done
	• <i>Blood Donor Day (August)</i>		No
	• <i>Samaritans Purse (Nov)</i>		TBD
	2. Align one (1) JCAA event to a charitable organization	One charitable organization receiving charitable support from the JCAA through proceeds/activity from the event	Done
Purpose - Be a contributor to building the Jamaican and wider community	3. Implement one (1) program for our Jamaican community	Creation of youth group and draft Youth program	Not done
	4. Participate in at least two (2) community initiatives in Calgary	Participation in at least two (2) community initiatives - CHSC – September - DONE - Centre for Newcomers - DONE	Done
Purpose - Be an organization that grows and gets better	5. Enhance our general meetings	Hold at least three (3) themed general meetings	Active
		Calendar of events to December 2016	Done
	6. Establish an operating location for JCAA	Find and establish an office/meeting location	Started
	7. Compile the history of the JCAA	JCAA history documented by December 2016	Started
	8. Grow and revitalize our membership	• 25 members/meeting	
		• 100 paid up members for 2016	
		• 20 new members	
		• Youth group with core 30 regular members, meeting at least 5 times over the course of the year	

	Action	Measure of Success	STATUS
		<ul style="list-style-type: none"> Youth members to participate in; one social event, 1 volunteering event and one fundraising event 	
Purpose - Build financial strength in order to give back	9. Host three major fundraising events for the year -	Hosting profitable fund-raising events	
	<ul style="list-style-type: none"> New Year's Eve Gala 	- NYE Gala	Done
	<ul style="list-style-type: none"> Taste of Jamaica, 	- Taste of Jamaica	Done
	<ul style="list-style-type: none"> Independence Gala 	- Independence Gala	
	10. Improve of finances by 50%	General account balance > \$10,000	
	11. Optimize the use of Gaming allocation	90% use of available Gaming proceeds for approved activities	

NOTES

1. There were two activities related to forming a youth group and building a youth program that were held. The resignation of our Youth Coordinator impacted the continuation of these initiatives.
2. Due to the economic trend in Calgary, it was decided to change the format of the Independence celebrations from being a fund-raising activity. The main program was funded through Gaming funds.
3. The JCAA contributed \$1000 to the Calgary Food Bank and \$2500 to the Canadian Red Cross supporting victims of the Fort McMurray fires.
4. The JCAA supported the CHSC basketball clinic with Jamal Magloire with a \$2500 donation
5. The acquisition of an operating location remains an active initiative. An offer for lease on a location was made in June however this was rejected by the owner. An offer for purchase was made in September on another location.

Administration Report

The executive for the year is listed below

President	Donnovan Simon
Vice President	Robert Shippie
Treasurer	Verona Sinclair
Secretary	Anice Thomas
Asst. Secretary	Roseta Shippie
Membership Secretary	Heather Harding
Social Convener	Tony Singh
Social Convener	Mike Brown
Youth Coordinator	Faith Greaves
Public Relations Officer	Christopher French*
Immediate Past President	Bob Arthurs

*Christopher French was appointed to the role of PRO in May 2016

The following persons were part of the executive during the year:

Dwane Howard	- Public Relations Officer <i>resigned January 5, 2016</i>
Lisa Ellis	- Youth Coordinator <i>resigned March 23, 2016</i>
Everton Forrester	- Assistant Membership Secretary <i>resigned</i>

During the year ten (10) executive meetings and nine (9) monthly general meetings were held. Attendance of executives at these meetings is listed below

Name	Exec Meeting		General meeting		Comments
	<i>Present</i>	<i>Absent</i>	<i>Present</i>	<i>Absent</i>	
Donnovan Simon	9	1	8	1	
Robert Shippie	7	3	6	3	
Verona Sinclair	9	1	8	1	
Anice Thomas	10	0	8	1	
Roseta Shippie	5	5	2	7	
Heather Harding	7	3	5	4	
Tony Singh	8	2	6	3	
Mike Brown	7	3	3	6	
Faith Greaves	6	4	4	5	
Chris French	1	3	1	3	<i>Appointed May 2016</i>
Bob Arthurs	0	10	0	10	
Lisa Ellis	2	2	1	2	<i>Resigned March 2016</i>
Dwane Howard	1		1		<i>Resigned December 2015</i>
Everton Forrester	0		0		<i>Resigned January 2016</i>

Nine (9) monthly General Meetings were held during the year. Three (3) of our monthly General Meetings were themed meetings:

February - Black History Month - we focused on the cultural icon Rt. Hon. Louise Bennett-Coverly (Miss Lou)

April - *Creating Financial Independence* with guest presenter Ryan Duclos from World Financial Group

May - *Immigration Information Session* with attorneys Robyn Smith and Kari Schroeder

Meeting Date	Total Attendance
September 24, 2016	21
August 27, 2016	20
July 30, 2016	5
June 25, 2016	11
May 28, 2016	40
April 23, 2016	13
March 26, 2016	No meeting
February 27, 2016	32
January 30, 2016	25
December 26, 2015	No meeting
November 28, 2015	23



The association also hosted a special meeting with the Jamaican High Commissioner to Canada Her Excellency Janice Miller on April 5, 2016. It was an opportunity for Jamaicans to hear from our government's representative in Canada about the different things being done to build the Jamaican economy and brand. She also explained some of the services offered by Jamaican High Commission.

Her Excellency Janice Miller pausing for a photo moment with members of the JCAA at our special meeting in April 2016

In August the association celebrated Jamaica's 54th year of political independence by hosting a civic ceremony on August 6, 2016 at Winston Heights Community Centre under the theme "Out of Many, One People". During the ceremony two (2) scholarships were awarded. The recipients were Shandalee Williams and Tianna Storey.

We also participated in a church service on July 29th at the Berean Church of God International. The response to both were very positive with many ideas on how to make our Independence celebrations bigger and better in 2017.

The association was invited to participate in a range of other activities and events during the year.

These included:

- Multicultural Day with the Calgary Hitmen - November 2015
- Multicultural Day with the Calgary Stampeders - July 1, 2016
- With the Centre for Newcomers -
 - Stampede Breakfast - May 2015
 - Conflict Resolution Talk - June 2016
 - Ethno-cultural Partners' Forum - Scheduled for November 2016
- CJSW 90.9 FM Cultural & Community Podcast - June 2016

There were many other invitations and opportunities that we were not able to capitalize on for many different reasons.

Financial Report

FINANCIAL SUMMARY as at SEPTEMBER 30, 2016

General Account balance at start as at November 1, 2015		\$7,154.50
Net Income generated during the year		
Taste of Jamaica	\$4,611.86	
Volunteering	\$3000.00	
New Year's Eve Gala	\$1032.00	
Membership Fees	\$620.00	
Donations	\$408.00	
Total Income	\$35,311.24	
Total Expenses	\$24,405.60	
General Account balance as at September 30, 2016		\$10,879.09

<u>AGLC Funds</u>		
Redeemable 1 Yr. GIC - Royal Bank		\$461,113.20
Redeemable 1 Yr. GIC - Scotiabank		\$52,288.85
Total investments		\$513,402.05
AGLC General Account balance		\$69,696.79
Total AGLC Funds		\$583,098.84

Notes

1. All administrative expenses were paid from our General account since May 2016
2. Twelve (12) storage containers for our food warmers were donated by Ak- West Inc.
3. We had a casino event in July 2016 however no disbursements have yet been made to the JCAA

Public Relations Report

The plan and the objective of Public Relations in the JCAA is to create more awareness in Calgary with Calgarians and Jamaicans as we promote and share the culture and create a more cohesive image as we fit in and contribute to the well-being of our goals.

The 2016 plans included:

1. Quarterly News Letter
2. Welcome and retaining new members
3. Promoting the JCAA's objectives relating to sharing the culture
4. Launching community interaction programs such as:
 - a. Meet and greet with the Public
 - b. Meet with businesses for mutual support
 - c. Making connections with Grade schools, Colleges and Universities, identifying Jamaicans and setting up a youth affiliate of the JCAA in passing on the Jamaican culture.
 - d. Doing weekly Facebook post and tweets
 - e. Periodical updating and advertising of the Association's website
 - f. Setting up of Executive members Email (IE) jcaapublicrelations@gmail.com
 - g. Setting up the Association's YouTube channel
 - h. Setting up the Association's Instagram page
 - i. Monthly interviewing of Executive and member to publish on web page
5. Calling Television Stations, Calgary's Sun, The Gleaner and Radio Stations to get advertising spots for our events and community activities
6. Doing quarterly Fundraising Activity for the retention of the JCAA's Public Relations Objective
7. Doing Job fairs, Immigration Consultations, Business Opportunities, etc.

What was done in 2016

1. We did two (2) Newsletters; second and third quarter are available
2. Ongoing work with the Membership Secretary
3. We have been doing weekly posting of the JCAA's activities
4. Completed:
 - o f - email contact
 - o g - the Association's YouTube
 - o h - the Associations Instagram Page and Chanel
 - o The remaining programs are yet to be initiated
5. We have had one (1) one podcast with Mike Todd of 90.9FM in the studio and the recording is yet to be released and published on their radio station
6. Fundraising activities still in developmental stage
7. Program is been drafted and will be launched in January 2017

Youth Report

It was a rather extra ordinary year with hopes of accomplishing the task at hand and following through on the mandate of the organization's desire to have a program for the children and youth of the association.

The youth had a successful "meet and greet" in the latter part of the winter with over 30 youths in attendance. Moving forward, there were a number of setbacks due to a number of matters that arose and events discussed but short lived.

The third annual Caribbean Heritage Sports Competition was the highlight for the youth for this period. Sports Day was held on September 10th, the day started out slow, however we were optimistic and saw new comers of families and youth ready to make a difference, it was a great day.

Proposed Youth Program

Program - TEACH ME

Objective: It is an interactive educational teaching of the fundamentals about the "little but talla wah" island of Jamaica, through the scope of their national heroes, parishes and government that will be broken into three quarterly workshops over the winter, spring and summer months. At the end of each quarterly segment, youth will wrap up with a presentation to the audience through various means. Each quarterly segment should be covered over a period of 10-12 weeks. These educational and fun workshops will further be presented to a larger audience from the eyes of the youth.

Proposed Youth Activities

1. Out of Many We Are One – Meet & Greet (WINTER)

Objective: Meet and greet for young people and parents within the various communities.

2. Taste of Jamaica - April 2017

Objective: Overview of the parishes of Jamaica with an agriculture market presentation by the youth

3. Caribbean Heritage Sports Competition - September 2017

Objective: Bringing the community together whilst having fun through sport activities

4. Youth Focus Group - November 2017

Objective: Issues that are affecting the youth

5. A Christmas Give Back and Drama - December 2017

Objective: Giving back to our children (gift through donations) and small interactive skits telling a story about giving back.

Membership Report

JCAA Membership Highlights

Primary objective for 2016 - Grow membership

- Consolidate membership list and updated member demographic information to a single database
- Conducted a membership drive to actively seek members and increase awareness of JCAA
- During the course of this year we were able to sign up 20 new members
- 100 paid up members for 2016

What was done in 2016

- We were able to have consistently 25 members attend our monthly meeting
- Well defined benefits of being a JCAA member
- Redeveloped membership recognition program
- Redeveloped membership card
- Did membership promotions at CHSC sports day in September
- Developed business partnership agreement for JCAA member benefits
- Developed a new member package including:
 - *Information brochure*
 - *Welcome letter*
 - *Copies of the quarterly newsletter Labbrish*
 - *Additional application form*

Events

The following events were planned and executed this year:

Date	Summary	Financials	Comments
December 31	New Year's Eve gala Where: Executive Royal Hotel, 2828 23 rd Street NE	Expense - \$9,369.00 Revenue - \$10,400.00 Profit - \$1031.00	<i>Very positive feedback from patrons regarding the food, organization and value. 140 persons were in attendance</i>
March 26	Taste of Jamaica Where: Thorncliffe Greenview Community Centre, 5600 Center Street	Expense - \$15,567.41 Revenue - \$20,179.27 Profit - \$4,611.86	<i>Very positive feedback about the improvements made for the event.</i>
August 6	Independence Civic Ceremony Where: Winston Heights Community Centre 520 27 th Ave. NE	Expense - \$	<i>This event was funded primarily from AGLC funds.</i>

Note:

A summer picnic in August was planned and subsequently cancelled due to insufficient interest.

Pictorial Review



Members sharing their opinions with High Commissioner HE Janice Miller at a meeting in April 2016



President and Vice President share a photo moment with Pastor J Hackett at the Independence church service at the Berean Church of God (International)



A Calgary reggae band rocking at Taste of Jamaica in March 2016. The reviews were very positive for this year's event.



Danielle carrying the Jamaican flag into the Saddledome as part of Multicultural Day with the Cal-



President, Donovan Simon and Dr. Francis Boayke of the Centre for Newcomers share a light moment at their Stampede event



Chris French (PRO) and other JCAA volunteers preparing meals at the Mustard Seed in July 2016 as part of Jamaicans Giving Back