



Annual Report



2017-2018

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President's Report

The JCAA continues to be a positive contributor in the community. This year we continued on living up to our core processes which should make our members and entire community proud to be a part of what we do. In 2017-2018 we did many things, including:

- Hosting a successful New Year's Eve Gala
- Participating in the Caribbean Black History Month Celebration
- Staging a successful Taste of Jamaica
- Contributing financially to:
 - *Hanover Educational Institute in partnership with the Rotary Club*
 - *Diversity Performing Arts Society*
 - *Alberta Children's Hospital Foundation - Pediatric Oncology Unit*
 - *Hope Tabernacle and Berean International Church of God*
- Launching our JamCan merchandise (t-shirts and toques)
- Celebrating Jamaica's 57th independence with several activities
- Hosting our summer BBQ and Volunteer Appreciation
- Putting a band in the Carifest Parade
- Participating in the Caribbean Heritage Sports Council (CHSC) sports day
- Develop and implement a benevolent fund
- Develop an operating procedures manual for the executive

In addition to the many events that were hosted, we also continued our effort to be a relevant part of our wider community by participating in discussions with other Caribbean associations, the Jamaican Diaspora committee and other agencies locally and nationally. In partnership with the other Caribbean associations we hosted the Caribbean Black History celebrations which was well received. The JCAA was also a primary contributor to the Caribbean Youth Summit, another collaboration effort between the Caribbean associations. These points of collaboration are very important for the association. Our association has also been increasingly recognized by different levels of government. With this recognition has come invitations to participate in varied events and initiatives geared to community organizations. While it's another investment of time, it is very valuable to have our culture and organization represented.

In the last year, we also continued our efforts to acquire an operating location. Although our efforts came up short, it continues to be a key focus area as our association will benefit significantly from having a permanent home for our programs and operations.



President Donovan Simon meeting Governor General of Canada, HE Julie Payette in Edmonton

The business of the JCAA is managed by volunteers and therefore much appreciation must be given to the work done by our executive, volunteers and supporters. I thank everyone for their contribution and support. As an association, there is no question that we offer value and should continue doing the things we do and more.

Donnovan Simon
President 2017-2018

2017 -2018 Plan and Results

Plan items	Comments	Result
ADMINISTRATION		
1. Support Jamaican Charity – <i>Hanover Educational Institute</i>	<i>3 year MOU signed with Rotary for \$20k - \$10k donated in year 1 (2018)</i>	
2. Implement JCAA Benevolent Fund		
3. Organize training programmes for JCAA exec and members		
4. Improve operational procedures/processes – Create JCAA handbook		
MEMBERSHIP		
1. Promotions specific to membership <ul style="list-style-type: none"> Promotional Video 		
2. Major Membership Drive <ul style="list-style-type: none"> <i>Taste of Jamaica</i> <i>Carifest</i> <i>Reggaefest</i> <i>Sports Day</i> <i>Intl. Jerk Festival</i> 	<i>JCAA tent/booth at all events. Very positive response</i> <i>Reggaefest was not held in 2018</i>	
3. Monthly Membership Recognition	<i>For active memberships who bring in visitors to our monthly meetings who subsequently becomes a member your name is entered into a draw for a prize</i>	
4. Continue to grow business partnerships		
5. Maintain the membership database		
YOUTH		
1. Educational <ul style="list-style-type: none"> Music program (Guitar) February – June (Tue/Thur) 	<i>Not started</i>	
2. Health and Wellness <ul style="list-style-type: none"> Health and wellness program 12-2pm February - June (Saturdays) 	<i>Not started</i>	
3. Partnership with Centre for Newcomers – Real Me Program <ul style="list-style-type: none"> JCAA as a resource 	<i>Not started</i>	
4. Recreational <ul style="list-style-type: none"> Carifest – August 25, 2018 Sports Day – September 8, 2018 		
PUBLIC RELATIONS		
1. Social media <ul style="list-style-type: none"> <i>Active presences on Facebook, Twitter, YouTube, Instagram</i> <i>Promote our contributions and successes</i> <i>Share positive Jamaican stories</i> 	<i>FB likes 722 to 913; Followers 717 to 925</i>	
2. Event support		
3. Build promotional/branding content	<i>Advt. placed in CHSC program</i>	

Plan items	Comments	Result
<ul style="list-style-type: none"> • <i>Marketing collateral</i> • <i>Promotional videos</i> 		
EVENTS		
• Caribbean Black History Month celebrations		
• Taste of Jamaica		
• Canada Day celebrations		
• Independence		
• Summer BBQ and Volunteer Appreciation		
• Caribbean Heritage Sports Day		
OTHER INITIATIVES		
1. Continue to focus on partnerships <ul style="list-style-type: none"> • <i>Caribbean associations</i> • <i>Community services</i> 	<i>Collaborated with other associations on Black History Month and Youth summit.</i>	
2. Acquire and operating location	<i>Multiple locations evaluated, two (2) conditional offers made - not successful on either</i>	
3. Introduce new streams of revenue <ul style="list-style-type: none"> • <i>Merchandise (March 2018)</i> 	<i>JAMCAN branded t-shirts and toques introduced;</i>	
4. Execute financially successful events	<i>NYE Gala and Taste of Jamaica</i>	

NOTES

1. The Youth/Public Relations goals were affected by resignations/forfeiture of those elected
2. With the implementation of our merchandise line, there is recognition of our inventory in our financial summary
3. There was an invitation to participate in City of Calgary Canada Celebrations however it was not financial feasible and the invitation was declined
4. No disbursement made from Benevolent Fund in 2018. \$3000 allocated from General Account to start the fund. 5% of net proceeds from fundraisers will be allocated to the fund going forward.

Administration Report

The Executive for the year was:

- | | |
|------------------------------|------------------------|
| • President | Donnovan Simon |
| • Vice President | Robert Shippie |
| • Treasurer | Verona Sinclair |
| • Secretary | Anice Thomas |
| • Asst. Secretary | Hermalyn Reid-Simon |
| • Membership Secretary | Heather Harding |
| • Asst. Membership Secretary | Dorett Maverly |
| • Social Convener | Tony Singh |
| • Social Convener | Mike Brown |
| • Youth Coordinator | Damion Duckett |
| • Youth Coordinator | Rosetta Shippie * |
| • Public Relations Officer | David Pennant |
| • Public Relations Officer | Christopher Johnson ** |

* *Resigned*

**** Forfeited post due to absences**

Below is the attendance summary for meetings held during the 2017-2018 year:

Name	Exec Meeting		General meeting		Comments
	Present	Absent	Present	Absent	
Donnovan Simon	10	-	6	-	
Robert Shippie	7	3	3	3	
Verona Sinclair	8	2	4	2	
Anice Thomas	10	-	6	-	
Hermalyn Reid-Simon	10	-	6	-	
Heather Harding	7	3	5	1	
Dorett Maverly	9	1	6	-	
Tony Singh	9	1	5	1	
Mike Brown	7	3	4	2	
David Pennant	7	3	5	1	
Christopher Johnson	1	6	1	3	<i>Forfeited role - May 2018</i>
Damion Duckett	5	5	3	3	
Rosetta Shippie	3	4	1	1	<i>Resigned March 2018</i>

Date	Theme	Attendance
November	General Monthly Meeting	29
January	General Monthly Meeting	30
April	General Monthly Meeting	36
May	Karaoke Night	33
June	Member/Business Highlight	22
July	Family Fun and Games Night	35
September	Saturday Night at the Movies	41

Financial Report

Financial highlights as of September 30, 2018

	As of 1/11/2015	As of 1/11/2016	As of 1/11/2017
Opening Balance	\$7,154.50	\$5,939.49	\$22,570.51
Net Income			
• <i>Taste of Jamaica</i>	\$4,611.86	\$23,914.27	\$25,239.95
• <i>Volunteering</i>	\$3,000.00	-	-
• <i>New Year's Eve Gala</i>	\$1,032.00	(\$1,115.08)	\$3,008.55
• <i>Membership Fees</i>	\$620.00	\$640.00	\$745.00
• <i>Donations</i>	\$408.00	\$655.00	-
• <i>Canada Day</i>		\$393.94	-
• <i>Merchandise</i>			\$2,057.00
Expenses			
• <i>Taste of Jamaica</i>			\$28,584.80
• <i>New Year's Eve Gala</i>			\$10,829.90
• <i>Summer BBQ</i>			\$3,273.70
• <i>CHSC Sports Day</i>			\$2,421.18
• <i>Independence</i>			\$2,419.70
• <i>Carifest</i>			\$5,446.83
• <i>Merchandise</i>			\$2,559.50
JCAA General Account	As of 30/9/2016	As of 30/9/2017	As of 30/9/2018
Closing Balance	\$10,879.09	\$24,625.03	\$25,337.77

AGLC Funds	As of 30/9/2016	As of 30/9/2017	As of 30/9/2018
Redeemable 1 Yr. GIC – Royal Bank	\$461,113.20	\$500,107.69	
Redeemable 1 Yr. GIC – Scotiabank	\$52,288.85	\$52,328.19	\$52,491.20
Total Investments	\$513,402.05	\$552,435.88	\$52,491.20
AGLC General Account Balance	\$69,696.79	\$77,590.56	\$611,300.94
Total AGLC Funds	\$583,098.84	\$630,026.44	\$663,792.14

NOTES

1. The association's financial year runs from to November 1 - October 30
2. Casino funds received November 21, 2017 - \$66,469.96
3. CIP grant of \$15,000 major contributor to net income for Taste of Jamaica
4. \$4,329.675 of inventory on hand (Merchandise and Carifest costumes)

Youth

Kidz Zone at Taste of Jamaica

The JCAA continues to focus on ways to contribute to the welfare of the youth within our community. With sponsorship from TD Canada we expanded the Kidz Zone at Taste of Jamaica to include circle time learning periods. Our youngsters learnt important life lessons from our TD reps, the police and Fire Department.



Circle Time - youth getting information on finances from TD Canada representative at Taste of Jamaica 2018.

Carifest Parade



The Jamaican Mas Band participants take time for a team shot after the Carifest Parade 2018.

The JCAA entered the Carifest Parade this year. This was the first time in many years. It was a fun experience to have our costumes, our music and vibes as part of this Caribbean showcase. Plans are already in place to make it an even bigger representation for next year's parade.

Caribbean Heritage Sports Day

The JCAA was again involved in the 5th annual Caribbean Heritage Sports Competition on Saturday September 8th, 2018. Team Jamaica was energized and ready to show their skills and vibes. In the end, Team Jamaica walked away with the following champions' trophies:

- Dominoes
- Volleyball
- Basketball
- Tug-o-war



Team Jamaica showing their energy and excitement as part of the parade of athletes at CHSC Sports Day 2018

In addition to the winning the categories above, Team Jamaica was represented in many other sports. Our goal to provide an avenue for Jamaican and other youth to participate with pride and excellence in the Caribbean Sports Day was achieved and well received.

Membership

In addition to our regular general meetings, there were several activities this year focused on offering more value to our members while encouraging others to become members of the association. This year we had 16 new memberships (9 individual; 7 family) and 58 membership renewals.

This year we agreed on Business Partner agreements with the following businesses:

- Caribbean Choice Foods
- Iconic Salon
- Natty Heritage
- Affordable Plumbing
- G-I-F-S
- Ah Weh Vacations!
- Joyce's Food
- D.S.C Auto Body
- Sharma Accounting Services

Four (4) new business partners were added this year while two from last year did not continue with the program. This program is great however members must take advantage of the discounts and services for them to be sustained and deliver the desired outcomes.



Time for a group picture at our Summer BBQ and Volunteer Appreciation event.

A membership incentive program was also launched this year with the primary goal of rewarding members who brought visitors who ultimately became members. We held our annual Summer BBQ to ensure members and their families could engage in fun with the community. This year was as successful despite the chilly temperatures.

This year there was increased investment in creating awareness about the association and what it does. We were present with our tent, material and personnel at several events to ensure that more persons learnt about what we did and how they could be a part of it. This year we had our team at:

- Taste of Jamaica
- Carifest
- International Jerk Festival
- CHSC Sports Day
- Adventist Business Extravaganza

The efforts to promote the association are steadily bearing fruits as more people are being aware of our existence and purpose in the community.



Asst. Membership Secretary, Dorett Maverly sharing information about the JCAA to potential members at Carifest 2018.

Volunteers

This year, as with every year, we were grateful for the many volunteers who helped us to do the many things that were done during the year. Our largest event, Taste of Jamaica was ably supported by nearly 100 volunteers. With each event there was a call for help and there were always positive responses. To show our appreciation, we invited all our volunteers to share with us in our annual Summer BBQ and Volunteer Appreciation on August 12 at Edworthy Park. This was one small way to recognize the contributions and at the same time have some fun as a community.



Cecil "Johnny" Bryan sharing his feelings as a recipient of the President's Award for service to the JCAA and community



Everyone had a chance to participate in games and the fun at the Summer BBQ and Volunteer Appreciation



Our committed volunteers ensuring that patrons at Taste of Jamaica enjoyed all that was there on offer.



Adults and children had the chance to be competitive while having fun at the Summer BBQ and Volunteer Appreciation



Our volunteers at our Independence Civic Ceremony dressed in the Jamaican national costume surround the ceremonial cake done by Hudson's Spirit Cakes

Community

The JCAA continued to deliver on its goal of being a positive contributor to the community. In 2018, the association participated in, or supported, many different activities/initiatives to enhance community programs in Calgary and Jamaica. These included:

- Hanover Educational Institute (in partnership with Rotary Club)
- Diversity Performance Arts Society
- Alberta Health Services - Pediatric Oncology Unit
- Sankofa Arts and Cultural
- Caribbean Community Council (Carifest)
- Berean International Church of God



Ms. Angela Haye, Executive Director of the Hanover Educational Institute sharing the school's program at our May General Meeting

This year the association issued six (6) scholarships of \$1000 each to students attending tertiary institutions. The scholarships recipients this year were:

- Richardo Brown
- Jalan Storey
- Aquirii Harvey
- Janelle Brookes
- D'on Duncan
- Kaylee James



JCAA scholarship recipients being recognized at our Independence Civic Ceremony in August 2018.

Our commitment to those furthering their education remains a key part of our support for our community.

Caribbean Black History Month Celebrations

As an outcome of the meeting of presidents of Caribbean associations in Calgary, there was an agreement to collaborate on celebrations for Black History Month (February). A planning team lead by the JCAA worked together to organize and execute on an excellent event held on February 24th at the Evergreen Community Spaces. Anice Thomas (JCAA Secretary) was the chairperson for the planning committee. The event featured displays from each island association showcasing achievements by sons/daughters of each island. There were presentations by different government representatives as well as from the association presidents. The event was capped with cultural presentations from the Nastasia Aikman, Diversity Cultural Arts Performing Group,



Part of the audience at the Caribbean Black History Month celebrations in February 2018. There were displays, performances and presentations by different Caribbean associations to showcase our culture.

Celebrating Jamaica's 57th Independence

There were three (3) events planned in 2018 to recognize Jamaica's 57th Independence celebrations. We participated in a church service at the Berean International Church of God on Sunday July 29th, 2018. On August 6th, we had a flag raising ceremony at Calgary's City Hall. The Jamaican flag flew there all day. We also hosted a Civic Ceremony at the Evergreen Community Spaces where we honored our past presidents and 2018 scholarship recipients.

The Jamaican High Commission to Canada, Her Excellency Janice Miller was our special guest for our Flag-raising and Civic ceremonies. She brought greetings, read the Prime Minister's message as well as handed out awards. We also had Member of the Legislative Assembly (MLA) Robyn Luff bringing greetings on behalf of the Government of Alberta as well as issuing certificates to our past presidents.

As part of the civic ceremony, members of the JCAA were recognized with the introduction of the President's Award for service. Cecil "Johnny" Bryan, Lloyd Patterson, Verona Sinclair, Tony and Val Singh and Philip and Jacinth Carr were recipients of these awards.



Past JCAA presidents pause after being recognized for their service to the association and community. Presentations were made by HE Janice Miller and MLA Robyn Luff.

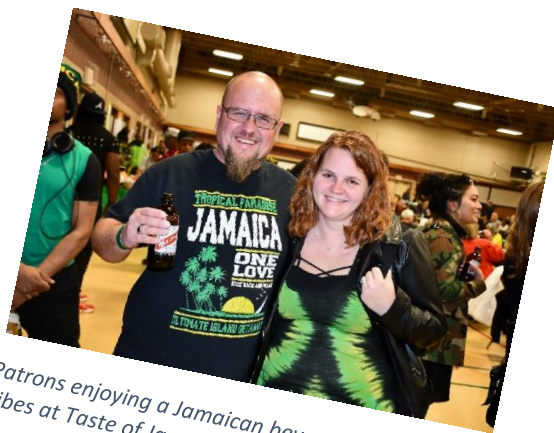


Jamaicans celebrating the raising of the Jamaican flag at City Hall on August 6. Our flag flew at City Hall for the entire day.



Her Excellency Janice Miller receiving a token of appreciation from Pansie Hudson at our Independence civic ceremony

PICTORIAL REVIEW



Patrons enjoying a Jamaican beverage and the vibes at Taste of Jamaica 2018.



Jamaicans in their colors enjoying the activities at Taste of Jamaica 2018



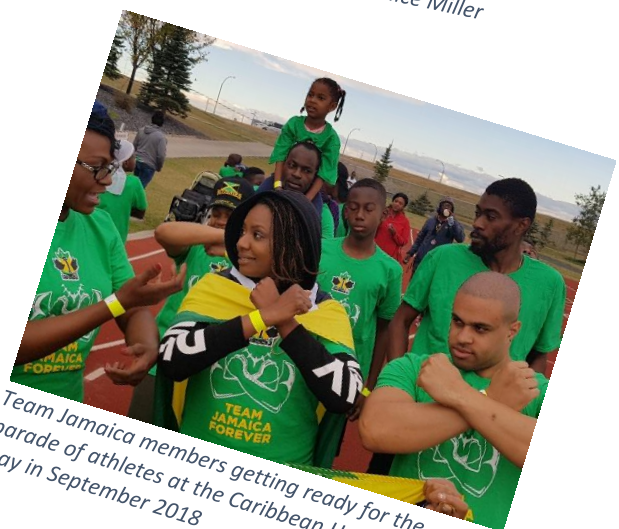
JCAA launched its merchandise line JamCan at Taste of Jamaica. T-shirts and toques were the first products launched.



JCAA President, Donovan Simon with HE Janice Miller (right) and MLA Robyn Luff (centre) at our Independence Civic Ceremony in August



Jamaicans turned out to recognize Jamaica 57 at the flag-raising ceremony at City Hall. In attendance was the Jamaican High Commissioner to Canada HE, Janice Miller



Team Jamaica members getting ready for the parade of athletes at the Caribbean Heritage Sports Day in September 2018