



JAMAICAN CANADIAN ASSOCIATION ALBERTA

2016-2017

Annual Report



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President's Report

Another year goes by and the JCAA which started back in 1980 continues to contribute to the Calgary community. 2016-2017 was a year that we as JCAA members, and Jamaicans in the Calgary community, can report proudly. We achieved many firsts, expanded our presence and launched new programs in support of our community.

This year we continued building on the focus set last year. We aligned our activities to our core purposes. These are, 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

At the end of the year there are many things that reflect a commitment to our purpose. The highlights of the year included:

- Hosting a successful Taste of Jamaica
- Contributing to the Diversity Performing Arts Society, Brothers United Soccer, RBC Mental Health
- Improving our marketing and promotional material
- Outstanding participation and performance at the Caribbean Heritage Sports Council sports day
- A successful Summer Family BBQ and Volunteer Appreciation
- Financial Literacy workshop for Youth
- Launching our video series - Journey
- Establishing a Code of Conduct for the executive

The response to our initiatives this year has been positive. There is a feeling of acceptance from the community. With that comes the expectation of the same, or more, which the executive and members must accept as we continue to build our brand within the Calgary community.

To do all we do requires the skills, effort and time of our executives, members and volunteers. I express the deepest appreciation to everyone who has contributed to our year and our achievements. We also must salute the sponsors, contributors and partners that we've worked with during the year. Each has been important in our efforts to be a relevant, positive contributor to our community.

Moving to the next level is critical. There were a few goals that were not achieved this year, including finding an operating location for the association. Our focus on youth as well as building a strong financial base for the organization remains critical to maintaining and improving our status. We must continue doing what we do to make Calgary's diversity and culture a factor that makes us all proud and one in which the Jamaican flag flies with distinction.

Donnovan Simon
President 2015-2016

2016 -2017 Plan and Results

Activity	Status
PEOPLE	
YOUTH	
1. Family Meet and Greet; Introduction to the community	
2. Trips and Outings, sports camp, weekend camp	
3. Youth Education Workshops <ul style="list-style-type: none"> a. Cooking b. Public Speaking c. Financial d. Health 	
4. Fundraisers <ul style="list-style-type: none"> a. Youth Dance; b. Bake sales/chocolate sales; c. Concerts/Talent Show 	
PROMOTIONS	
1. Quarterly Newsletter <ul style="list-style-type: none"> a. March 25 b. June 29 c. September 23 d. December 31 	
2. Maintain social media presence - Instagram, Facebook, Snapchat, Webpage, Twitter	
3. Connecting with the Calgary School Board - Sharing in school's cultural days	
4. Produce monthly Member profile feature	
PROGRAMS	
MEMBERSHIP	
1. Membership Drive <ul style="list-style-type: none"> a. Brochure placements at school b. YYC international airport offices c. Newcomers Centre 	
2. Information booths <ul style="list-style-type: none"> a. Taste of Jamaica b. Reggae-fest c. CHSC d. Carifest 	
3. Business Partnerships <ul style="list-style-type: none"> a. Caribbean Choice b. Julez Creations c. Simply Irie d. Natty Heritage 	
4. Membership Database	

Activity	Status
ADMINISTRATION	
1. Themed Meetings (minimum four for 2017)	
2. New arrivals to Calgary	
3. Supporting Jamaica (charity project) <i>a. Identify and validate charity</i> <i>b. Build plan and get approval for funding (Use of Proceeds)</i> <i>c. Implement project</i>	
FINANCIAL	
1. Implement advertising on JCAA website	
2. Produce Taste of Jamaica (target - \$30k in profit)	
3. Produce NYE Gala 2017 (target - \$3k in profit)	
4. Plan and product Independence Celebrations	

NOTES

- While not on the operating pan for 2017, the building committee continued the search for an operating location without success
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The Executive for the year was:

- * *resigned*

Name	Exec Meeting		General meeting		Comments
	Present	Absent	Present	Absent	
Donnovan Simon	10	-	7	1	
Robert Shippie	7	3	8	-	
Verona Sinclair	9	1	8	-	
Anice Thomas	10	-	8	-	
Hermalyn Reid-Simon	8	2	8	-	
Heather Harding	10	-	7	1	
Tanesha Peart	5	5	4	4	
Tony Singh	8	2	6	2	
Mike Brown	6	4	5	3	
Dwane Howard	5	5	4	4	
Norma Ellis	8	2	5	3	
Chris French	6	-	4	2	Resigned June 2017
Kimberly Douglas	2	8	3	5	

Date	Theme	Attendance
November	General Monthly Meeting	13
January	General Monthly Meeting	27
February	Black History Month	51
March	General Monthly Meeting	34
April	General Monthly Meeting	25
May	Member/Business Highlight	25
June	Member/Business Highlight	35
July	Family Fun and Games Night	40

August	No meeting -Support Lethbridge Caribbean Canadian Association (LCCA) - Carnival	
September	Saturday Night At the Movies Member/Business Highlight	25

Financial Report

FINANCIAL SUMMARY as of September 30, 2017

	As of November 1, 2015	As of November 1, 2016
Opening Balance	\$7,154.50	\$5,939.49
Net Income		
• <i>Taste of Jamaica</i>	\$4,611.86	\$23,914.27
• <i>Volunteering</i>	\$3,000.00	-
• <i>New Year's Eve Gala</i>	\$1,032.00	(\$1,115.08)
• <i>Membership Fees</i>	\$620.00	\$640.00
• <i>Donations</i>	\$408.00	\$655.00
• <i>Canada Day</i>		\$393.94
Total Income	\$35,311.24	\$55,155.60
Total Expenses	\$24,405.60	\$36,470.06
	As of September 30, 2016	As of September 30, 2017
Closing Balance	\$10,879.09	\$24,625.03

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

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

What we did ... for our Youth

Financial Literacy

The JCAA continues to focus on ways to contribute to the welfare of the youth within our community. On June 10, 17 & 24, 2017, in conjunction with Investors Group a workshop - Money Talk was hosted. The three part workshop helped youngsters understand key lessons on wealth, savings, decision-making and other financial issues.



Danielle, Jordin and Kyle poses with their certificates for completing the Money Talk series

Caribbean Heritage Sports Day

The JCAA was again involved in the 4th annual Caribbean Heritage Sports Competition on Saturday September 9th, 2017. 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 [under 18]
- Basketball [adult]

In addition to the winning the categories above, the energy, organization and excitement that radiated from our team resulted in Team Jamaica being awarded the Spirit Trophy.

It was great that the JCAA, ably supported by Natty's Heritage Caribbean Food Warehouse, was able to support our youth in this event.



Team Jamaica happily stops for a team picture after capturing numerous trophies including the CHSC Spirit Trophy

What we did - for our Members

In addition to our regular general meetings, there were several activities this year focused on offering more value to our members.

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

- Lloyds Patty Plus
- Natty's Heritage Caribbean Foods
- Affordable Plumbing
- Iconic Salon
- Caribbean Choice
- Julez Creations
- Griffiths Insurance and Financial Services [G-I-F-S]



Members enjoying a game of dominoes on Games Night in July 2017. This was one of several themed meetings held during the year.



Jamaica was represented at the Calgary Hitmen's multicultural night in February 2017.

The association also participated and extended the benefit of participating in multicultural programs hosted by both the Calgary Hitmen hockey club and the Calgary Stampeders football club. In addition to concessionary ticket prices, members were able to showcase their national pride.

In August members were also able to enjoy the Lethbridge Caribbean Festival. This was an opportunity for our members to enjoy a road trip to southern Alberta to experience a fledgling festival which showcases Caribbean culture. Approximately 50 members took advantage of this opportunity.

Member/Business Highlight

The association profiled some of our members, specifically entrepreneurial members throughout year. In our May monthly General Meeting we had Natalie Mills (Natty's Heritage Foods) and Pansie Hudson (Hudson's Spirt Cakes) showcase their business. Glen Griffiths from GIFS was the member profiled in our June General Meeting. In addition we did a promotional video with Glen that we shared on our Facebook page.



Glen Griffiths from G-I-F-S making a presentation to members in June 2017

What we did - for our Volunteers

We have been truly privileged to have worked with an awesome group of people who have volunteered their time and energy to our events this year. Our volunteers made their presences felt at our Independence celebrations and at our flagship event Taste of Jamaica. Impressively 85 volunteers helped to power Taste of Jamaica this year. Because of our volunteers both events were a resounding success.

We were pleased to show how much we appreciate their tireless efforts at our volunteer appreciation barbeque. Feedback indicated that everyone enjoyed the barbeque and appreciated the gesture.

In closing, thank you to our volunteers. You rock!

Hermalyn Reid-Simon
Volunteer Coordinator



What we did ... within the Community

The JCAA continued to deliver on its goal of being a positive contributor to the community. In 2017, the association participated in, or supported, many different activities/initiatives to support community programs. These included:

- Canada 150 celebration on Canada Day (July 1)
- Samaritan's Purse
- Diversity Performance Arts Society
- Brothers Soccer Club
- Caribbean Community Council (Carifest)
- Alberta Health Services - Mental Health Support
- Berean International Church of God



The JCAA partnered with Krazy Jerk restaurant to be part of the Canada Day 2017 celebrations at Princess Island Park.

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

- Hamzah Naeem
- Nadia Pierre Pierre
- Sasheen Osbourne
- Yasmeen Osman,
- Tamara Ellis and
- Justice Spencer.

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



JCAA members Dell Stephens, Spencer Gooden, Norma Ellis and Syl Binns spending time with teachers and students at the Terry Fox Elementary school as part of their Diversity Day

The association has also volunteered to share in the cultural diversity program of the Calgary Board of Education (CBE). There members attended the Terry Fox Elementary school in April 2017 to share with the students and teachers details about Jamaican culture. The showcase included elements of Jamaican art, craft, literature, food and language.



Members of the Jamaican community stop for a moment after the Jamaican flag was raised at City Hall on August 5th.

In August the association also took time to share the Jamaican culture with the wider Calgary as we celebrated Jamaica's 55th year of political independence. There were three (3) events to recognize Jamaica's Independence. We participated in a church service at the Berean International Church of God on July 30, 2017 where there were cultural performances and tributes to Jamaica. On August 5th, we had a flag raising ceremony at City Hall. The Jamaican flag fly there all day on August 5, 2017 was a highlight for that week. Later that day, we hosted a Civic Ceremony at the Winston Heights Community Centre where our Member of the Legislative Assembly (MLA) Brian Malkinson brought greetings from the Alberta government. The evening was capped with cultural performances from local

Jamaican artistes.



Another initiative undertaken by the JCAA was a video series, Journey. Through this program, the JCAA is able to provide real-life perspectives to those thinking of moving to Calgary. The program attempts to capture the stories of persons from different generations, gender and academic levels to provide as many perspectives as possible. The objective is to assist Jamaicans who are considering a move to Calgary with information that they would otherwise not get. The intention is to broaden the focus of the series to include interviews with local business owners and entrepreneurs who have weathered the challenges and are able to declare success. All episodes in the first series are now available on the JCAA's YouTube channel. Journey will continue it's new series in January 2018.



Damion Duckett speaks to host David Pennant on an episode of Journey about his experiences having moved to Calgary from Jamaica. Episodes of Journey are on the JCAA's YouTube channel

PICTORIAL REVIEW



The JCAA team and revellers at Carifest relish a moment with Mayor Nenshi



Team Jamaica representing in the Opening Ceremony of the 2017 Caribbean Heritage Sports Day



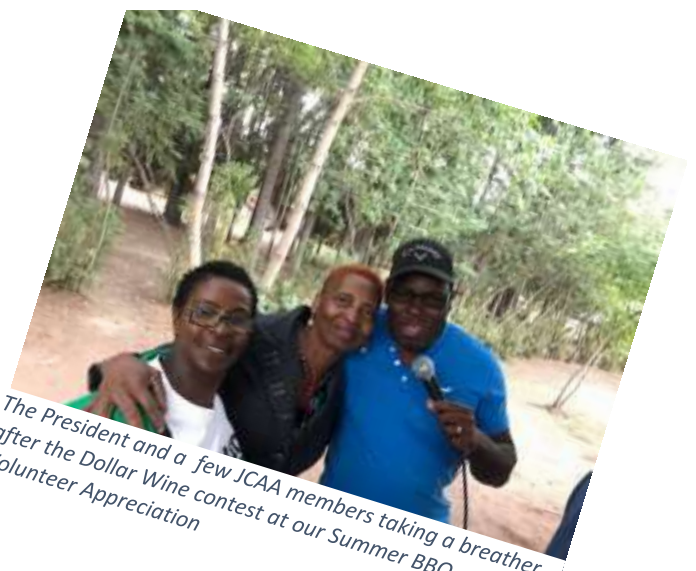
Students at Terry Fox HS learn about Jamaican culture on their Diversity Day



Team Jamaica kids pose for the cameras as part of the Caribbean Heritage Sports Day in September



MLA Brian Malkinson brings greetings on behalf of the Government of Alberta at our Independence Civic Ceremony



The President and a few JCAA members taking a breather after the Dollar Wine contest at our Summer BBQ and Volunteer Appreciation