



ANNUAL REPORT 2019 - 2020

JAMAICAN CANADIAN ASSOCIATION ALBERTA

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PRESIDENT'S REPORT

Another challenging year has gone by and the JCAA remains in place in service to the community. The 2019-2020 year was characterized by the dislocations and innovations triggered by the COVID-19 pandemic. Despite the unprecedented challenges caused by the pandemic, there were several memorable achievements that the JCAA can report. These include:

- the acquisition of an operating location
- Staging Caribbean Black History Month celebrations in partnership with other Caribbean associations
- collaboration with other Jamaican association across Canada
- COVID-19 community support through the Back to School Backpack initiative
- Successful application for the Community Facility Enhancement Program (CFEP) grant
- Commencing the building renovation project
- Approval of updated JCAA by-laws
- Awarding three (3) scholarships



While there had to be cancellations of many of our intended activities, the association remained focused on delivering on many of the elements of the operational plan developed in November 2019. As did many organizations, we moved to using virtual tools to connect to the community. Our *What a Gwaan* weekly program, started in September 2019, gained traction and provided an opportunity to share information with the community. We also launched JamCan Viewpoint, another virtual program focused on issues affecting our community. Both were well received.

In the absence of physical fund-raising activities, there was increased focus on finding grants to support our initiatives, especially the building renovation project. We applied for several grants including Community Facility Enhancement Program, Supporting Black Canadian Communities Initiative, Co-op Foundation Community and ATB Community support. We were able to raise \$125,000 towards our building renovation budget from grant funding. There is still more funding required to complete all the ideas related to our operating location and we will continue working to deliver a space that makes us all proud and provides services that help our members and community.

We contributed to varying conversations and initiatives in the past year to further our contributions. We are contributors to the CPS Advisory Board, the Caribbean Presidents' Forum, Jamaicans Coast to Coast Group and many others. Our voice has been part of discussions on anti-black racism, cultural identity, non-profit support from the federal government and Jamaican government measurement and evaluation of sustainable development.



The future holds challenges and opportunities for the JCAA and it is my hope that we will find new ways to effectively engage our community to attract new members who are skilled, committed and ready to contribute to continuing the work that has been going on for 40 years. While we did not get to formally celebrate the JCAA's 40th anniversary, it is not lost on us the significance of the milestone and the countless hours of effort from those who served over the years. I'd like to acknowledge those who have worked tirelessly over the decades to keep the JCAA alive and relevant. It is important to our community.

As we embark on another administrative year, I hope we will find new energy and positive forces to push us forward to doing more, being more and wanting more for our members and community. Our building project provides a strong basis on which to do this however it will require inputs from many sources to make it happen.

Donnovan Simon

President 2019 - 2020

ADMINISTRATION REPORT

The Executive for the year was:

• President	Donnovan Simon
• Vice President	David Pennant
• Treasurer	Deon Messam
• Secretary	Anice Thomas
• Asst. Secretary	Hermalyn Reid-Simon
• Membership Secretary	Dorett Maverley
• Asst. Membership Secretary	Glen Griffiths
• Social Convener	Tony Singh
• Social Convener	Mike Brown
• Youth Coordinator	Nicole Colley-Lewis
• Public Relations Officer	Bernadine Griffiths

Below is the attendance summary for meetings held during the 2019-2020 year:

Name	Exec Meeting		General meeting		Comments
	Present	Absent	Present	Absent	
Donnovan Simon	8	0	2	0	
David Pennant	7	1	1	1	
Deon Messam	7	1	2	2	
Anice Thomas	8	0	2	2	
Hermalyn Reid-Simon	7	1	2	2	
Dorett Maverley	8	0	2	2	
Glen Griffiths	7	1	2	0	
Tony Singh	7	1	2	0	
Mike Brown	1	7	2	0	
Nicole Colley-Lewis	7	1	0	2	
Bernadine Griffiths	7	1	1	1	

Date	Theme	Attendance
November 30, 2019	General Monthly Meeting	32
January 25, 2020	General Monthly Meeting	37
September 26, 2020	General Monthly Meeting	30

Note: Due to the COVID-19 pandemic no General Meetings were held between February and August.

FINANCIAL REPORT

JAMAICAN CANADIAN ASSOCIATION OF ALBERTA
Statement of Financial Position
Year Ended November 30, 2019

	2019	2018
ASSETS		
CURRENT		
Cash	\$ 3,033	\$ 23,514
Restricted Cash	\$ 359,123	\$ 663,792
Pre-paid Expenses	\$ 1,250	
Inventory	\$ 4,179	\$ 4,330
	\$ 367,585	\$ 691,636
PROPERTY & EQUIPMENT	\$ 579,798	\$ -
TOTAL ASSETS	\$ 947,383	\$ 691,636
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts Payable	\$ 2,000	\$ 2,002
Current Portion of long-term debt	\$ 8,164	\$ -
	\$ 10,164	\$ 2,002
LONG TERM DEBT	\$ 289,072	\$ -
TOTAL LIABILITIES	\$ 299,236	\$ 2,002
NET ASSETS	\$ 648,147	\$ 689,634
TOTAL LIABILITIES & NET ASSETS	\$ 947,383	\$ 691,636

Statement of Revenue and Expenditure
Year Ended November 30, 2019

	2019	2018
REVENUES		
Fundraising	\$ 59,505	\$ 69,689
Casino	\$ -	\$ 72,295
	<u>\$ 59,505</u>	<u>\$ 141,984</u>
EXPENSES		
Event Expenses	\$ 55,114	\$ 57,247
Other Expenses	\$ 46,564	\$ 47,750
	<u>\$ 101,678</u>	<u>\$ 104,997</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	-\$ 42,173	\$ 36,987
OTHER INCOME		
Interest Income	\$ 686	\$ 2,476
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	-\$ 41,487	\$ 39,463

NOTES:

- | | |
|--|------------------|
| 1. ATB AGLC Account as at September 30, 2020 | - \$66,593.00 |
| 2. ATB General Account as at September 30, 2020 | - \$132,734.50 |
| 3. Term GIC Investment balance as at September 30, 2020 | - \$276,527.64 |
| 4. Business Term Mortgage Loan @5.75% as at September 30, 2020 | - (\$293,477.97) |
| 5. ATB Mastercard @ 19.9% Balance as at September 30, 2020 | - \$0 |
| 6. CFEB Grant received in July 2020 | - \$125,000.00 |
| 7. Business Term Mortgage Loan renewed for 4 years at 5.16% | |

OPERATIONAL PLAN REPORT

In November 2019, the executive met and determined five (5) areas of priority for the year - Community Outreach, Fundraising, Building Project, Increase Membership and Teambuilding. From this session an operational plan was developed to guide the effort of the different members of the executive. Below are the actions and results for each area.

1. Community Outreach

Task	Owner	Result
One pager Marketing Collateral - plus videos	PRO	Completed
Youth engagement strategy	Youth	Started. More program details needed. Not implemented.
Attend community events	Membership	Paused due to COVID-19
Weekly Newsletter	Secretariat	Completed
Explore tool for calling members	Membership	Completed. Auto telephone service implemented.
Agenda - Community Connections	Secretariat	Completed
Scholarship - 40 years (with partner not AGLC)	VP/Treasurer	Paused. No 40 th celebrations planned.
Strategy for non-digital community	Membership	Completed

2. Fundraising

Task	Owner	Result
Fundraising plan for 2020	Admin	Completed
Youth event to raise funds	Youth	Deferred due to COVID-19
Merchandise	Membership	Paused
Calendar of Events	Secretariat	Completed

3. Increase Membership

Task	Owner	Result
Update mailing list weekly	Membership	Completed
Social media campaign	PRO	Completed
Community outreach	Membership	

4. Building Project

Task	Owner	Result
Project funding details – monthly cash flow	Treasurer	Completed
Youth labor for project	Youth	Deferred
Coordinate members for volunteer labor	Tony	In process
Interior Decoration	Hermalyn	In process

5. Teambuilding

Task	Owner	Result
Planning events – 3 for the year	Hermalyn	1 completed

NOTES

1. There was only one (1) in-person membership activity – Caribbean Black History Month celebrations in February.
2. 70 membership renewals and 17 new memberships were recorded this year
3. In 2020, the JCAA sought a non-digital alternative to reach our members not on email or social media. After some investigation, we decided on Sigmavoice. This is a broadcast system that allows us to record a message and send out to multiple members at one time as opposed to calling each individually. The first message was sent February 23/20 and since we have sent out 5 additional message up to August 31/20. We did March 17/20, June 19/20, July 16/20, Aug 6/20 and August 19/20. We used the system to speak about Black History Month, our forum discussions on COVID-19, Independence celebrations etc. It has proven to be a useful tool in keeping our members informed of activities and agenda.
4. Our community outreach program included the distribution of backpacks to students in our Calgary community. Backpacks were stocked with school supplies and distributed to Elementary, Junior High and High School students. 75 students benefitted from this exercise
5. We donated to the following in 2019-2020:
 - a. *Jamaican Canadian COVID-19 Relief*
 - b. *Calgary Black Chambers COVID-19 support*
 - c. *JCA Ontario – Jamaica Backpack Project*
 - d. *Rotary Club of Camrose – Bustamante Hospital Equipment project*
6. Three team building events were planned for the members of the executive, spanning the months of June to September. None of these events materialized due to restrictions made necessary by the pandemic. As an alternative, we had a successful and fun virtual team building exercise in July.
7. Our social media presence has increased steadily. Our Facebook followers increased 22% and page likes 14% in 2020.
8. We did 52 episodes of *What a Gwaan* during the year with approximately 22k views of those videos
9. We received our Building Permit from the City of Calgary in July 2020.
10. Three (3) scholarships were issued in 2020. Virtual recognition was provided for recipients.
11. There were two (2) disbursements from the Benevolent Fund during the year

JCAA BY-LAW UPDATED

The decision was made in 2019 to apply for an update to the JCAA by-laws primarily due to our application for “Charitable” status with the Canada Revenue Agency (CRA). In the process of reviewing the requirements stipulated by the CRA, the executive acknowledged the need to modernize other elements of the by-laws to reflect the changing requirements of the organization and to ensure that the by-laws reflected the realities of the digital world on how organizations were forced to operate. The following were the major changes made to the by-laws which were reviewed and approved by the membership and subsequently submitted to the Alberta Societies for approval. The changes were approved in November 2019.



The following changes were made:

1. Stating that the JCAA will operate with no intention of profit or gain for members – *see Article 1 clause 3*
2. The Appeals Board is comprised only with non-executive members to minimize conflict of interest – *see Article 2*
3. Term for the executive increased to two (2) years and term limits in a role set to three (3) consecutive terms – *see Article 3*
4. Additional criteria added for nomination to an executive role – *see Article 3*
5. Executive reduced from 13 to 8 officers and responsibilities adjusted – *see Article 3*
6. Standing committees amended – now 5 instead of 4 with new focus areas – *see Article 5*
7. Records to be stored digitally and accountability for cheque signing and President’s approval for expenditure stated – *see Article 8*
8. Statement made on charitable giving and receipt of donations – *see Article 13*

The changes made the by-laws went through numerous rounds of review and discussion by the executive. It was acknowledged that the last review of the by-laws was in 2007.

All members are encouraged to review and become familiar with the new by-laws. The new by-laws can be found on our website www.jcaalberta.com.

BUILDING A HOME FOR THE JCAA

In 2016 a major component in the JCAA Strategic Plan 2016 – 2021 was the acquisition of an operating location. A place where we do most of our work and programs from. The goal was to have this facility as a core component in building out other key parts of that plan. In October 2019 we achieved the goal. We became the owners of 609 and 611 3208 8th Avenue NE, Calgary. The space purchased meets the criteria set out by the Building Committee that guided our search – it is central, accessible to transit and major thoroughfares, allows us to develop it to meet our operational needs and is in a zone occupied by other ethno-cultural associations.

We purchased the space knowing that there was a lot of work required to convert it into a gem. It was a challenge that we needed to take on to ensure that the association could move to another level of service in the community. What looked initially insurmountable and a huge challenge quickly became a catalyst for service. Volunteers were eager to contribute to making it work and to be part of the transformation.



The COVID-19 pandemic did not spare our building project. It was, in some ways, a blessing in disguise. The delays caused by the pandemic allowed us to gain the major financing needed to get this project moving. The estimate on the project was approximately \$400,000. We applied for grants from the provincial Community Facility Enhancement Program (CFEP) as well as the federal Supporting Black Canadian Communities Initiative. The goal is to have the building ready for use starting January 2021. This will be a

major achievement and the single largest project, and investment, the association has undertaken in its 40 years. It will also be a major milestone in our strategic plan. Most importantly, it will serve as a place to educate, entertain and share our culture with our community.

When completed, the building will have a boardroom, office, resource room, storage area, two bathrooms, a commercial kitchen, new heating and cooling system and many features to support our programs and others within our community. There will also be an open space to host our general meetings and other small to medium events/activities. Overall, it is our goal to make it a place we can all be proud of. We look forward to enjoying our new home.



DESPITE COVID-19

While it must be acknowledged that the COVID-19 pandemic did create dislocation, uncertainty and confusion during 2020, there were also many positives that came from being forced to adjust how things were done. The JCAA was invited to be a part of a national initiative started by the JCA Ontario to support Jamaicans affected negatively by the pandemic. This invitation stemmed from a virtual connect done via our *What a Gwaan* program with the executive of JCA Ontario. Although late in the planning process, JCAA joined the initiative and ensured that The Jamaican Canadian COVID-19 Response telethon was the product of the collaboration of many Jamaican associations across Canada. The initiative raised approximately \$15,000 and assisted over 100 persons.

The collaboration grew and led to the Virtual Jamaican Independence Celebrations. As a collective we staged three days of virtual activities with participation from Jamaican associations from Nova Scotia, Ontario, Quebec, Manitoba, Alberta and British Columbia. This was a first for all the



participants. The event was well received and created a new level of energy around the potential of working together to promote Jamaica and our culture here in Canada.

Extending the relationship between the associations has become the focal point for the presidents of Jamaican associations across Canada. To date, three meetings have been held to determine the best ways for our teams to work together to extend our reach, support each other and deliver events to Jamaicans, and those interested in our culture, nationally. Suggestions have already been made to explore national virtual events for Black History Month, Jamaica's Independence and Jamaica's National Heroes Day. While COVID-19 played havoc in many areas of our operations, it did provide a catalyst for cooperation, innovation and togetherness which has made the Jamaican associations in Canada much closer.

2019 - 2020 IN PICS

