



ANNUAL REPORT 2020-2021



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PRESIDENT'S REPORT

In the forty years since the Jamaican Canadian Association Alberta (JCAA) has been in existence, it is hard to think of a year that had more challenges. We embarked on the single largest project the association has ever undertaken, the renovation and creation of our own operating space during a global pandemic. With the pandemic came many limitations including not being able to host regular in-person meetings and fund-raising events. It also limited our participation in activities to promote membership and partnerships. We were forced to pivot, and we did. Despite all these unprecedented circumstances, the association remained vibrant and resilient.

What we accomplished during the year was nothing short of phenomenal as we made the appropriate adjustments and moved forward with confidence. By the end of the year, we had migrated to comfortably operating in a virtual environment for our meetings and some events. We also successfully completed phase one of the building project which enabled us to have some meetings and other activities within the space. We were also able to continue our work to effectively engage and work with other community organizations including other Jamaican associations across Canada. We

established our first partnership to utilize our building with Black People United (BPU) for a food security initiative which provides care packages to members of the black community.



Volunteers from BPU at the JCAA building preparing care packages to support the black community

In July, with the easing of restrictions imposed during the pandemic, we were able to host our first set of events. We navigated the challenges and staged a virtual cultural showcase as well as a take-out food event, Likkle Taste. In the process we learnt much about the new environment in which we operate and the capacity of our team to plan and execute.

While dealing with the pandemic limited some things, others had the opportunity to thrive. We built a positive online presence through our weekly Facebook Live program *What A Gwaan*. Our social media presence grew steadily as did appreciation for the content that we shared in the 50+ episodes during the year. The Events team also staged virtual games nights to ensure that we stayed connected. Our 2nd annual backpack initiative was done with support from TD Canada. This year we

were able to support over 100 students a 30% increase over last year. This year, we also took the time to do a survey to better understand the audience we serve through this program.

We will need to revisit the program to assess how best to move it forward. We will also need to assess our recruitment and succession strategies to build a solid platform to sustain the association. The achievements are at risk if we cannot successfully engage others to serve. It was heartening to see the number of new volunteers that were engaged in the past year to support the different initiatives. We did end the year with two vacancies on the executive team, in large part they remain vacant due to eligibility requirements and the meeting restrictions due to the pandemic.

With the foundation that is in place, it is critical that the association build purposefully to sustain its place in the community. There is no question that we have a key role to play in the Calgary community however it requires commitment and skill. I'd like to thank all members of the executive for the effort during a challenging year. To everyone who volunteered time to deliver on the different tasks and programs, we deeply appreciate your contribution. We look forward to your continued support.

Donnovan Simon
President 2020-2021

ADMINISTRATION REPORT

The executive for the year was:

Donnovan Simon	President
David Pennant	Vice President
Anice Thomas	Secretary
Deon Messam	Treasurer
Dorett Maverley	Membership Coordinator
Oniel Randall ¹	Youth Coordinator
Natasha Harley ²	Community Relations Coordinator
Hermalyn Reid-Simon	Events Coordinator

1 – resigned March 2021

2 – resigned March 2021

The roles of President, Treasurer, Events Coordinator, Youth Coordinator and Community Relations Coordinator were filled in the elections at the 2020 Annual General Meeting.

Below is the attendance summary for meetings held during the 2020 – 2021 year. Please note that due to the COVID-19 pandemic many of our meetings were held virtually.

Name	Exec Meeting		General Meeting		Comments
	<i>Present</i>	<i>Absent</i>	<i>Present</i>	<i>Absent</i>	
Donnovan Simon	10	0	7	0	
David Pennant	8	2	7	0	
Anice Thomas	10	0	7	0	
Deon Messam	9	1	1	6	
Dorett Maverley	10	0	7	0	
Oniel Randall ¹	1	2	0	1	<i>Resigned March 2021</i>
Natasha Harley ²	4	0	2	0	<i>Resigned March 2021</i>
Hermalyn Reid-Simon	9	1	7	0	

During the year we held the following general meetings.

Date	Theme	Attendance
January 30, 2021	General Monthly Meeting	18

March 27, 2021	General Monthly Meeting - Online	17
April 24, 2021	General Monthly Meeting - Online	15
May 29, 2021	General Monthly Meeting - Online	18
June 26, 2021	General Monthly Meeting - Online	14
July 31, 2021	General Monthly Meeting - Online	13
September 25, 2021	General Monthly Meeting - Online	14

OPERATIONAL PLAN SUMMARY

Below is a summary of what the executive set as the primary activities for 2020-2021. Despite the challenges posed by the pandemic, much was attempted. The scorecard is directly impacted by the restrictions imposed by public health officials and by the vacancies on the executive team.

Function	Activities/Goals	Result	
Administration	1. Build Strategic Plan – next 5 years	- Started. Shared with members. More needed to complete the plan	Green
	2. Automation of financial process	- Started implementation Quickbooks	Yellow
	3. Operating location use (Building Committee)	- Operating procedures developed by the Building Committee	Green
	4. Standard operating procedures – guiding the committees to follow SOP	- Completed.	Green
	5. Succession planning	- Started. More required to build leadership pool	Yellow
	6. Leadership development/skill development	- Online programs evaluated. More focus needed by exec team.	Yellow
	7. Fundraising – events, Helping Hands, Membership	- Helping Hands raised \$16k. Target remains \$50k	Yellow
Youth	1. Youth committee working on ideas	<i>See notes section. We were without a Youth Coordinator since March 2021</i>	Yellow
Membership	1. Increase membership	- 16 new members for 2020-2021 - 75 membership renewals	Yellow
	2. Engagement – university students associations, member calls	- No activities were executed due to the COVID-19 restrictions	Red
Events	1. Family Games Night 2. Benefit event (fundraising) 3. Cultural Showcase	- 4 virtual games nights hosted - Event staged July 10, 2021 - Event staged July 10, 201	Green
Community Relations	1. Program development 2. Social media plan 3. <i>What a Gwaan</i> – grow reach/viewership	- Facebook likes and followers increased 15% and 18% - 34 episodes of <i>What a Gwaan</i> done with approx. 16k views	Yellow

NOTES

1. Five scholarships were awarded in 2021. Four (4) were through AGLC funds and one was through our fundraising effort Likkle Taste. The AGLC funded scholarship recipients were – Aliyah McDonald, Olivia Cripps, Rachel Laser and Kimberley Soares. The JCAA International Student scholarship was introduced in 2021. This year's recipient was Shawn Simpson.
2. There were 2 disbursements from the Benevolent Fund during the year and total donations of \$700
3. We supported the following causes in 2020-2021
 - a. St. Vincent and the Grenadines relief effort for victims of the volcano eruption
 - b. Government of Jamaica *Tablet for Students* initiative
4. We participated in the Jamaicans Coast to Coast Jamaica 59 virtual Independence celebrations on August 7th, 2021.
5. There were 34 episodes of *What a Gwaan* with 16k views. Our followers and page likes on Facebook increased 18% and 15% over the year.

6. Youth Program Update

Having an active youth arm within the Association is of great import to the longevity of the JCAA. Every effort is being made to get youths actively involved and participating in programs and events. During the past year, the efforts and attempts by both leaders on the Executive team, as well as from other Association members to initiate and put into action a viable and active youth arm in the JCAA, has been a real struggle.

Over the past year, several interactions through organized virtual meetings, interviews, random discussions and one-on one conversations with potential youth leaders, have only but yielded lukewarm interest in getting this very needed project off and running. The closest we have come to getting an initiative that seems likely to get out the starting blocks, was a suggestion to have a Youth Pageant to see the crowning of a Female & Male, Miss and Mr. JCAA Youth. Again, lack of enough persons for a planning committee and commitment derailed this attempt.

Although these attempts were made and obviously failed, the need for an active youth program is paramount. We do have member families with many youths within them and the hope is that these youths will become more interested in learning more about their Jamaican roots and culture. We hope that at this year's AGM, whomever is elected as the Youth Coordinator, will get both the support and participation needed for an active youth program.

Discussions are currently taking place with one financial institution to work with the Association to establish a financial literacy program particularly for the youths. It is our hope that enough interest will be shown by our youths to get this program going. We are also open for suggestions for other programs and subsequent participation.

7. JCAA Event Planning Committee Report

The Event Planning Committee convened its first meeting January 7, 2021. The committee planned and executed the following events:

Black History Celebration - In collaboration with other Caribbean associations here in Calgary, the Events Committee planned a celebration of Black History in February. This celebration was virtual and live streamed via Facebook, the JCAA website and YouTube.

Jamaican Virtual Independence Celebration - August 7, 2021 - This event was the result of a collaborative effort among Jamaican Canadian Associations across Canada. It was live streamed via Facebook and YouTube. The event was successful, and many viewers reported that they enjoyed the program.

JCAA Family Games Night - Family Game night was a means of getting families together to enjoy fun and games virtually. This event was held one Saturday each month starting in February. We took a break in September and October and will resume in November. Games are suitable for all age groups, and prizes were offered to winners and both the adult and children' categories

Little Taste Meal Service and Virtual Cultural Showcase - Our first major fundraising event was held on Saturday July 10, 2021. The event was twofold, comprising a meal service where Jamaican cuisine was offered for sale, and a virtual program showcasing performers from Calgary, Toronto and Jamaica. Part proceeds from this event was directed to funding the JCAA's 2nd annual Community Backpack Program.

Annual Backpack Program - Our 2nd annual Community Backpack event was held on Wednesday August 11 and on Saturday August 14. 110 backpacks filled with school supplies were issued to elementary, junior high and high school students from several Calgary communities. The event was funded with proceeds from the Little Taste Event, and a TD grant.

Upcoming Events - The Event Planning Committee is currently working on the JCAA Building Opening Ceremony and is organizing a team to represent the Association as Process Center volunteers for Operation Christmas Child at the Samaritans Purse. Family Games Night resumes in November.

FINANCIAL REPORT

JAMAICAN CANADIAN ASSOCIATION ALBERTA
Statement of Financial Position
November 30, 2020
(Unaudited - See Notice To Reader)

	2020	2019
ASSETS		
CURRENT		
Restricted cash	\$ 292,164	\$ 359,123
Operating cash	70,092	3,033
Inventory	4,152	4,179
Prepaid expenses	1,000	1,250
	<u>367,408</u>	<u>367,585</u>
PROPERTY AND EQUIPMENT <i>(Net of accumulated amortization)</i>	<u>691,379</u>	<u>579,798</u>
	<u>\$ 1,058,787</u>	<u>\$ 947,383</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 2,202	\$ 2,000
Current portion of long term debt	8,726	8,164
	<u>10,928</u>	<u>10,164</u>
LONG TERM DEBT	283,168	289,072
DEFERRED CAPITAL GRANT	<u>120,910</u>	<u>-</u>
	<u>415,006</u>	<u>299,236</u>
NET ASSETS		
General fund	73,041	6,462
Restricted fund	292,164	359,123
Net Investment in Capital Assets	278,576	282,562
	<u>643,781</u>	<u>648,147</u>
	<u>\$ 1,058,787</u>	<u>\$ 947,383</u>

JAMAICAN CANADIAN ASSOCIATION ALBERTA
Statement of Revenues and Expenditures
Year Ended November 30, 2020
(Unaudited - See Notice To Reader)

	2020	2019
REVENUES		
Fundraising	\$ 61,133	\$ 59,505
Events	22,151	-
Interest income	6,648	686
Amortization of capital grant	4,090	-
Other income	3,052	-
	<u>97,074</u>	<u>60,191</u>
EXPENSES		
Amortization	23,388	-
Event expenses	21,977	55,114
Interest on long term debt	18,294	-
Donations	10,000	9,193
Condo fees	6,160	2,100
Storage	4,481	-
Professional fees	3,534	12,810
Scholarships	3,000	9,000
Utilities	2,659	-
Office	2,655	4,808
Insurance	2,609	567
Supplies	2,331	574
Bank charges	262	352
Computer-related expenses	63	-
Fundraising merchandise	27	151
Rental	-	7,009
	<u>101,440</u>	<u>101,678</u>
DEFICIENCY OF REVENUES OVER EXPENSES	<u>\$ (4,366)</u>	<u>\$ (41,487)</u>

NOTICE TO READER

On the basis of information provided by management, I have compiled the statement of financial position of Jamaican Canadian Association Alberta as at November 30, 2020 and the statements of revenues and expenditures and changes in net assets for the year then ended.

I have not performed an audit or a review engagement in respect of these financial statements and, accordingly, I express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

Ally Shariff Professional Corporation
Chartered Professional Accountant

Calgary, Alberta
July 9, 2021

NOTES TO FINANCIAL REPORT

1. ATB AGLC Account balance as at September 30, 2021 - \$69,970.53
2. ATB General Account balance as at September 30, 2021 - \$72,625.27
3. Business Term Mortgage Loan balance @ 5.16% as at September 30, 2021 – \$284,111.28
4. ATB Mastercard balance as at September 30, 2021 - \$77.00
5. The following grants were received during the year
 - a. *New Horizon in June 2021* - \$9,700.13
 - b. *TD Community Spirit in July 2021* - \$2,000.00
 - c. *Ward Community Event Fund in July 2021* - \$1,830.00
 - d. *Supporting Black Canadian Communities in September 2021* - \$24,210.00

COMMUNITY BACKPACK PROGRAM 2021

The association is always looking for ways to support the community. This year the association planned and staged our second annual Community Backpack Program. The initiative was our way of providing a response to the economic effects of COVID-19 on our community. The goal was to alleviate some of the pressure families faced dealing with back-to-school expenses. Our team did a major shopping blitz to find appropriate supplies for students in different grade levels, Elementary, Junior High and High school. With the funds available, we supported 110 students with backpacks and supplies.



While the pandemic forced many students into online classes, we knew that with in-person classes



set to resume for the start of the new school year, parents would be forced to deal with the effects of the pandemic. To broaden our reach for 2021 we applied to TD Canada to support us. We also staged our Likkle Taste event in July to raise funds to meet our goal to support at least 100 students with backpacks and back-to-school supplies.

On August 11th, 13th and 14th we arranged our event where we welcomed families from all over Calgary to get backpacks and supplies for their students as they prepared for the new school year. We supported families from many nationalities. From Jamaica, Zambia, Congo, Egypt, Sudan and many more. It was a delightful experience to see the relief for parents who were able to tick an item off their



back-to-school shopping list. We had supplies for 110 students and there were some parents who were deeply disappointed that they came after supplies were exhausted. There is a clear need for this program and we look forward to doing even more in 2022.



A HOME FOR THE JCAA

In the last year, we made great strides in moving forward on the JCAA building project. Despite the COVID-19 pandemic, the project moved steadily from concept to design to execution. Early in the project, the budget was adjusted to acknowledge the negative effects of the pandemic on typical fundraising. We also developed several fundraising initiatives to support the project while accepting that we would need to approach the execution on a phased basis. Phase one was to get all the major trades completed and having



the building functional.

Phase two would focus on other sub-projects e.g. the kitchen, AV system, furniture, etc. to ensure that we could use all elements of the building as designed.

Through phase one of the project, we recorded over 1,300 manhours of volunteer time as we tackled many of the sub-projects on our own. This complemented the excellent work



done by our contractors who worked to deliver the project on time and within budget. We had to make several changes to meet regulatory and other engineering requirements.

A big part of getting the project completed was funding the budget. With the restrictions due to the pandemic, typical fundraising activities had to be reconsidered. We launched several initiatives as part of our fundraising



plan. These included a bottle drive, a crowdfunding drive (GoFundMe) and our Helping Hands program for our donor wall. To date the efforts realized approximately \$22,000. There is still a far way to go towards our goal of \$50,000. We were also able to secure two grants for approximately \$35,000 to install a lift-chair to support our seniors as well as to complete our kitchen.



The next big steps are to officially open the location and to implement efficient processes to manage the use of the space and to ensure that the space is effectively maintained.

DEALING WITH THE COVID-19 PANDEMIC

Our association, like everyone in the world, has had to find ways to deal with what came with the COVID-19 pandemic. It brought questions, dislocation, change and opportunity. It also brought doubt, fear, confusion and resilience. For the past 18 months, there have been some major adjustments that have been made in responding to the restrictions that have been implemented by various levels of government to manage the impacts of the pandemic. Let's look at some of the things were affected by the pandemic.

In person meetings - a large percentage of our membership are seniors and many are not savvy with social media and related communications technologies. When the pandemic restrictions were implemented, this hit hard for many of these who would normally be present for our regular monthly meetings. While we moved to virtual meetings using Zoom, many of our regular members were not able to attend. In some cases, it also limited the degree of participation that would be normal at an in-person meeting.

Traditional Fundraising - for over 30 years the association has hosted the annual cultural showcase, Taste of Jamaica. With the restrictions implemented by the provincial public health authorities, we were not able to host any events including Taste of Jamaica. This forced a major shift in how we raised funds to support our programs.

While there have been some effects of the pandemic that could be considered severe, we have also benefitted in several ways. We've tapped into grant funding which was created to support organizations during the pandemic. Our collaboration with our sister organizations nationally

has increased. We have been able to create meaningful partnerships in many areas. Our association has also embraced social media and technology to remain visible and relevant. We have also maintained our focus on serving our community despite the limitations. The membership remains buoyant and, when needed, in-person activities have been successfully conducted within the framework of the public health guidelines.



The general area in the JCAA building was used to record content for our first virtual cultural showcase in July 2021

SCHOLARSHIPS 2021

The association remains committed to supporting those within our community that have academic goals. We awarded five scholarships this year. For the first time we introduced the *JCAA International Student* scholarship funded from our Likkle Taste event. Congratulations to this year's recipients.



JCAA Scholarship

ALIYAH MCDONALD

Mount Royal University

Faculty of Arts

Major: Sociology



JCAA Scholarship

KIMBERLEY SOARES

The University of Calgary

Faculty of Business

Major: Operations Management



JCAA Scholarship

OLIVIA CRIPPS

The University of British Columbia, Okanagan Campus

Faculty of Health and Social Development Major: Human

Major: Kinetics



JCAA Scholarship

RACHEL LASER

Mount Royal University

Faculty of Health, Community and Education

Major: Nursing



JCAA International Student Scholarship

SHAWN SIMPSON

Red Deer College

Business Administration

Major: Financial Services

THE YEAR IN PICTURES

