I have always considered myself an optimist, a positive thinker, someone focused on the half full rather than the half empty - but as a child and for many years there was one thing that terrified me, a fear I could not control and that deprived me of pursuing many things: Acrophobia. Yes, fear of heights – if you can relate, you know what I mean. Fortunately, over the years I learned to live with this fear. How? It’s quite easy actually and it’s no secret, I was taught to never look down, never look back, just keep going, keep climbing, or as we say in Junior Achievement… KEEP LEARNING. And as simple or complex, that is also how we approach our mission of service in JA Americas…. we acknowledge the challenge, we know the climb is tough, but know how much we want it – so we don’t look down, we don’t freeze mid-way up, we just keep going and going, climbing the infinite heights of our purpose: “to inspire and prepare youth for success in the global economy, activating them for the future of jobs”.

And yet, every once in a while, as we reach new heights and find the comfort of stable grounds, at least for a few minutes, we must look back to reflect and learn. And, like this year, it is always an incredibly humbling moment to see the impact of our mission – energizing and fulfilling on its own – always enough to fuel-up and keep us going. Closing 2019, I can assure you that momentum is as strong as ever – crossing our 100th anniversary and celebrating big time! If one dog year is worth seven years (as they say), for JA it feels the complete opposite: We are 100 years wise and yet have the energy of a teenager. Or perhaps it is the fact that this organization truly is fueled by its impact, the impact created by the millions of alumni that graduate JA every year, and keep coming back, to learn, to give, to volunteer, to join our Boards, or to champion a program…. JA energy does not ever go to waste! I call this the “Thermodynamics of Junior Achievement” – just like in science, our energy is never lost, it is transformed, recycled, making us stronger year after year. 100 so far and counting!

We trust you will find this year’s report a rich one, as we celebrate crossing the 1.4M student per year mark, on our path to the 2M milestone. We could not be prouder of our Leaders across the region, leveraging our core programs while at the same time championing innovation, focused on technology and digital learning as the platform that will give scale to our unquestionable impact. And in 2019, again, we could not be more humbled by the renewed vote of confidence and increased support of our near 2000 partner organizations across the region, who enable our mission through financial support and passionate volunteers.

The more we do, the stronger our commitment, and the higher our ambitions - 100 years into this mission and while we could not be prouder of our achievements, we are also aware that this is only the beginning.

From our heart and on behalf of the millions of JA Alumni – thank you for another great year!
Regional Board
by April 2020

Luciano Macagno
Managing Director, Latin America and Caribbean
Delta Air Lines, Inc. – JA Americas Board Chair

Claudio Muruzabal
President & COO, Latin America & the Caribbean
Ji America’s Vice Chair

Hector Aguilar
Managing Partner, Latin America & Search

Ana Paula Assis
General Manager, IBM Latin America

Marcelo Carvalho
President, Asia, Latin America
JA Brazil’s Chairman

Mariano G. Dalli’ Orso
Independent

Erich de la Fuente
Partner, Managing Director & Region Head, Latin America
Llorente & Cuenca

Jasmin Eymery
Institutional Relations & Business Development Director, Dado Capital

Monica Flores Barragan
President, Latin America & Caribbean
Manpower Group

Gary Kalaci
COO, Asia, Latin America
JA America’s Board Member

Charles Kim
Managing Partner, Alpine Group USA

Carlos Latorre Lopez
President, Grupo Pretenso
JA Mexico’s Chairman

Victor G. Martinez
Latin America MBU Director, Mexico Lead Country Manager
ExxonMobil

Rakesh Shalia
Vice President, Marketing and Communications
FedEx Express Latin America and Caribbean Division

Jennifer Smith
Director of Government Affairs, Citi Latin America

Dominique Virchaux
President, South America
Korn Ferry

Regional Operating Center

Our Team

Leo Martelliotto
President

Paula Pastor Flores
Operations Director

Hernan Zocco
Communications Director

Leticia Chaparro
Strategy Director

Gabriela Correa Ferrari
Programs Coordinator

Rodrigo Vazquez Munguia
Regional Alumni Champion

Cecilia Quiones
CSR Coordinator, SAP

Leticia Rayas
Programs Coordinator

Flor Barbotti
Communications Intern

Alejandra Calderon
Development Intern
The dinner represented the main regional event of JA Centennial and a great opportunity for a group of JA Alumni to showcase their talents and success stories. The event was held at La Mar Miami, a Gastón Acurio restaurant, with a special menu created by the Peruvian chef.

More than 120 special guests including JA Alumni, board members, regional partners, JA staff, media and friends gathered to support JA Americas in Miami. Delta Air Lines served as the main sponsor, and JA also received contributions from table sponsors, individuals, and a live auction conducted by Argentinian celebrity Ivan de Pineda.

What a year 2019 was for JA! We celebrated our 100th anniversary, held hundreds of events, were ranked among the top NGOs in the world and, most importantly, served more students than ever before in our history.

With the support of Delta Air Lines, JA Americas organized its first fundraising dinner in Miami to celebrate JA Centennial. The event was held at La Mar Miami, a Gastón Acurio restaurant, with a special menu created by the Peruvian chef.

From left to right: Pepe Brousset (former JA Americas’ Chairman), Claudio Muruzabal (SAP and JA Americas’ Vice Chair), Asheesh Advani (JA Worldwide’s CEO), Leo Martellotto (JA Americas’ President), Monica Flores (ManpowerGroup and JA Americas’ Board Member) and Luciano Macagno (Delta Air Lines and JA Americas’ Chairman)
Our Leaders Across The Region
by March 2020

- JA Cayman
- JA Grenada

No acting Executive Director

- JA Cayman
- JA Grenada
Scotiabank’s CSR priority to invest in young people has been reflected through the Bank’s partnership with JA Americas, allowing students from 14 to 18 years of age to participate in national innovation camp competitions that aim to find innovative solutions to specific challenges that the business world faces. The “Road to Success” regional initiative reached 50,000 students in 3 years, developing the infinite potential of youth in our communities by teaching kids the basic concepts of financial literacy. The initiative gives students a basic understanding of the principles of finance and practical advice on budget planning and money management.

Winners of the national innovation camps participated of the 3rd Regional Innovation Challenge, were 12 teams represented their countries in front of an international jury. Group Taak’in from Mexico, was awarded with the first place thanks to their idea for an App to facilitate the access of youth to financial literacy. Mexican team visited the Bank’s local headquarters and traveled to Guatemala in December to participate of the JA International Forum of Entrepreneurs.

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Mexican team “Group Taak’in”, visiting Scotiabank’s headquarters in Mexico

The 3rd Regional Innovation Challenge was a great opportunity for 12 teams from the Americas region to present, with an innovative approach, how would young students learn concepts about financial literacy. “Group Taak’in” from Mexico was awarded as the winner, with Team Dominican Republic and Tecnocanvi (from Uruguay) as second and third places respectively.
“NOW I HAVE THE TOOLS TO GROW MY BUSINESS AND HELP MY FAMILY”

The Women for Development (W4D) program focuses on connecting training with real-world business opportunities. The program, implemented in ten countries, provides entrepreneurial training to vulnerable women, as well as access to microfinance institutions.

W4D was co-created by JA and Citi in 2010 and has been supported this year by the Citi Foundation in Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Panamá, and Paraguay reaching more than 4300 women. Since 2019 the program also counts with the support from the U.S. Agency for International Development (USAID) in Dominican Republic and Ecuador.

- 533 startup businesses created
- 1462 existing enterprises improved or expanded
- Nearly 50% of participants applied for a loan (80% of them were approved)
- 937 women started using financial products

“Now I have the tools to grow my business and help my family”

66% of unemployed youth in Latin America and the Caribbean are WOMEN

Marlene Sosa
Volunteer - Guatemala

The Strengthening Skills initiative is a regional combination of JA programs in Guatemala (“Tools to Undertake”), Jamaica (“JA Company of Entrepreneurs”), Paraguay (“Young Entrepreneurs in Action”) and Uruguay (“JA Race to Undertake”). More than 80,000 youth were benefitted thanks to Citi Foundation.

“It is amazing to see young people developing their creativity, leadership, responsibility, teamwork and innovation”
The 11th edition of the JA Americas Company of the Year Competition awarded a company from Mexico as the best of 2019 in Punta Cana. “Ciclo Verde” produces biodegradable pots made with avocado bone and shell. The 20 finalists, representing 12 countries from the region, enjoyed a unique educational and cultural exchange experience. FedEx, title sponsor of the Competition for 11th consecutive year, and Delta Air Lines, supported the competition.

Punta Cana was the host city of the JA Americas Company of the Year Competition (COY) in November 24-27, during the 11th Edition co-organized by JA Americas and JA Dominican Republic. The COY gathered 100 youth from 20 JA companies who participated in the JA Company Program, representing 12 countries during the final stage. Over three days participants enjoyed:

• Special seminars from FedEx (main sponsor) and Delta Air Lines’ representatives,
• Exchange and networking activities,
• Presentations of their companies to an international jury,
• An open Trade Fair at “Plaza San Juan” Mall, where they exhibited and sold their products
• Recreational activities.

After the evaluations from the COY judges, as well as the FedEx and Delta Air Lines judges, the following companies were recognized during the Awards Ceremony:

1ST PLACE

2019 COMPANY OF THE YEAR: "CICLO VERDE"
(MEXICO)

2ND PLACE
DETECS
(Mexico)

3RD PLACE
WASH YOU
(Ecuador)

FEDEX ACCESS AWARD
OBI
(Canada)

DELTA SOCIAL IMPACT AWARD
ISHIKI
(Argentina)

FedEx received JA Americas’ “Transforming Education Award”

FedEx is the winner of the 2019 JA Americas Transforming Education Award, the maximum recognition that JA gives to its regional partners. FedEx was recognized for its ongoing support over the last 10 years to the JA Americas Company of the Year Competition, allowing JA to impact the lives of thousands of young people in the region.
WE RECOGNIZE THOSE WHO HELP US ACTIVATE YOUTH FOR THE FUTURE OF JOBS

JA Americas presented the 2nd Edition of the “Teacher & Volunteer of the Year” awards, and outstanding opportunity for the Americas region, and for each country, to highlight the effort of JA’s rising stars: The best teachers and volunteers that make our mission possible.

MEET THE 2019 WINNERS!!!

Teacher of the Year
Carlos Medina (Peru)

Volunteer of the Year
Bernadette Salmon (Jamaica)

Each country from the Americas region nominated candidates to each contest and an international jury evaluated them based on the following criteria:

• Demonstrated commitment to JA mission and values
• Impact on students’ lives
• “Going the extra mile”: Implementation of additional activities to amplify JA’s impact

The 2019 winners attended the JA Americas’ Company of the Year Competition in Punta Cana to perform as judges of the regional competition.

OUR 2019 FOOTPRINT

BENEFITED STUDENTS GROWTH 2013-2019

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Governments
18,017

Volunteers
40,787

JA and other NGOs
1,991

Children and youth benefited:
1,400,044

We can’t do it alone....

OUR PARTNERS

JA’s mission worldwide and in the Americas, wouldn’t be possible without the commitment of our regional partners. Nearly 2,000 organizations support JA across the region.

OUR PARTNERS

We can’t do it alone....

Our partners include:

- American Tower
- Bank of America
- Merrill Lynch
- BID Lab
- Citigroup Foundation
- Coca-Cola
- Dell
- Delta
- Empatico
- FedEx Express
- Google.org
- HSBC
- IBM
- JPMorgan Chase & Co.
- MetLife Foundation
- SAP
- Scotiabank
- USAID
- Western Union Foundation

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 LATIN CODE WEEK HELPS LATIN AMERICAN YOUTH DEVELOPING APPS TO FACE SCHOOL DROPOUT

Apps developed by young people from Costa Rica and Panama were the 2019 Latin Code Week winners: An initiative co-created by SAP and Junior Achievement Americas that is also supported by American Tower. The “Quimera” and “Stop Bullying” apps were chosen among the finalists from 11 countries in the region.

The project developed by students from Panama was selected by a regional jury as winner of the 2019 edition of Latin Code Week. “Stop Bullying” connects students to a network of recommended psychologists. The App seeks to face dropout rates in schools since it focuses on the personal care and attention of each of the students who go through their high-school studies.

In the other hand, the Costa Rican Project “Quimera” was awarded through the Public Mention, obtaining the most votes on the https://latincodeweek.org/votacion/ platform. Quimera works as a social network that provides challenging opportunities for those who plan dropping out of school, by allocating scholarships to enhance talent.

More than 400 SAP volunteers have participated of Latin Code Week during the last 4 years. This year the program also counted on volunteers from American Tower.

LATIN CODE WEEK helps Latin American youth developing apps to face school dropout

Latin Code Week’s mission is to train young Latin Americans in technology and life skills, encouraging them to explore science, technology, engineering and mathematics (STEM) careers. In four editions, 5000 young people between 16 and 24 years have been trained in 11 countries in the region: Argentina, Brazil, Chile, Colombia, Costa Rica, Mexico, Panama, Peru, Paraguay, Puerto Rico and Venezuela.

60% of the students expressed interest in STEM careers after participating in the program during 2019.

Latin Code Week, awarded Gold Eikon to excellence in communications

During the annual Eikon Awards’ dinner in Buenos Aires, JA Americas had the privilege of being recipient of the regional Gold Eikon award in the “Sustainability in Education” category, thanks to Latin Code Week, its joint initiative co-created with SAP.
JA Americas proudly announced its first partnership with Google, which initial implementation is being led by JA Brazil: Through the “Professional Certificate of Support in IT” course, more than 2000 young Brazilians are being trained to enter the job market. Thanks to Google.org, Brazil will help vulnerable communities to access the course for free, as part of a regional initiative that is also supported by the Inter-American Development Bank. Google amplified the project including Argentina, where more than 500 young people will receive the course.

The project that started in Brazil and Argentina will benefit 2500 young people in vulnerable situations, who will learn the necessary digital skills to get a job. The initiative is also supported by the Inter-American Development Bank.

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EMPOWERING VULNERABLE YOUTH THROUGH FIRST-EVER REGIONAL INITIATIVE WITH GOOGLE

The Inter-American Development Bank (IDB), JA Americas, and SAP celebrated the first graduations from their “EmpleaTECH” initiative in Guatemala, El Salvador, and the Dominican Republic. The project aims to train 2,400 young people in the next three years and to get 50% of them to get a job in that period.

“EmpleaTECH”, the joint initiative of JA Americas, the Inter-American Development Bank (IDB), and SAP, celebrates its first class of graduates in Central America. EmpleaTECH aims to create pathways to innovation and employability for Latin American youth, especially those in vulnerable situations.

An investment of US $3 million will allow, in three years, to train near 2,400 young people and ensure that at least half are employed or working on their own at the end of the period. The project can be scaled to any country in the region. A new stage starts for the graduates, with ManpowerGroup as strategic partner, collaborating with them on job insertion.

“Youth in Brazil taking the “Professional Certificate of Support in IT” course, powered by Google.”

Bety Tichauer (JA Brazil’s Executive Director) and Noël Zemborain (JA Argentina’s Executive Director) were part of the Google’s official launching of the project in their countries.

“EmpleaTECH”, the joint initiative of JA Americas, the Inter-American Development Bank (IDB), and SAP, celebrates the first graduations from their “EmpleaTECH” initiative in Guatemala, El Salvador, and the Dominican Republic. The project aims to train 2,400 young people in the next three years and to get 50% of them to get a job in that period.

“The most impactful part of this experience was learning about soft skills: You can learn a lot of technical skills but, at the end, skills like teamwork are the ones that take you to professional achievements.”

Victor Rodriguez
Graduated from El Salvador (now working for an AI StartUp)
JA AMERICAS AND IBM TRAINED 4600 STUDENTS THROUGH THEIR STARTUP CHALLENGE

The educational program supports high school students in Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, Peru and Uruguay with IBM technical content and methodologies.

Junior Achievement Americas and IBM partnered to train high school students and empower their knowledge in disruptive technologies such as AI, Cloud, Blockchain, Agile Methodology, Storytelling, Design Thinking, among others. The Start Up Challenge benefited 4600 young students from the last two years of public high schools, who participated in the initiative “To innovate for Social Impact”, a competition that provides them with tools and skills that are critical for their future economic success, either to become job creators or enter the labor market.

“This professionals and students who are constantly learning throughout their lives are better situated to become professionals ready for the demands that exist today in the labor market and also to be prepared for the demands of the future”

Ana Paula Assis
IBM Latin America General Manager
JA Americas’ Board Member

This collaboration between JA and IBM involves empowering and reskilling young students in disruptive technologies that are now increasingly part of our daily lives, as well as giving them the possibility to learn soft skills that will also help them in their development as professionals. IBM and JA provide a training contemplated in 4 different stages: Agile Methodology, Canvas Model, Storytelling and Watson and IBM Cloud.

JA INTERVENTIONS PROVIDE

Ethics + 21st Century Skills + Technical Skills

COLLABORATIVE MODEL

Governments
18K Schools involved
1.9K Partners supporting JA
1.9K Youth benefited in 2019
JA and other NGOs
40K Volunteers

Proof of Outcome

They earn 50% more than now JA Alumni

JA Worldwide

#7 TOP 500 WORLD

2019

NCG ADVISOR