

2021 ANNUAL REPORT

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#InspiringYouth



JA
Americas

Member of JA Worldwide



3	MESSAGE FROM OUR CHAIRMAN
4	JA IS NOMINATED TO THE NOBEL PEACE PRIZE!
6	THE WORLD HAS CHANGED. SO HAS JA
8	OUR LEADERS ACROSS THE REGION
10	CELEBRATING 5TH SCOTIABANK REGIONAL INNOVATION CHALLENGE
12	STRENGTHENING OUR DIGITAL CAPACITY, THANKS TO CITI
14	MARKETANGELO FROM CANADA IS THE 2021 JA COMPANY OF THE YEAR
16	OUR FOOTPRINT 2021
17	WE CAN'T DO IT ALONE... OUR PARTNERS
18	GROW WITH GOOGLE
19	LATIN CODE WEEK
20	JA COMPANY PROGRAM DIGITIZATION, POWERED BY DELL TECHNOLOGIES
21	FIRST-EVER JA COMPANY PROGRAM'S CERTIFICATE, ENDORSED BY OAS
22	REGIONAL BOARD AND ROC TEAM

MISSION

We activate youth for the future of jobs

Through the delivery of cutting-edge, experiential learning in financial literacy, work readiness, and entrepreneurship, we create pathways for employability and job creation.

ENTREPRENEURSHIP

WORK READINESS

FINANCIAL LITERACY

MESSAGE FROM OUR BOARD CHAIR

Dear JA friends,

Welcome to our 2021 Annual Report!

After two very challenging years due to COVID, JA was able to keep relevant and resilient, thanks to truly committed people (staff, partners and board members) across the region.

Companies and organizations understood the importance of Education for the region's economic recovery: During the hardest months of pandemic, JA Americas increased their regional partners and initiatives, becoming a real solution to youth unemployment.

Our leaders across the region demonstrated passion, leading their operations and teams in their countries during the hardest moment of the last decades, and **allowing us to impact the lives of more than 1 Million youngsters in the region.** Thanks to each of them, for being #OneJA.

We are extremely proud, because the society recognizes what we do: For the third consecutive year, **we keep the 7th position in the NGO Advisor** ranking as one of the most influential NGOs in the world.

And this year, we have an exceptional reason to celebrate, because we have also received one of the most important news and recognition in our 100-year history: **For the very first time, Junior Achievement has been nominated to the Nobel Peace Prize.** Based on the premise that no peace is possible without economic equity, we are honored to be nominees, even more in a moment when defending the peace is an urgent priority for everyone.

Thanks to my colleagues at the JA Americas Board, outstanding supporters of our mission, and thanks to all those who keep trusting us. We look forward to a great 2022 – 2023 period, while we keep activating youth for the jobs of the future...

We are JA!



Luciano Macagno
Board Chair
Visit Luciano's profile on [in](#)

JA IS NOMINATED TO THE NOBEL PEACE PRIZE!

JA WORLDWIDE HAS BEEN NOMINATED FOR THE 2022 NOBEL PEACE PRIZE. THIS IS AN INCREDIBLE HONOR FOR THE ENTIRE JA NETWORK, WHICH INCLUDES MORE THAN 340 LOCAL OFFICES IN 115 COUNTRIES.



This nomination for JA Worldwide is the beginning of a journey for us. Many organizations have been nominated multiple times before being shortlisted or selected as winners. We are honored to be considered for the first time alongside such an illustrious group of Nobel Peace Prize nominees. And we hope that this honor inspires the JA network to achieve more, maximize our impact, and recognize that there is unity in diversity.

Nominations can only be received from heads of state and certain elected officials, university professors in select fields, previous Nobel Prize winners, and a few other notable individuals. Although the identity of each nominee will officially remain anonymous for 50 years, we have been given permission to share that we were nominated.



PEACE IS ONLY POSSIBLE WHEN YOUTH FROM ALL COUNTRIES AND REGIONS ARE ECONOMICALLY EMPOWERED. JA WORLDWIDE IS HONORED TO RECEIVE THIS NOMINATION AND WILL CONTINUE OUR WORK TO ENABLE ALL YOUNG PEOPLE TO HAVE THE SKILLS AND MINDSET TO BUILD THRIVING COMMUNITIES.

Asheesh Advani
CEO
JA Worldwide

JA RANKS AMONG MOST INFLUENTIAL NGOS IN THE WORLD FOR THIRD CONSECUTIVE YEAR

NGO Advisor began ranking NGOs in 2009 in an effort to showcase the best practices and newest ideas in the nonprofit sector. Those efforts continue today in its annual ranking of the most influential NGOs around the world. Highlighting innovation, impact, and governance in the nonprofit sector, the rankings seek to showcase the diversity and scale of organizations; compare NGOs using criteria that transcend geography and field of activity; stimulate inquiry and debate about the impact, innovation, and sustainability of NGO activity; and present a wide range of exemplary NGO work so that sector-wide trends can be observed year to year and annual rankings adjusted over time. We are proud to hold the 7th position for 3 years in a row.



New Brand!

THE WORLD HAS CHANGED. SO HAS JA

WE ARE MODERNIZING OUR LOOK TO MATCH OUR TECH-FORWARD LEARNING EXPERIENCES THAT MEET THE NEEDS OF THE TODAY'S GLOBAL YOUTH.



But so much hasn't changed... Our immersive learning experiences, business volunteers, teachers, and mentors at the core of every learning journey. And young people equipped with the skillset and mindset to build thriving communities.

Everything you love about JA.
Now in a modern look.

Find out more at jaworldwide.org



OUR STRATEGY IN ONE PAGE



YOUTH EMPLOYMENT IN THE AMERICAS REGION

32
MILLION
Young people
neither attending
school nor seeking
employment

66%
OF UNEMPLOYED
YOUTH ARE
WOMEN

60%
OF COMPANIES
Struggle to
hire

WHY

WE INSPIRE
AND PREPARE
YOUNG PEOPLE TO
SUCCEED IN A GLOBAL
ECONOMY

We activate youth for the future of jobs

HOW



BLENDED LEARNING MODEL

ENTREPRENEURSHIP
WORK READINESS
FINANCIAL LITERACY

WHAT

EXPECTED RESULTS

2 MILLION
Youth impacted
annually by 2022

Reduce skills
& gender gaps

Generate youth
employment



JA INTERVENTIONS PROVIDE

Ethics + 21st Century Skills + Technical Skills

COLLABORATIVE MODEL



Proof of outcome

JA Alumni are **2x** more likely to have their own business

They earn **50% more than non-JA Alumni**

OUR LEADERS OUR LEADERS



**ACROSS
THE REGION**
by April 2022

JA AMERICAS

ANNUAL REPORT



Rhanda Alexander
JA Dominica



Ana Carolina Alfaro
JA Nicaragua



Wayne Archibald
JA US Virgin Islands



Cesar Asiático
JA Dominicana



Jorge Luis Burgos
JA Panama



Rayshell Campbell
JA Turks and Caicos



Jose Herrera
JA Guatemala



Scott Hillier
JA Canada



Brenda John
St. Kitts and Nevis



Tammy Lecky
JA Bahamas



Ileana Leyba de Villegas
JA Venezuela



Yoritza Lujan
JA Honduras



Pablo Marroche
JA Uruguay



Ricardo Monterroza
JA El Salvador



Randall Pacheco
JA Costa Rica



Paula Pastor Flores
JA Mexico (interim)



Walric Peddie
JA Jamaica



Magdalena Peralta
JA Chile



Elgenia Piernella
JA Curacão



María Cristina Piñeros
JA Colombia



Kaysa Ramos
JA Puerto Rico



Deborah Revilla
JA Peru



Luis Salazar
JA Ecuador



Lorena Soto
JA Paraguay



Brenda Santos Evandro Badin
JA Brazil



Noël Zemborain
JA Argentina

CELEBRATING “ROAD TO SUCCESS” CLOSURE WITH 5TH SCOTIABANK REGIONAL INNOVATION CHALLENGE

The fifth regional finals of the financial education and life skills initiative “Road to Success” created by Scotiabank and JA Americas represented the closure activity of one of the largest initiatives in the history of JA. After the presentations of the finalist teams, the “Thot” team representing Peru became the winner of the 2021 edition.



Scotiabank's CSR priority of investing in youth has been reflected through the Bank's partnership with JA Americas, which enables students ages 14-18 to participate in national innovation camp competitions that aim to find innovative solutions to specific challenges facing the business world. The “Road to Success” regional initiative reached over 95,000 students in 5 years, unlocking the infinite potential of youth in our communities by

teaching them the basics of financial literacy. The initiative provides students with a basic understanding of the principles of finance and practical tips on budget planning and money management.

“Thot” from Peru, won the challenge, while “Play Study” (Colombia) and “AVA” (Panama) were in second and third place, respectively.

The initiative has benefited

94,973

young students

(16-20 years old)

Through more than

2,600

volunteers



Countries benefited 2021



The winners of the 5th Regional innovation challenge 2021 are ...



From Peru



Colombia
**Play
Study**



Panama
AVA

Scotiabank®

JA Americas
100 YEARS OF ACHIEVEMENT
A Member of JA Worldwide

Citi Foundation



STRENGTHENING OUR DIGITAL CAPACITY, THANKS TO CITI

The 2021 project with one of our major donors in the region (and globally) such as Citi, allowed JA to accelerate digitization process of flagship programs and offices operations in 8 countries in the region. Thanks to Citi support, we benefitted more than 5000 students through digital programs while we keep strengthening our capacity building.



At least
3 offices
will be certified
as Cisco Networking
Academies

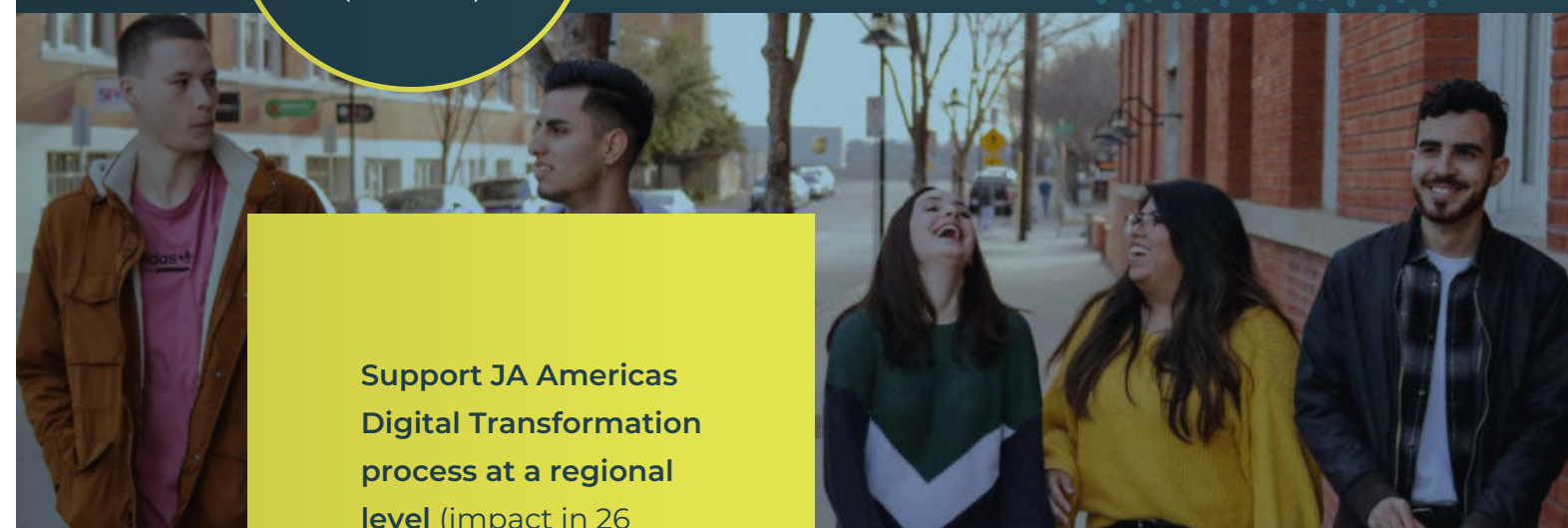
Gracias a la visión de Citi Foundation
podimos acelerar 5 años
nuestro proyecto de
digitalización en Centroamérica
para que miles de jóvenes tengan
más oportunidades.



8 COUNTRIES INVOLVED



Digitization
of flagship JA
Company Program
(Jamaica)



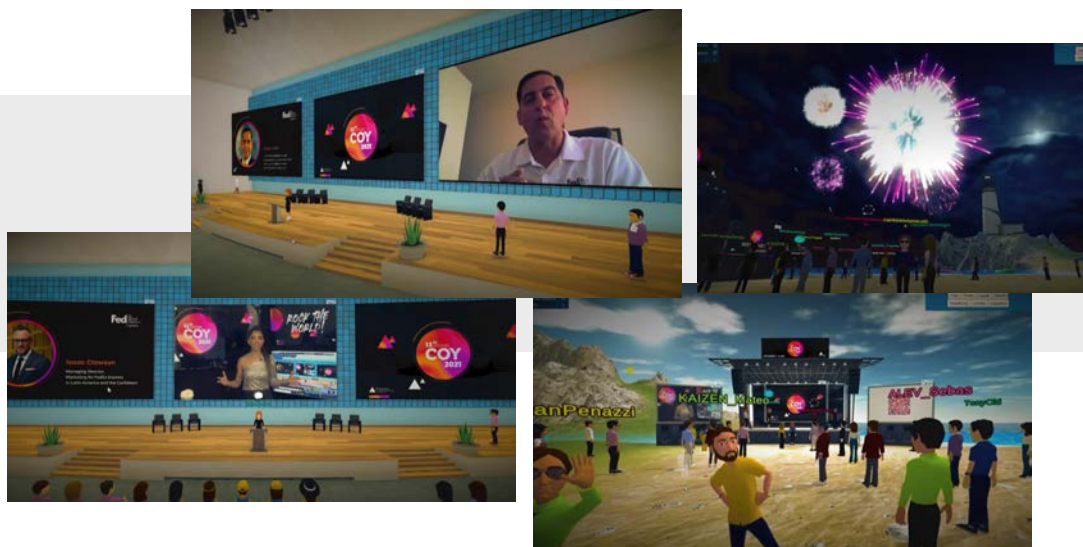
Support JA Americas
Digital Transformation
process at a regional
level (impact in 26
countries)

13th JA Americas Company of the Year Competition COY 2021

FedEx Express

MARKETANGELO FROM CANADA IS THE 2021 COMPANY OF THE YEAR!

At the 13th JA Americas Company of the Year Competition, sponsored by FedEx and held virtually, student-run company MarketAngelo was recognized the 2021 JA Americas Company of the Year. MarketAngelo is a Gen-Z focused, interactive learning platform that aims to educate users on the relationship between sustainable investing and pursuing profits.



"At FedEx, we believe a connected world is a better world. We empower everyone from small business owners to Fortune 500 companies to reach customers all over the world," said Rakesh Shalia, Vice President of Marketing and Communications for FedEx Express Latin America and Caribbean, and JA Americas board member. "FedEx's Global Possibilities platform celebrates the power of global connectivity and the next generation of innovators on the verge of the next big idea. The Global Possibilities Award recognizes a student-run business that best exhibits the principles of global

connectivity: Driven by Innovation, Connecting to New Markets, Fueling Community Development and Sustainable and Social Responsibility."

During the **three-day event**, the students-run companies competed for several awards, engaged in several virtual seminars led by regional experts in innovation, entrepreneurship, and business, and virtually pitched their companies to a panel of judges comprised of business leaders. The 2021 edition was hosted in disruptive avatars platform that provided an immersive digital experience in a virtual world.

Meet the winners of the 2021 edition!



2nd place **Karte**
Uruguay

3rd place **Elevate**
Canada

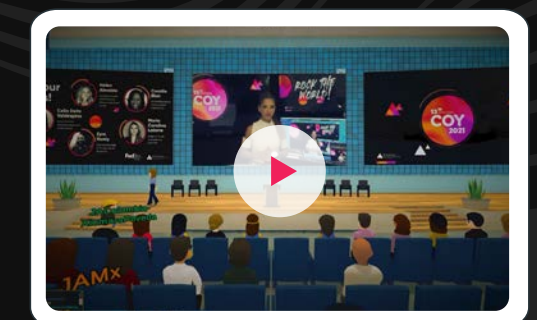
FedEx Global Possibilities Award **Cool Bike**
Uruguay

Business Idea Award **Maluhia**
Peru

People's Choice Award **Mexafiltro**
Mexico

The company Cool Bike, represented Junior Achievement Uruguay, was recognized with the FedEx Global Possibilities Award. Cool Bike created a delivery service where the inhabitants can communicate through a unique number of the company and letting them know what to buy for them and where to send it.

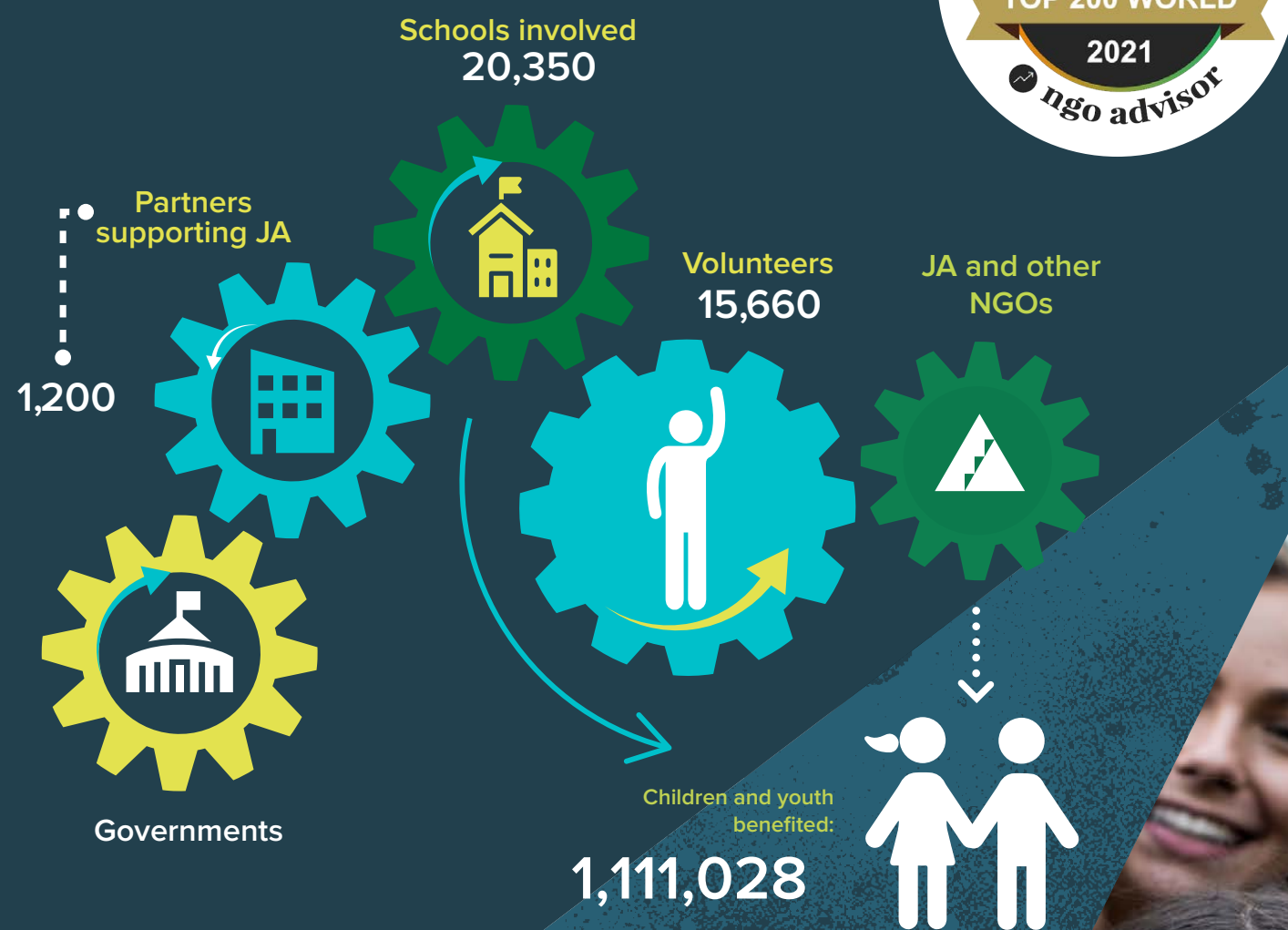
Watch the video



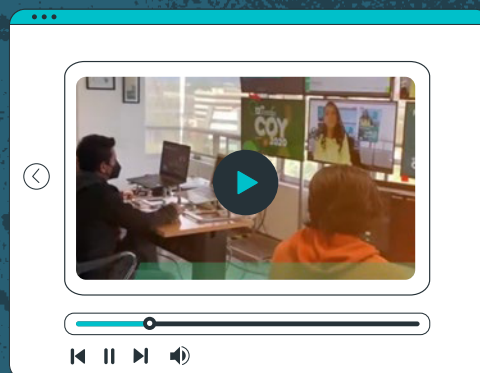
The **JA Americas Company of the Year Competition** awards the best JA Company of students throughout Canada, Latin America and the Caribbean, who present the results of their company and learning experience, and appear before a panel of independent judges who determine company performance against the competition criteria. The goal of the JA Company of the Year Competition is to create a signature showcase for Junior Achievement and the high school students who benefit from the impact of the JA Company Program.

OUR FOOTPRINT

By June 2021



Watch our highlights



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.



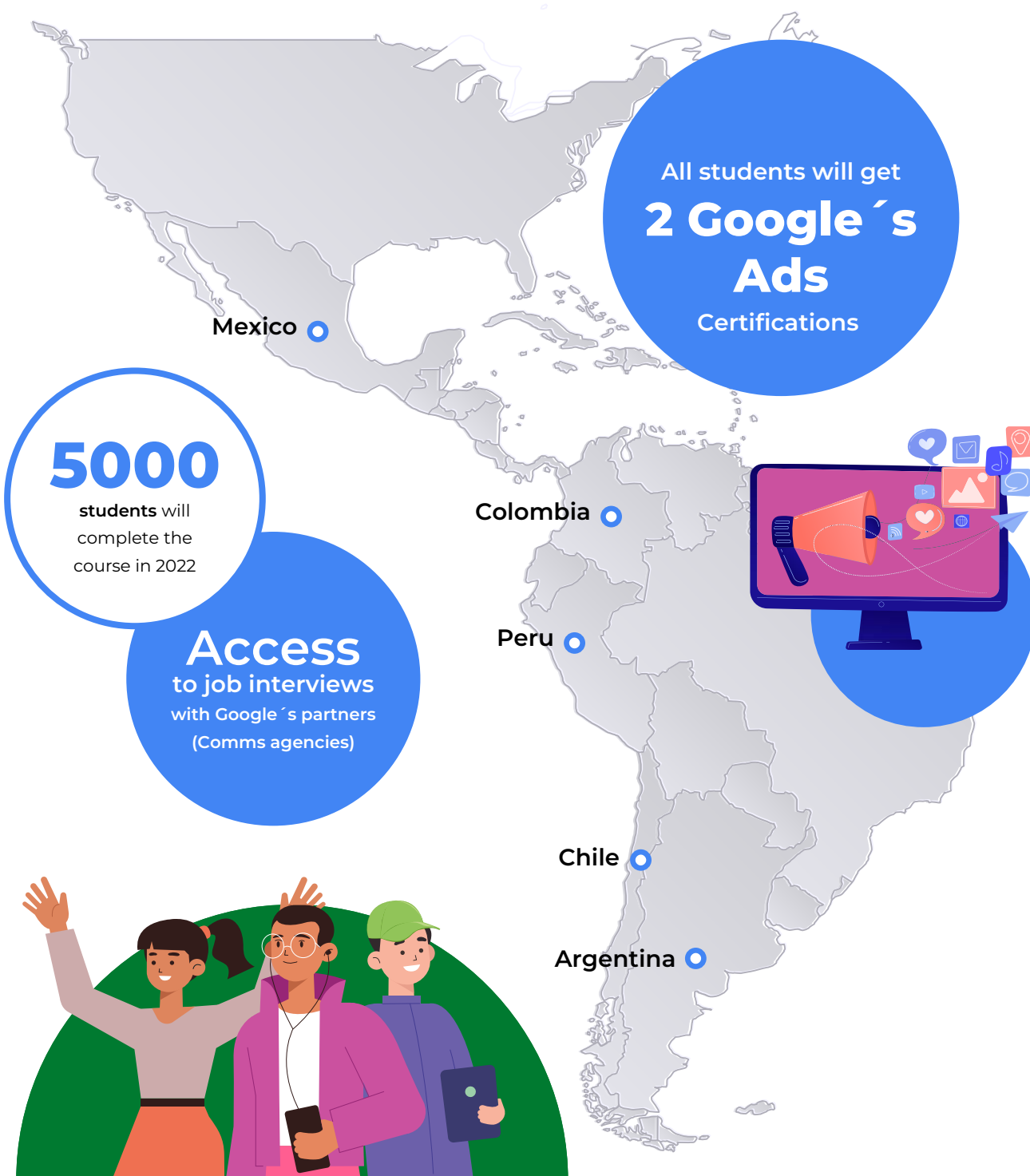
Grow with Google ^{For youth}

JA AMERICAS IMPLEMENTS "GROW WITH GOOGLE FOR YOUTH" IN 5 COUNTRIES. THE INITIATIVE ALLOWS VULNERABLE YOUTH TO ACCESS A FREE COURSE ON DIGITAL MARKETING, LED BY GOOGLE EXPERTS, AND COMBINED WITH SOFT SKILLS DELIVERED BY JA.

JA AMERICAS

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DOWNLOAD



LATIN <CODE_WEEK>



SAP AND JA AMERICAS CREATED "LATIN CODE WEEK" IN 2016. CURRENTLY RUNNING ITS 7TH EDITION, THE PROGRAM PROVIDES HIGH SCHOOL STUDENTS WITH A FIRST APPROACH TO CODING AND PROTOTYPING, THROUGH SAP TOOLS.



48% of graduated are women



9400 youth benefited

+800 SAP volunteers

Countries 2021

- Argentina
- Brazil
- Chile
- Colombia
- Costa Rica
- Ecuador
- Guatemala
- Mexico
- Miami (USA)
- Venezuela

2021 Winners!

The Unique Talents project, developed by young people from Mexico, was selected as the main winner of the 2021 edition and designated the "LatinCoder Team of the Year". Its proposal seeks to support people with disabilities and pregnant women between 15 to 25 years in their search for employment, raising awareness among the population regarding negative stereotypes in the workplace.

In the "Pitch of the Year" category, the Cambalache team from Colombia was the winner. Peruvian team won the category "Most Innovative Solution" with Gowork, an application that uses machine learning algorithms.

Emprende Hoy, from Ecuador, won the social impact award. They seek to solve the problem of youth unemployment, connecting young people who want to start a business with others who are looking to work so that the former position themselves as employers in their community.

For its part, the team from Venezuela was awarded the mention of the public for obtaining the highest number of votes on social networks. His project Jobbie! promotes education, training and access to employment in young cancer survivors to facilitate their employment.

I HAVE LEARNED HOW TO FIND THE SOLUTION TO A PROBLEM, TO BE MORE SOCIABLE AND TO VALUE MY IDEAS IN ORDER TO SHARE THEM. TODAY I DECIDE TO CONTINUE MY STUDIES IN THE FIELD OF TECHNOLOGY, WHICH IS SOMETHING WONDERFUL.

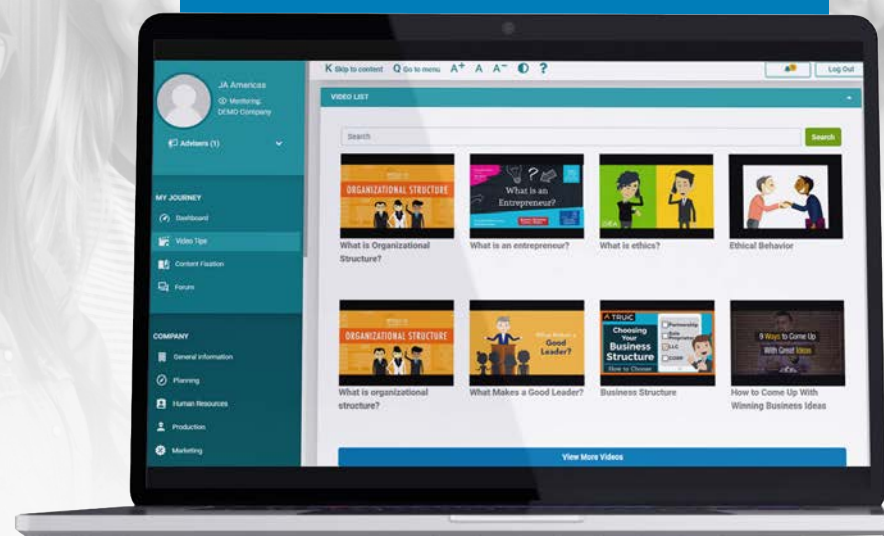
Karol Ortiz
Colombian Student

JA COMPANY PROGRAM DIGITIZATION

Powered by

DELLTechnologies

SCME is the JA Company program management system that allow students and volunteers to oversee and run all the activities of their enterprises.



The platform is web-based and gives the users the ability to control their goals and business' indicators along the program.

7
countries



5 years

of partnership



9800

youth benefited

JUNIOR ACHIEVEMENT AMERICAS GENERATES REGIONAL PARTNERSHIP WITH THE ORGANIZATION OF AMERICAN STATES TO ACCELERATE YOUTH EMPOWERMENT

JA Americas announced the signing of a collaboration agreement with the Organization of American States (OAS) aimed at empowering young people in Latin America and the Caribbean through the OAS endorsement to the Junior Achievement's Entrepreneurial Skills Pass (ESP) qualification.

JA's Entrepreneurial Skills Pass (ESP) is the only international qualification that certifies secondary students' practical entrepreneurship experience. The OAS endorsement aims to accelerate student engagement and acceptance of the ESP certification. The ESP assessment serves as a next step for young people to complement their practical experience learned through the JA Company Program, a pre-requisite for acceptance in the ESP.

The Program is a six-month-long project where high school students put their ideas into action by launching and operating a real business with other students and under business professionals' guidance. The Program prepares high school students for the ESP by teaching them a variety of entrepreneurial skills, including how to design, launch and run a company; develop critical remote collaboration skills; discover the potential for for-profit companies to have a positive social impact; and how to assemble, motivate and collaborate with a diverse team. Participating students also learn how to build confidence surmounting challenges and facing uncertainties; design and launch successful social media campaigns; manage financial records; expand their network; prepare for college and beyond; and become financially independent.

The ESP allows students who previously completed the Program or its equivalent, such as the JA Company of Entrepreneurs (JACE) in Jamaica, to reflect on their progress in acquiring practical entrepreneurial skills – an important step to consolidate any learning process.

"Becoming an entrepreneur is not a destination, but a

journey," said Leo Martellotto, President of JA Americas, regarding the partnership. "We need to encourage young people to discover new places, take risks and accept failures as part of the process. Only through this ongoing process will they acquire the skills that, combined with an entrepreneurial mindset, will get them closer to achieving their dreams."



Asheesh Advani, CEO of JA Worldwide, and Leo Martellotto, president of JA Americas, met Mr. Luis Almagro, OAS Secretary General, in DC.

According to Betilde Muñoz-Pogossian, Director of the Department of Social Inclusion in the Secretariat for Access to Rights and Equity of the OAS, "The OAS is pleased to collaborate with JA Americas and be part of this Program that aims to empower young people of the Americas through entrepreneurial skills. We look forward to them applying these skills to lead the economic, social and political development of the Americas."



Member of JA Worldwide

by April 2022

Regional Board



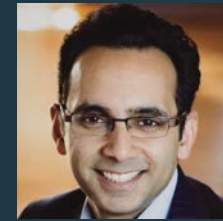
Luciano Macagno

Managing Director
LatAm and Caribbean
Delta Air Lines, Inc.
JA Americas Chairman



Claudio Muruzabal

President of SAP South
Europe, Middle East,
Africa Chairman of SAP
LatAm& Caribbean
JA Americas Vice-Chair



Asheesh Advani

CEO
JA Worldwide



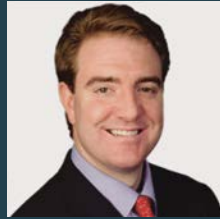
Dawn Carson

Region Manager
Latin America
CATERPILLAR, INC.



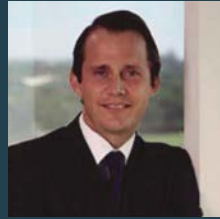
Marcelo Carvalho

President
Ancar Ivanhoe
JA Brazil 's Chairman



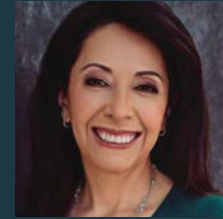
Todd Cassler

Head of Institutional
Distribution US, LatAm,
South America and EMEA
Manulife Investment
Management and John
Hancock Investment
Management



Mariano Dall'Orso

Senior VP & Head of
Latin America
ACI Worldwide



Silvia Dávila

Senior Vice
President
EDP LATAM
Danone



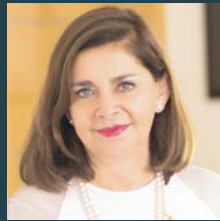
Mariella de Aurrecoechea

Strategy & Innovation
Director
Delloite Spanish
Latin America



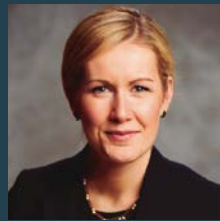
Erich de la Fuente

CEO
EDF Consulting



Mónica Flores Barragán

President for Latin
America
Manpower Group



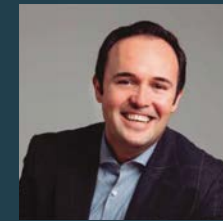
Clare Horan

VP Risk Strategy
& Transformation
International
Corporate & Commercial
Banking
Scotiabank



Claire Johnson

President
TSX Trust



Gerjon Kalaci

CEO - Alexa
Translations
JA Canada 's Board
Member



Charles Kim

Managing Partner
Alpine Group USVI



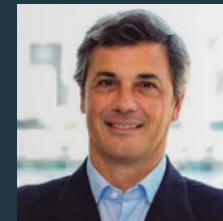
Carlos Latorre López

President
Grupo Prolomer
JA Mexico 's Chairman



Maren Lau

VP Latin America
Facebook



Diego Majdalani

President for Channel
International Sales
Dell Technologies



Leo Martellotto

President
JA Americas



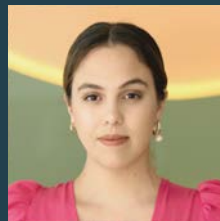
Rakesh Shalia

Vice President
Marketing and
Communications
FedEx Express LatAm
and Caribbean Division



Sean Summers

Chief Marketing
Officer
Mercado Libre



Ileana Tapia

Founder & CEO
Sicurezza
JA Alumna



Driss Tamsamani

Managing Director
Citi Latin America



Jaime Vallés

Vice President LatAm
Amazon Web
Services



Dominique Virchaux

President for
South America
Korn Ferry

Our Team



Leo Martellotto

President
JA Americas



Paula Pastor Flores

Operations
Director



Jasmin Eymery

Director
of Fundraising
& Partnerships
Development



Hernan Zocco

Communications
Director



Leticia Chaparro

Strategy
Director



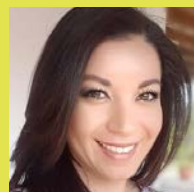
Silvina Llaena

Talent
Development
Director



Gabriela Correa Ferrari

Programs
Coordinator



Leticia Rayas

Programs
Coordinator



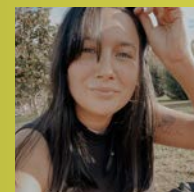
María Eugenia Llorca

Partnership
Development
& Fundraising
Coordinator



Rodrigo Vazquez Munguía

Regional
Alumni
Champion



Flor Barbotti

Communications
Coordinator



Cecilia Quiñones

CSR Coordinator
SAP / Programs
Intern



Carolina Jaramillo

Programs
Coordinator



Alejandra Calderon

Development
Intern

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 JuniorAchievementAmericas

 Jaamericas

 Junior Achievement Americas

 JA Americas

 JA Americas



**JA
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