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!
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.

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

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 YA 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.

This 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.

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

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New Brand!

THE WORLD HAS CHANGED. SO HAS JA

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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

66% of unemployed youth are women

- WE INSPIRE AND PREPARE YOUNG PEOPLE TO SUCCEED IN A GLOBAL ECONOMY
- WE ACTIVATE YOUTH FOR THE FUTURE OF JOBS

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

Governments

Schools involved

Volunteers

Partners supporting JA

JA and other NGOs

Proof of outcome

JA Alumni are 2X more likely to have their own business

They earn 50% more than non-JA Alumni

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JA Worldwide

#7 TOP 200 WORLD

ANDREWS

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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) and through more than 2,600 volunteers across 19 countries in the Americas region.
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

5000 jóvenes desarrollan habilidades emprendedoras en Centroamérica gracias a nuestra alianza con Citi Foundation

Digitization of flagship JA Company Program (Jamaica)

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

8 COUNTRIES INVOLVED

- Dominican Republic
- Guatemala
- Honduras
- El Salvador
- Panama
- Costa Rica
- Paraguay
- Jamaica
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 as 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 held in a disruptive avatars platform that provided an immersive digital experience in a virtual world.

The JA Americas Company of the Year Competition awards the best JA Company of the Year on the verge of the next big idea to Fortune 500 companies to reach customers all over the world. 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.

The 2021 Company of the Year Competition was sponsored by FedEx and held virtually. The 2021 edition was hosted in a disruptive avatars platform that provided an immersive digital experience in a virtual world. The winners of the 2021 edition were recognized as follows:

1st place: MarketAngelo
2nd place: Karte
3rd place: Elevate
FedEx Global Possibilities Award: Cool Bike
Business Idea Award: Maluhia
People’s Choice Award: Mexafiltro

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 let them know what to buy for them and where to send it.

Watch the video

Meet the winners of the 2021 edition!
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 FOOTPRINT

By June 2021

Schools involved

Partners supporting JA

Governments

Volunteers

JA and other NGOs

Children and youth benefited:

Schools involved 20,350

Volunteers 15,660

JA and other NGOs

Governments

Children and youth benefited: 1,111,028

Watch our highlights

JA Americas

Member of JA Worldwide

JA Americas | Annual Report
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.

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.

Access to job interviews with Google’s partners (Comms agencies)

5000 students will complete the course in 2022

All students will get 2 Google’s Ads Certifications

48% of graduated are women

9400 youth benefited

+800 SAP volunteers

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 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 prerequisite 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.”

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 take forward to them applying these skills to lead the economic, social and political development of the Americas.”

SGME is the JA Company program management system that allows 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.

Powered by Dell Technologies

JA COMPANY PROGRAM DIGITIZATION

7 countries
www.jaamericas.org

JuniorAchievementAmericas
Jaamericas
Junior Achievement Americas
JA Americas
JA Americas

JA Americas
Member of JA Worldwide