



# JCA Board Candidate Orientation Info Sessions

March 2025

# The Hub of Community Engagement





# Vision, Mission & Values

## Vision

- ▶ The Jamaican, Caribbean & African-Canadian communities will be a socially and economically equitable group that is represented and contributes at all levels to a strong diverse Canada..

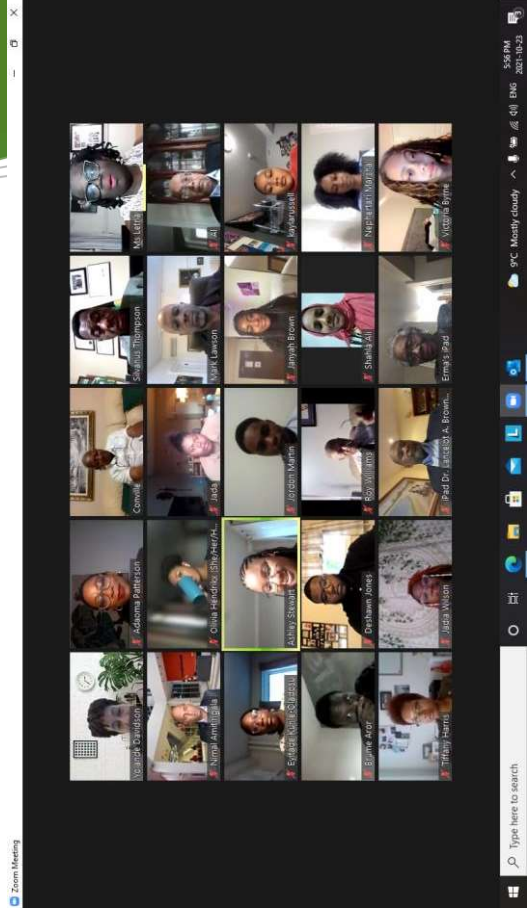
## Mission

- ▶ The Jamaican Canadian Association (JCA) is to deliver programs and services, provide a physical hub, and to advocate to improve the well-being and equity of Jamaican, Caribbean & African-Canadian communities within the Greater Toronto Area.

## Values

- ▶ **Respect & Dignity** - Staff, volunteers, and community members who participate in JCA activities and use its services will treat each other with respect and dignity.
- ▶ **Diversity** - We value and respect the diversity of our staff, the people who make up our membership, and of those who use our services regardless of their racial and cultural backgrounds, religion, age, sex, sexual orientation, and visible/invisible challenges.
- ▶ **Integrity** - We employ honesty and ethical decision-making practices in all that we do.
- ▶ **Advocacy** - We recognize the need to increase resources to contribute to the well-being of the communities we serve. We support this position by working with individuals, organizations, and others in an effort to influence the policy decisions that impact these communities.
- ▶ **Excellence** - We are committed to ensuring that clients and customers receive high quality services from well-informed and well-qualified staff.

# The Virtual World & Supporting the Community

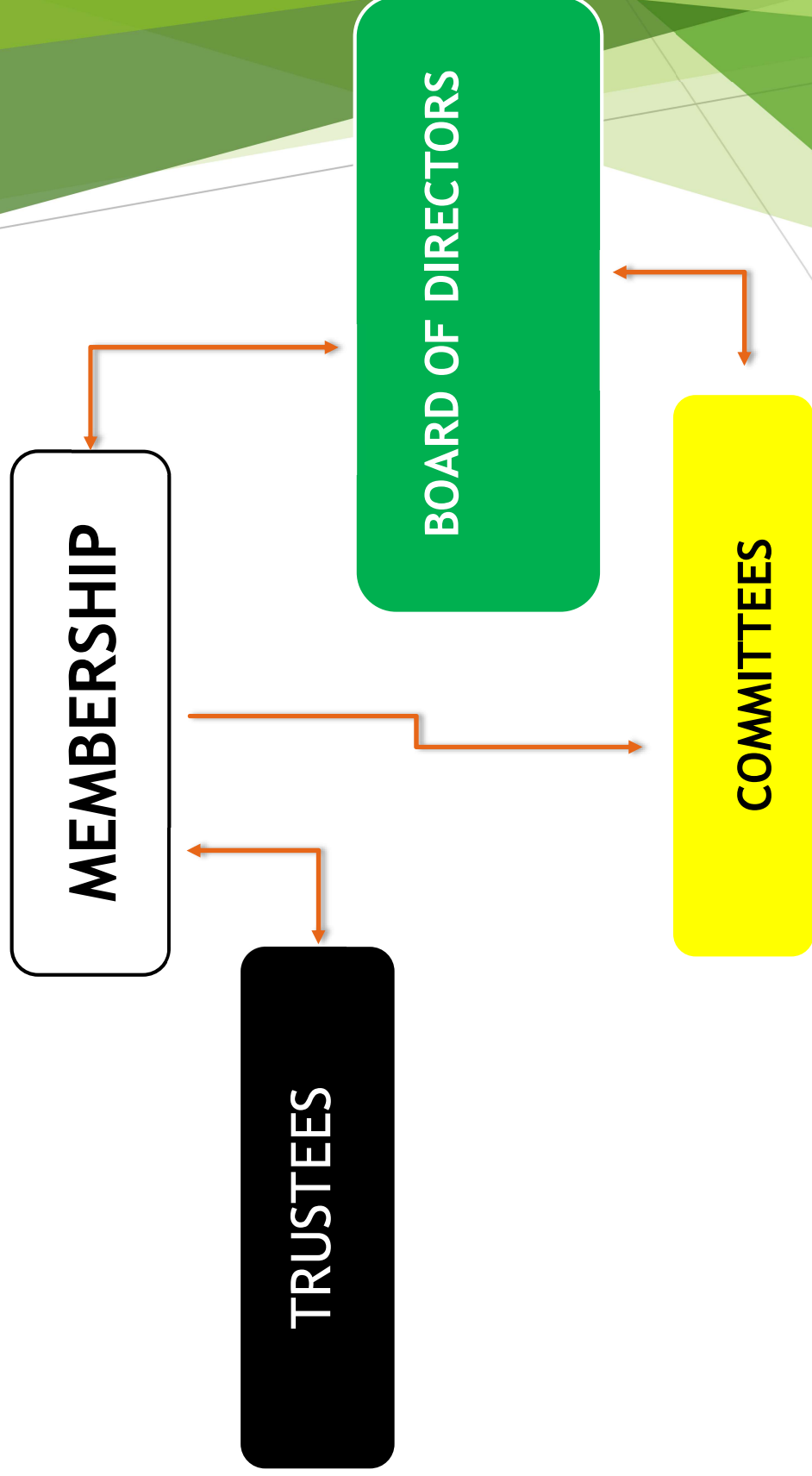


# Signature Initiatives - more than 17 events per year!

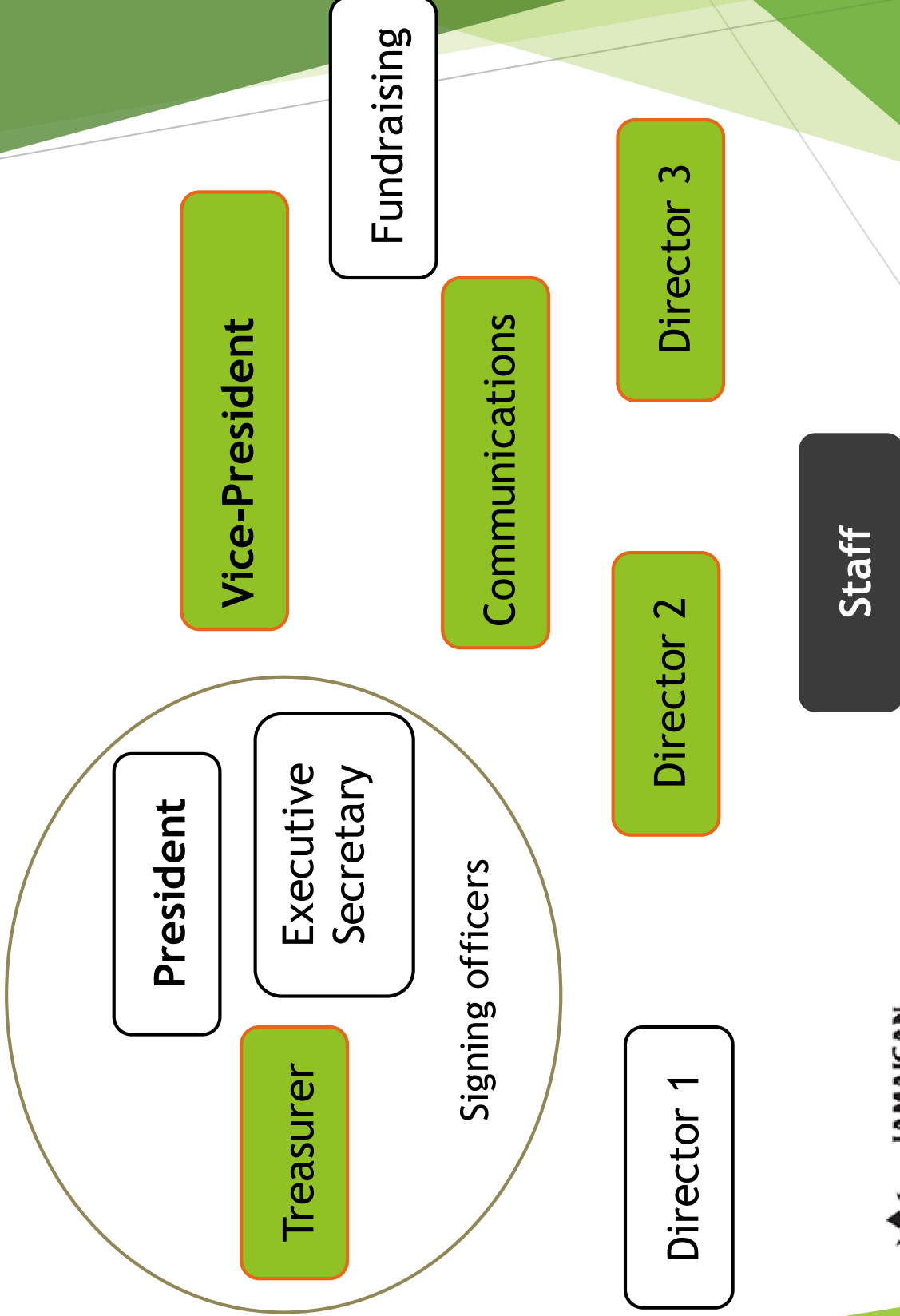
- ▶ Saturday Morning Tutorial Program
- ▶ STEM
- ▶ Life Skills
- ▶ Financial Literacy
- ▶ Parent workshops
- ▶ Summer program
- ▶ Adult Literacy Program - in development
- ▶ International Students Initiative focused on supporting Caribbean students - launched 2019
- ▶ Caribbean Canadian Seniors Club
- ▶ Boonoonoonos BHM Celebration/Brunch
- ▶ Black History Month Celebrations
- ▶ Annual Walk Good Walkathon
- ▶ Jamaica Independence Gala
- ▶ Scholarship Awards
- ▶ International Women's Day Celebration/Brunch
- ▶ Membership socials



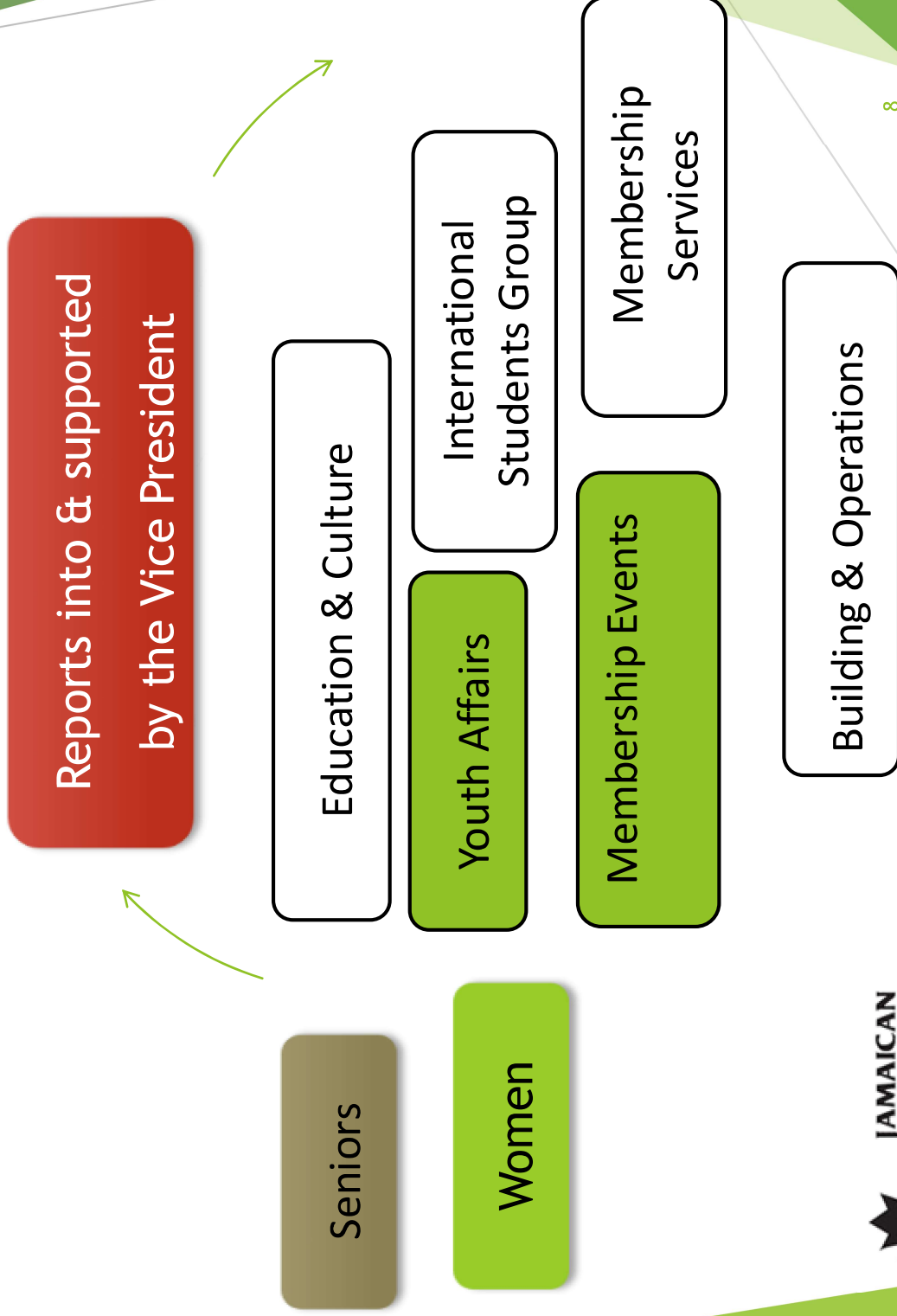
# Organization Structure



# Board Structure



# Standing Committee Structure





# JCA Organizational Footprint



1962

2025



2015

<b>Renewed focus</b> (5 key areas)	<b>Education</b> <b>Focus:</b> skill development financial Technology, retirement, citizenship	<b>Culture</b> <b>Definition:</b> preserving and promoting Jamaican, Caribbean, culture	<b>Advocacy</b> <b>Focus:</b> addressing issues that impact the Jamaican, Caribbean, African communities	<b>Community Hub</b> <b>Focus:</b> creating a space for community events socials, political gatherings, educational	<b>Youth</b> <b>Focus:</b> mentorship, tutoring, skills building, promoting education
<b>Examples of Programs/Initiatives/Actions</b>	International Women's Day, CPR training, health fair - Men's health forum	Jamaican cooking classes, Jamaican independence day activities, heritage classes, traditional dance classes	Pre-election debates, policy/position papers, partnerships with other organizations/ networks on policy issues	Senior's club, private events, fundraising events Jamaica Consul General/ Jamaican Government events, senior's brunch, domino club, networking events	Scholarships, Saturday Morning Tutorial Program, mentoring initiatives, summer employment/ training, physical activity classes, children's Christmas party, volunteer placements
<b>Demographic/Target Audience</b>	Working age adults, seniors	Youth, working age adults, seniors	Wider community, political/ community leaders	community	Children & youth
<b>Revenue Generation &amp; Financial Stability</b>	Membership fees, fee for service (user pay), free	Membership fees, fee for service (user pay), free	None	Hall rental	Combination of fee for service (user pay) & free

# JCA Footprint

## Four strategic pillars

These pillars identify the organization's role and contribution to building and strengthening the community.

Build capacity	Redefine leadership	Embrace collaboration	Support innovation
of the Jamaican, Caribbean, Black, African-Canadian communities – focus on individual and collective economic development, education, immediate needs, advocacy, policy & root causes	using a 21 <sup>st</sup> century definition of leadership that is a more inclusive definition that is about teaching, sharing and working together	build relationships with new partners, work together for the collective good; share knowledge	test new ideas, initiatives, ways of working, take risks

# 2025 - 2028 Strategic Priorities approved by Board & Membership

## 1. Members Services

- ▶ Providing programs and services that effectively address the needs of members.

## 2. Advocacy

- ▶ Maintaining awareness of and actively advocating on behalf of the needs of Caribbean and African-Canadian Communities.

## 3. Financial Sustainability

- ▶ Development, diversification, and effective stewardship of the organization's financial resources.

## 4. Organizational Resilience

- ▶ Development of organizational, staff and governance capacity and competence.

## 5. Community

- ▶ Growing and maintaining community awareness, connection and relevance.

David Betty - President

Michelle McKenzie-Dolly - Vice  
President

Benito Palomino - Treasurer

Dawn Williams - Executive Secretary

Kashane Denton - Director of  
Communications

Michelle Davis - Director of  
Fundraising

Charles Gordon - Director at Large

Vacant - Director at Large

Horace Wright - Director at Large

# Current Board of Directors

# Position Descriptions





# Recruitment and Election Process

- ▶ Key dates:
- ▶ Information Sessions - March 13<sup>th</sup> & 15<sup>th</sup>
- ▶ Application Deadline - April 6<sup>th</sup>
- ▶ Interviews & reference check
- ▶ Election - May 25<sup>th</sup>

# JCA Reality

- ▶ All elected leaders have a legal and fiduciary responsibility to the organization.
- ▶ The JCA holds a Liquor Licence which allows it to operate a bar on and off the premise.
- ▶ Board members may be asked to provide or verify their personal information to/with the Alcohol and Gaming Commission of Ontario and various funding bodies.
- ▶ Board responsibilities and workload - an operational board - significant time commitment
- ▶ 95% of work done by volunteers
- ▶ Staff: 1 full-time equivalent & 1 full-time funded
- ▶ Revenue and cash flow - always a challenge
- ▶ Currently a big focus on revenue generation, community partnerships and membership recruitment
- ▶ All general meetings and some events are held on Sundays
- ▶ Mandatory board training to take place in June 2023

# Questions



Thank You

