TABLE OF CONTENTS

MESSAGE FROM THE CEO 1
ABOUT JA AFRICA & WHAT WE DO 2
JA'S THEORY OF CHANGE 4
OUR PROGRAMS 5
PROGRAM HIGHLIGHTS 6
INTRODUCING JA DEEP 22
VOLUNTEER SPOTLIGHT 23
EXPLORING MARKET SKILLS GAPS 24
OUR PARTNERS 27
GIVING OUR THANKS 32
OUR PEOPLE 35
PARTNER WITH US 38
The arrival of COVID vaccines in 2021 was a welcome reminder of brighter days to come and the human race has shown its resilience in the face of global challenges. We learned to adapt and thrive, not just survive, in the new world. 2021 got us back in forward motion and you can’t help but be optimistic about what the future has to offer. JA Africa responded, pivoted, and adapted. We convened a 3-day strategy retreat in June 2021 with JA Africa Board Members, Board Chairs and Executive Directors of our 13 Member Nations across Africa, our major donors, partners and alumni, during which we reviewed existing structures, approaches, impact and relevance, and set an ambitious goal to increase our annual reach to 500,000 youth by 2024 with programs that best equip them for 21st Century success.

We set this plan in motion by engaging Accenture Development Partners, who worked with us and all our stakeholders to develop a detailed roadmap for 2022-2025. I am extremely grateful for the contributions made by our board, Member Nation boards, JA Worldwide senior leadership team, Executive Directors and staff across our thirteen countries in Africa and my amazing team at the JA Africa Regional Operating Center! The ADP team was excellent in pushing us way beyond our comfort zones to think creatively about what the future holds for young Africans and the role that JA Africa can play in enabling that future. I’m deeply grateful to our board member from Accenture, Khethiwe Nkuna, for making this possible. My gratitude also goes to another board member, Pierre-Philippe Romagny, who contributed in-kind services from Oliver Wyman to support research we conducted with our colleagues from JA Middle East and North Africa (INJAZ Al-Arab) to explore skills gaps in African youth, both from the perspective of youth and of employers. The summary findings of the research are published in this annual report, and you can find the full report [here]. We are extremely grateful to Oliver Wyman for their in-kind support and the Waterloo Foundation for sponsoring this research, which has helped us improve our existing programs and develop new programs to fill identified gaps.

We are already seeing the fruits of this deep dive into increasing our impact and relevance. For the first time ever, we were able to crack the 300,000 ceiling and reach over 324,000 students across 13 countries! Key to this success is our strength in digital programming which we leveraged to run programs during the peak of the lockdown period for our schools. JA Africa’s reputation as a leader in youth development in Africa grew in leaps and bounds as we got recognized as a leading NGO in Africa by several institutions and publications. We also forged great partnerships with the Project Management Institute (PMI), its Educational Foundation (PMIEF) and Google.org to infuse our programs with the project management and digital skills our youth need to access 21st Century jobs. In addition, our second virtual Company of the Year Competition received more engagements than ever, as our hardworking marketing team increased our social media engagements to over one million youth across Africa!

I remain optimistic that the foundation we have laid in 2021 will propel us to achieve our ambitious goals, and I’m excited about the journey ahead! If you would like to partner with us on this journey or are looking for ways to make a meaningful investment in the youth of Africa, please contact us at info@ja-africa.org. We are committed to this cause and with your help, we can support Africa’s youth in turning their challenges into global business opportunities! Thank you for your unwavering support for our work.

Regards.

Simi Nwogugu
ABOUT JA AFRICA

As one of Africa's largest and most-impactful youth-serving NGOs, JA Africa delivers hands on, immersive learning in work readiness, financial health, entrepreneurship, sustainability, STEM, economics, citizenship, ethics, and more. JA Africa has a presence in 13 countries in Sub-Saharan Africa and collectively, we reach more than 300,000 youth in more than 3,000 schools each year. JA Africa operates in Côte d'Ivoire, Eswatini, Gabon, Ghana, Kenya, Mauritius, Nigeria, Senegal, South Africa, Tanzania, Uganda, Zambia and Zimbabwe.

WHAT WE DO

The impact of JA's learning experiences goes beyond the lives of individual students. For over 100 years, JA has operated all over the world, even in areas of political instability, violence, and war, ready to help students through the unemployment, poverty, and hopelessness that stem from such conditions. By helping youth develop the employment and entrepreneurial tools to find meaningful work and start sustainable companies, JA serves as a conduit for peace and prosperity. Through JA, young people are equipped with the skillset and mindset to build thriving communities.
MISSION

Inspire and prepare young Africans to succeed in the global economy.

VISION

Young Africans have the skillset and mindset to build thriving communities.

VALUES

- We believe in the boundless potential of young people.
- We advocate for relevant, hands-on learning.
- We teach principled, market-based economics and entrepreneurship that build a more sustainable world.
- We approach our work with passion, honesty, integrity, and excellence.
- We seek diverse backgrounds, perspective, and talents in our staff, volunteers and boards to reflect geographies and communities we serve.
- We nurture the power of partnership and collaboration.
"People who believe they will succeed are more likely than others to actually succeed.”

- Professors Alfred Bandura and Icek Ajzen

Self-efficacy is a major influencer of belief systems that can positively impact choices, motivation, and behaviors, leading to success when engaging in new challenges.

Self-efficacy is at the center of JA’s theory of change, is the underpinning of the JA difference, and serves as the foundation of all our learning experiences.
JA Job Shadow: During a visit to a professional work environment, students face a series of challenges to problem-solve.

Leadership for Girls: JA Girls Leadership Camps bring together girls from the ages of 14-19 to help them develop their life plans; learning important lessons on a variety of subjects including health, wealth, family, professionalism, etc. During a three-day period up to 200 girls are coached by prominent and accomplished professional women from influential companies, government and civil society organizations.

ITSTYME: The Immersion Training Strategy Targeting Young Marginalized Entrepreneurs (ITSTYME) is a hands-on, highly impactful immersion training program that provides life skills, business education, mentoring and access to finance and industry specific apprenticeship opportunities to marginalized African youth. The ITSTYME experience enhances the ability of young semi-literate young men and women in Africa to acquire business skills and use innovative thinking to expand and enhance their career options and livelihoods.

Cha-Ching: The Cha-Ching curriculum targets primary school students and teaches financial literacy concepts around earning, budgeting, spending and saving. They also learn about donating to make the world a better place for the less privileged. The structure of each lesson includes learning activities based on the Cha-Ching curriculum, a cartoon and a board game.

JA Personal Finance: Students explore the fundamental elements of personal finance.

JA More than Money: Students learn to earn, spend, save, give, and start a business.

JA Company Program: The JA Company Program encompasses business, entrepreneurship, and economics curriculum for young people in high school. This program emphasizes business content, while providing hands-on experiences for starting, managing, and liquidating a business. The youth participating in this program use innovative thinking to learn business and explore corporate career aspirations.

JA Be Entrepreneurial: Young people start their own entrepreneurial ventures and transition from student to professional.
GE and JA Côte d'Ivoire hosted a “Girls in STEM” event for 100 secondary school girls to build foundational science, technology, engineering, and mathematics (STEM) knowledge.

The program was organized as part of GE Gas Power’s commitment to inclusion and diversity, to inspire the next generation of women engineers and innovators. The aim of the program is to help shape the perception of STEM careers and shift the gender gap in these key fields. The program featured leadership and educational panel discussions, mentoring and career insights sessions from renowned STEM leaders in the region. Students also visited STEM-related sites including the Azito Power Plant in Yopougon, GE’s simulation centre in Bingerville and the CIPREL Power Plant in Vridi. The site visits were aimed at creating an immersive experience into potential careers that can be explored in STEM.

According to the World Bank and the 2020 Global Gender Gap Index by the World Economic Forum (WEF), there are fewer women than men who are STEM graduates in most economies and although progress is being made to increase women’s participation in many fields, they still make up a minority of the world's STEM workforce which experts say is impeding progress in solving Africa’s complex development problems. Women's workforce participation has been demonstrated to be a potent driver of the economic growth and development of a country with research showing a significant association between a country’s GDP and female labour force participation.

“To improve economic inclusion and narrow the gender gap, companies, schools, relevant government agencies and institutions need to launch new programs and expand existing efforts to attract more female talent into STEM fields. These efforts must start early, for instance, encouraging more girls to pursue STEM subjects in school and consider STEM fields as they move through their education cycle. Our goal is to enable and encourage the next generation of women engineers and innovators that will transform Africa,” said Elisee Sezan, CEO for GE’s Gas Power Business in Sub-Saharan Africa.

Muriel Banny M’Bow, the Board Chair of JA Côte d'Ivoire, said, “We are pleased to collaborate with GE Gas Power for today’s Girls in STEM event as it aligns with our overall mission to significantly contribute to a better workforce of tomorrow by preparing students for jobs of the future. Tackling the gender imbalance within STEM careers through enabling more girls and women is important for innovation.”
Dorcas (15) is a prefect at her school in Accra, Ghana, chosen as a leader by her classmates. She speaks confidently and articulately about the qualities she thinks a good leader needs: strong communication and teamwork skills to influence and persuade, and reliability to build trust. Before she did the Skills for School Program, Dorcas would never have dreamed of putting herself forward for a leadership role. Too timid to speak in public or to join group activities, Dorcas used to sit quietly on the sideline. If she was asked to speak or sing in front of others, in school or in her church, she would be struck down by stage fright and then by shame, but now she has found her voice.

“I wasn’t someone who liked to talk that much and I wasn’t that confident”, Dorcas explains. “Before the Skills for School Program, I was not aware I had certain qualities that would help me become the leader that I have become. I have become a better team player and I speak more confidently now. I can stand in a crowd and then speak. I am very surprised at myself that I have changed so much.” In recent years, Ghana has made great strides in furthering gender equality in education, with as many girls as boys now enrolled in secondary school. Although it is vital, simply attending school is not the same as thriving at school.

“Girls equally have bright futures and the capabilities to become great leaders, just like boys do.”

This is where Skills for School comes in. The program, developed by Prince’s Trust International and delivered by JA Ghana, focuses on empowering school students to reach their full potential by developing the essential ‘soft skills’ that will enable them to learn and thrive.

The Skills for School sessions, led by teachers in school-based clubs, allow for repeated practice in small groups, enabling students like Dorcas to discover and develop their abilities, and come out of their shell. Dorcas’ election as a prefect represents a double achievement – first convincing herself, and then convincing others, that she could do it.
One of the towns hardest hit by the Wakashio disaster is Mahebourg. Pre-Wakashio, Mahebourg was always crowded with either its residents or tourists. The disaster sucked the life of the town and to make matters worse, COVID-19 hit the same year, further exacerbating the challenges of the inhabitants. In response to the economic impact of the disaster, JA Mauritius partnered with Eco-Sud to implement the JA ITS TYME program in Mahebourg to equip the youth of the town with the necessary tools to successfully start and run their own businesses.

The training began in March 2021 with a group of 20 participants. However, the program had to be put on hold due to a lockdown and restarted in mid-June 2021. This initiative is a step towards helping the economic recovery of the town.

JA MAURITIUS TRAINS YOUTH AFFECTED BY WAKASHIO DISASTER

In 2020, Mauritius experienced the worst environmental disaster in its history, The Wakashio Disaster. The Wakashio, one of the world’s largest capsize bulk carriers, was making its way from China to Brazil, passing through the Indian Ocean but as it was approaching the southern coast of Mauritius, it ran aground onto a coral reef resulting in a fuel leakage, destroying the livelihood of countless fishermen and tourism workers.

One of the towns hardest hit by the Wakashio disaster is Mahebourg. Pre-Wakashio, Mahebourg was always crowded with either its residents or tourists. The disaster sucked the life of the town and to make matters worse, COVID-19 hit the same year, further exacerbating the challenges of the inhabitants. In response to the economic impact of the disaster, JA Mauritius partnered with Eco-Sud to implement the JA ITS TYME program in Mahebourg to equip the youth of the town with the necessary tools to successfully start and run their own businesses.

The training began in March 2021 with a group of 20 participants. However, the program had to be put on hold due to a lockdown and restarted in mid-June 2021. This initiative is a step towards helping the economic recovery of the town.
Belinda Esaete Regina is a JA Uganda alumna and CEO of Beldeluxe Sleepwear. Belinda’s story as an entrepreneur began in 2012 at Seroma Christian High School, in the JA Club. She recalls in one session; the facilitator shared an opportunity to practice what they had been learning and she immediately jumped at the opportunity to challenge herself to be part of a team that would explore ways to find solutions to immediate challenges and in turn create social impact. All experiences on this path were validated years later.

Fast forward, in 2020, she made the decision to start her own business, the first sleepwear brand in Uganda that manufactures and sells pajamas for urban women. This was inspired by her sleep deprivation problem and her desire to create a job for herself, and several other young people. She saw an opportunity to create products based on needs, and carefully crafted for the Ugandan weather as most of the sleepwear on the market are second hand or firsthand but very expensive. She set out to create a premium quality product which will sell Uganda to the world.

Her business has grown from being an online store operating from her bedroom to opening her first shop and selling on four online platforms: via the business website and social media, Omwoleso and Jumia.

“I appreciate JA for exposing me to the outside world early enough, teaching me to be resilient, innovate and create outside the box solutions to common problems. Also, skilling me and allowing me to spread my wings as a creative entrepreneur. I believe we are all here to create a mark on this earth, so let’s make it count.”

-Belinda Esaete Regina

CEO & Founder, Beldeluxe Concepts Ltd
To support the growth and development of women entrepreneurs and curb the high unemployment rate in South Africa, Mastercard funded two JA entrepreneurial development programs in 2021 that have seen more than 180 young women gain entrepreneurial skills to start or grow their own businesses. The programs combined market-relevant skills training, mentorship, and access to micro-finance to help young women better their lives, transition to sustainable livelihoods, and play an enlarged role in South Africa's economic recovery.

One of the two programs, Youth Enterprise Development Program (YEDP), targeted out-of-school, and unemployed young women looking to start businesses. During this 10-month incubator-style program, the beneficiaries learnt business theory and gained practical business experience by starting up and managing their own businesses. Graduates from the program received a NQF level 4 Services Seta Accredited Youth Enterprise Development Certificate and the IBM Skills Build Digital Literacy Certificate. They also participated in a six-month mentorship program, which provided them with additional business support.

Robyn London, Managing Director of Focus Facilities Solutions, participated in YEDP. She founded Focus Facilities Solutions which specializes in corporate and construction cleaning, now offering facilities solutions. Started in 2016 as Focus Hygiene Services, the company solely offered cleaning and hygiene services.

Reflecting on her YEDP experience, she recounted the impact her mentor had on her. Mrs. Dreyer, her mentor, had a very different mentorship style to what she was used to and had the ability to accommodate so many different personalities. This left a lasting impression on Robyn and has helped her improve her people management skills.

“I am grateful to JA South Africa for being part of my journey of growth as a young entrepreneur. A few years ago, I would never have thought I would become the person I am today and every workshop, mentorship, program, and time invested in me contributed to the woman I am today.”

Robyn London, Managing Director, Focus Facilities Solutions
Taking on the cosmetics and beauty industry is the young and energetic JA Eswatini alumnus, Mbono Dlamini, the co-founder and director of an SME known as Dimensional Systems (Pty) Ltd which produces 100% organic skin care products. The company uses essential oils like cold pressed coconut and castor oil with the infusion of aloe gel & thyme extracts. Currently the business has the Vnn Herbal bath soap, which is excellent in fighting skin problem conditions such as acne, pimples, blemishes, dandruff for oily skin, acne-prone skin and all other skin types.

This enterprise initially kicked-off in 2020 after discovering that for every 100 females, within ages 13-38 years in the Manzini, 45 of them suffered from 2 or 3 skin disorders. This gave him the idea to produce an organic bath product using indigenous organic plants like Aloe extracts which have been known for centuries to possess medicinal properties for the skin.

Currently, the business supplies the VNN bath soap to shops in Manzini including Glamor Zone cosmetic store and The Lifestyle complex at Punch Bowl cosmetic store. They also have sales distributors across the four regions of the country outside Manzini. “I’m forever grateful to JA Eswatini. I went through the In-school Program in 2017 and later graduated into the Out-of-School Program in 2019-2020. The whole concept of entrepreneurship has been instilled by this phenomenal institution. My exposure to entrepreneurship so far has taught me that to remain competitive in the market, you have to try to solve problems that are relevant and faced by people around you. Those people must have means and be willing to pay for that solution you are bringing to the market place”, he said.

The business plans to bring on board some franchise retail stores like OK FOODS, Spar, SuperSpars to stock their products on their store shelves by September 2022. Secondly, new product ranges such as facial creams and body lotions will be introduced into the market as the aloe can be used to formulate numerous products because of the beneficial amino acids and vitamins it has. As a youth owned entity, the company is working towards dominating these local national markets then will start exploring international markets between February 2023 and March 2024. Mbono’s advice to other JA students in the Company Program: “Start or continue operating that business of yours. Try to build a clear and competitive profile for your service or product. Secondly, study some people who have succeeded in your industry and bring something unique to that particular market. In addition, associate yourself and work closely with organizations that are into economic development in the country like JA Eswatini. You need to be accountable as a business person, so that you may justify and explain all activities you do in the running of the business.”
JA STUDENTS IN AFRICA AND EUROPE COLLABORATE TO TRANSFORM AGRI-FOOD SYSTEMS

JA Africa and JA Europe collaborated with EUROOPEN and EIT Food, with support from Bayer, to build young people’s entrepreneurial skills to transform the future of food on the occasion of a Foodathon, which coincided with World Food Day 2021. The Foodathon brought together more than 100 students from secondary schools in Africa and Europe for an intensive two-day innovation and creativity hackathon to come up with solutions to a range of important agri-food challenges, and generate new business ideas.

Global food systems are at risk. The huge environmental and nutritional challenges they face require the input of all stakeholders across the food value chain. To ensure solutions to these challenges are future-proof and break away from established business as usual patterns, it is imperative to include young people in their design, as well as leverage their creativity.

During the Foodathon, the students worked together in teams supported by business volunteers from EIT Food, Bayer and EUROOPEN who worked with them to develop their ideas into business concepts. The students then pitched their solutions to a jury of agri-food and innovation experts, who selected the most promising ideas.

The winners were announced ahead of the World Food Day, on 15 October, during a dedicated Award Ceremony. Food Waste Terminators, composed of students from Slovakia, Zambia and Mauritius, won the challenge on food loss and waste by imagining edible cups and coconut bowls. The agriculture challenge was won by team AgriClinic from Uganda and Albania. They developed an innovative product that optimizes resources using digital technologies applied to agriculture. For the health challenge, Tenge’s Worm Flour from Uganda and Greece, developed an idea which demonstrated high impact and the possibility to affect the lives and health of many people in Europe, Africa and beyond. Their idea focused on reducing the consumption of red meat to lessen the incidence of non-communicable diseases and deleterious consequences on the environment.
LEAD CAMP AT 20: EQUIPPING YOUNG GIRLS FOR LEADERSHIP

The LEAD Camp is an annual week-long program introduced in 2001, designed to identify and coach exceptional female students from across Nigeria. Since its inception, the program has impacted more than 1,000 girls.

LEAD Camp was conceptualized with one mission in mind – to inspire and empower young girls to become high-achieving women leaders in our society. As indicated in the name, the LEAD Camp consists of activities in Leadership, Empowerment, Achievement and Development (LEAD). These activities are supported by leading women from the private and public sectors in Nigeria serving as mentors. The mission of LEAD Camp is to nurture young girls to become high-achieving women leaders while addressing Social Development Goal (SDG) 5: Gender Equality and Empowerment of Women and Girls. In order to achieve this, the participants are taken through series of activities, which include leadership workshops, empowerment sessions with leading women from various sectors, industries and non-profit initiatives (including government), achievement of media projects designed to raise awareness about empowerment of the girl-child, and, finally, self-development sessions on important topics ranging from career planning and financial literacy to personal hygiene and sexual reproductive health.

The LEAD Camp has been sponsored by Union Bank for the past seven years under its Women Empowerment Hub (WEHub) program. Female leaders from Union Bank also act as mentors during and after the program helping the girls complete social impact projects and applications to university. The LEAD Camp was virtual in 2020 and 2021 due to the COVID-19 pandemic, which enabled the organization to increase participation from 50 to 200 girls.
JA Gabon alumna, Rose Marlene Mouguiama, is embarking on a project to teach people how to administer medical first aid the right way. The first runner up of the 2019 Total Startupper Challenge in Gabon, through her “Sim Life” training program, specializes in emergency care and rescue training within companies, primary, secondary and high schools.

She participated in JA Gabon’s Startup 2 Program, a 12-month incubation program that supports entrepreneurs to develop their business ideas and helps them acquire good management skills. With the skills she gained through the program.

She conducted market surveys in companies and schools to determine the specific support they need to successfully attend to their emergency medical needs. Now that she has successfully completed her market tests, the “Sim Life” project is ready to help people take the right steps to save precious lives.
The 2021 JA Africa Company of the Year (COY) competition, our flagship event which celebrates youth entrepreneurship in Africa, was hosted by JA Mauritius from February 24-26, 2022. Marking the 11th edition, the competition was held virtually for the second year running and 100,000 plus viewers from around the world watched as our young entrepreneurs pitched their businesses.

The theme for the competition was ‘Innovating with Grit’ and the competing teams demonstrated grit by stopping at nothing to impress the judges. From solutions to power shortages to addressing mental health issues among youth to reducing plastic pollution, personal item tracking gadgets and even solutions to nutritional challenges. They absolutely blew us away.

### COY VIDEO ANALYTICS

<table>
<thead>
<tr>
<th></th>
<th>Opening Ceremony</th>
<th>Competition Day</th>
<th>Awards Ceremony</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Reach</td>
<td>Views</td>
<td>Engagement</td>
</tr>
<tr>
<td>Facebook</td>
<td>3.2k</td>
<td>813</td>
<td>1.3k</td>
</tr>
<tr>
<td>YouTube</td>
<td>7.3k</td>
<td>713</td>
<td>59.9 WH</td>
</tr>
</tbody>
</table>

Note: WH - Watch Hours
FINALIST AWARDS

GRAND PRIZE WINNER – PROJECT YOOF (JA KENYA)

JA Kenya’s representatives at COY 2021, Project Yoof, win first place. The all-girl team from Nova Pioneer Tatu Girls High School is leveraging technology to make mental health services more accessible to young people.

SECOND PLACE – HYDRO POWER SYSTEMS (JA ESWATINI)

Coming in second place was Hydro Power Systems from JA Eswatini. They manufacture and install smart in-pipe water turbine generators for electricity generation. Their product is designed to be used in pipelines of average household plumbing systems.

THIRD PLACE – MOMENTUM (JA MAURITIUS)

Momentum, a company started by students of Eden College in Mauritius, came in third place. They produce multipurpose holders equipped with mask disposal boxes and sanitizer compartments to promote good hygiene and organization.

SIGNATURE AWARDS

BRANDED AWARDS

CEO RISING AWARD

Maureen Stephen Essien, CEO of KereTerra, representatives from JA Nigeria, emerged as the winner of the CEO Rising Award in recognition of her exceptional business leadership skills.
"FedEx has taught me to think globally and has taught me to understand that our company has great potential despite being new. We have a lot of resources that we can use so I’m grateful to FedEx for letting our vision become greater."

– Student, JA Mauritius

“I would like to thank all the participants for their enthusiastic participation in the COY competition as well as all the people that backed them with votes and support. I am also grateful to our judges who took time out of their busy schedules to judge and give feedback to the competitors. We were also inspired by the speakers who generously shared their incredible experiences and lessons with us. Your words will definitely go a long way to guide these young ones in their future endeavors. I am most grateful to this year’s Headline sponsors, FedEx and Citi Foundation, and Gold sponsors, Tomorrow Foundation and PMIEF, who have stuck with us despite economic downturns and budget cuts and have made it possible for these young entrepreneurs to have this life changing experience."

– JA Africa CEO, Simi Nwogugu

THANK YOU FOR SUPPORTING COY 2021

FedEx

Citi Foundation

TOMORROW FOUNDATION

Educational Foundation
Project Yoof, a JA company started by students from Nova Pioneer Tatu Girls in Kenya won JA Africa's 2021 Company of the Year Competition which was held from February 24 to 26, 2022. The competition, supported by FedEx, Citi Foundation, PMI Educational Foundation, and Tomorrow Foundation saw 36 high school-aged entrepreneurs from nine African countries pitch their businesses to a panel of business experts from around the world in this keenly contested competition.

Project Yoof, emerged as the overall winner of the competition, winning a $1,000 cash prize. The team went ahead to compete at the Ralph de la Vega Global Entrepreneurship Competition where they competed against COY winners from 5 other regions where JA works. Although they didn’t win the ultimate prize, they bagged $5,000 for their tremendous achievements. A cheque worth $6,000 was awarded to Project Yoof at an event hosted by Citibank Kenya.

The team of four brilliant young ladies impressed the judges with their innovative social enterprise which leverages technology to make mental health services more accessible to young people. They created a website that has three main services that aid different persons with their various challenges. The services on the website include habit tracking, journaling, and self-care which provides a holistic support system for young people with mental health challenges especially post COVID-19.
Mystery Munch, a JA Student Company started by students of Eveline Girls High in Zimbabwe, has received the 2021 Ciena Solutions Sustainability Award and a grant from UNICEF to pilot their energy bar in three schools around Bulawayo, Zimbabwe. Mystery Munch Company produces a no bake snack bar made of organic ingredients, preservatives-free and is specially formulated to meet the nutritional needs of both the young and old.

The team of four girls applied and won the Ciena Solutions Sustainability Award which comes with a cash prize of $2,500USD to help sustain and scale their student project. The Ciena Solutions Challenge aims to engage and inspire students to reimagine a better world while gaining critical hands-on experience with digital skills and advanced technologies. This funding has been granted to the educator’s educational institution.

The team also received an award from UNICEF under the Hivos project to pilot their no bake snack bar to three schools in Bulawayo. The Company represented Zimbabwe at JA Africa’s 2021 Company of the Year Competition which was hosted virtually by JA Mauritius. Despite not taking home any awards at the competition, they counted the experience as an enriching one which has helped them develop their entrepreneurial knowledge and skills.
INTRODUCING JA DEEP

Thanks to support from Citi Foundation, JA Digital Entrepreneurship Education Program (DEEP) is JA Africa’s first online-based interactive entrepreneurship curriculum, created specifically for young African learners, including those who live in countries or go to schools where JA is not present. JA DEEP builds on JA’s existing entrepreneurship programs (JA Company Program and JA ITSTYME) in an online format that teaches the same principles in an engaging and fun way.

Learners put theory into practice from idea generation, product development, capitalization of the venture, marketing and sales strategies and financial reporting, while being supported with digital or in-person mentorship from a JA corporate volunteer.

Get Started...

skillslab.ja-africa.org

Supported by:

Citi Foundation
Pam Crittendon Johnson is a retired Advisor in the Global Marketing and Communications division of FedEx in the company’s global headquarters in Memphis, Tennessee. Her specific responsibilities included managing strategic programs and philanthropic relationships with national and international non-profit organizations. She was the lead for the Global Entrepreneurship giving pillar, working with organizations focused on developing and growing minority- and women-owned businesses nationally and internationally. She has been with FedEx for nearly 17 years, and was previously a television news anchor/reporter in Memphis.

Pam is a passionate advocate for JA Africa, volunteering yearly at the Company of the Year Competitions since 2016, sometimes having to make long trips from the US to Africa to participate. She dedicates her time, knowledge, and experience to teaching young Africans about global possibilities, opening their minds to a world of endless possibilities!

We celebrate you, Pam!
EXPLORING MARKET SKILLS GAPS
YOUTH-EMPLOYER PERSPECTIVE ON THE LABOUR MARKET CHALLENGES

The rise of youth unemployment in Sub-Saharan Africa (SSA) and the Middle East & North Africa (MENA) cannot entirely be attributed to a lack of opportunities in the formal labour market. Part of the problem can potentially be explained by a widening gap between the supply of skills provided by youth and the demand for skills from employers.

JA Africa, with a grant from The Waterloo Foundation, conducted a comparative evidence-based study on effective pathways to youth employment (both formal and self-employment) and work-readiness among youth in Africa.

The survey aims to dive into both youth and employers’ perspectives of the labour market challenges to:

· Deepen our insights on the challenges in the job market for both youth and employers, and

· Use these insights to influence the private sector and public policy in addressing these challenges.

JA Africa partnered with consulting firms Oliver Wyman and Stratosphere, for this study.

KEY FINDINGS

More than 350 employers and 2000 youth from across SSA and MENA participated in the survey.
02. QUALIFYING THE SKILLS GAP

Digital and behavioural skills gaps are the widest in the SSA labour market as observed by employers.

41%
Of SSA youth find it difficult to acquire digital skills ranging from basic computer skills and IT literacy to advanced technological, data and coding skills.

Behavioural and analytical skills gaps are the widest in the MENA labour market as observed by employers.

43%
Of MENA youth believe it is easy to acquire behavioural skills as it pertains to issues of professionalism, attitude, resilience and professional EQ.

Majority of employers and youth believe that technology has the potential to create jobs across regional markets. However, due to the digital skills gap in the market, organisations shy away from adopting new technologies.

01. SECTORAL OPPORTUNITIES & CHALLENGES

36%
Of MENA youth aim to occupy spaces in government agencies and public sector.

33%
Of SSA youth aspire to be entrepreneurs and self-employed in the short term.

48%
Of all youth are attracted to the technology industry.

60%
Of youth (71% in Africa; 55% in MENA) will need to overcome their lack of relevant work experience if they are to secure employment in either the public or private sector.

EMPLOYERS
Online that lack of required skillset prevents youth from working in the private sector.

03. BRIDGING THE GAP

~70%
Of youth strongly believe that they require upskilling and updated education in order to become and remain relevant in the market.

50%
Of employers believe that internships and learnerships provide the best preparation for the workplace.
In April 2020, JA Africa received a $1 million grant from PMIEF to further amplify and sustain PMIEF’s global impact by integrating project management into the JA Company Program, for youth, ages 15 to 19, in 14 African countries. The grant also includes training and coaching for JA Africa’s headquarters and regional staff. JA Africa began the implementation of the project management enriched Company Program in the 2020/21 academic cycle and aims to reach an estimated 20,000 youth continent-wide.

**TESTIMONIAL**

“The concepts which are provided in the manual are actually necessary to carry out business planning in the future out of school. Some concepts which were applied made it easier to grasp other topics which are being done in accounting. Also, the project management component helps in creating discipline in an individual and to be able to listen to someone’s perspective.”

**VANESSA CHITURA,**
**EVELINE GIRLS HIGH SCHOOL,**
**ZIMBABWE**

<table>
<thead>
<tr>
<th>COUNTRIES</th>
<th>4,148</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>COTE D’IVOIRE</td>
<td></td>
<td>2020 TO DATE</td>
</tr>
<tr>
<td>ESWATINI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KENYA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAURITIUS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NIGERIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UGANDA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZAMBIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZIMBABWE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
JA Africa with support from Google.org is providing young Africans the opportunity to gain in-demand ICT skills to prepare them for the job market. Through this grant, JA Africa is providing scholarships, instructional support, and wraparound support for 1,500 vulnerable and marginalized minority youths between ages 18-35 across Kenya, Nigeria and South Africa. Students enrolled on the Program have up to one year to complete the IT Support Professional Certificate hosted on Coursera.

TESTIMONIAL

My experience with the Google IT Support Scholarship Program has been very interesting and informative. Before I joined the program, my knowledge about IT was limited. This program enabled me to acquire technical skills in operating systems, systems administration, computer networking and IT security. I also picked up soft skills such as customer service, positive attitude and polite tone when handling support issues with customers."

ROBERT WAYODI
KENYA

REACH
1,588

COUNTRIES
KENYA
NIGERIA
SOUTH AFRICA

DURATION
2021
TO DATE
JA Africa’s partnership with Prudence Foundation has spanned over six years, impacting the lives of 17,259 primary school students who have developed sound financial literacy and habits for their long-term financial resilience through the Cha Ching Program. Since 2016, JA has delivered the Cha-Ching Program in Africa starting in Ghana, then expanding into Zambia, Uganda, Kenya and Nigeria, thanks to grant funding through Prudential plc’s Chairman’s Challenge program. This partnership was renewed for three more years to expand the reach of the Cha-Ching program from five to six African countries, with the addition of Côte d’Ivoire. The partnership is also expanding to include a television show called the Cha-Ching Money Show which will be broadcast across Africa.

TESTIMONIAL

“I have learnt to prioritize necessities over wants. I started a nursery bed of food crops that later turned into a garden. I harvested beans and maize which I sold to get money and the rest we ate at home. Now I earn money.”

SSERUNJOGI RAHIM,
MUGWANYA PREP. SCH, KABOJJA

<table>
<thead>
<tr>
<th>REACH</th>
<th>COUNTRIES</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,259</td>
<td>COTE D’IVOIRE&lt;br&gt;GHANA&lt;br&gt;KENYA&lt;br&gt;NIGERIA&lt;br&gt;UGANDA&lt;br&gt;ZAMBIA</td>
<td>2016 TO DATE</td>
</tr>
</tbody>
</table>
With a shared commitment to raising up a new generation of young African leaders, Tomorrow Foundation made a grant to JA Africa to deliver entrepreneurship education to 550 young people per year across Côte d’Ivoire, Gabon and Ghana, for three years. The overarching goal of this partnership called the “Futurepreneurship Program”, is to build a cohort of entrepreneurial-minded and financially-independent young Africans who can be change-makers in their communities. The program delivers JA Africa’s school-based Company Program curriculum, a 16-week course, which guides students through the stages of establishing and running a business. The grant also supports JA Africa’s Company of the Year Competition, Africa’s premier business pitch competition for high school students across Africa.

"For me the, the Company Program has been rewarding. I gained new knowledge in many areas. It was challenging in the beginning but working in teams, we managed to make it work.”

- JEFF MABENGA, LYCEE GEORGES MABIGNATH

REACH
1,774

COUNTRIES
COTE D’IVOIRE
GABON
GHANA

DURATION
2018
TO DATE
<table>
<thead>
<tr>
<th>Amount</th>
<th>Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$250,000+</strong></td>
<td>Citi Foundation, Google.org, Prudence Foundation</td>
</tr>
<tr>
<td><strong>$50,000+</strong></td>
<td>Prince’s Trust International, FedEx, UNEP, Waterloo Foundation, Bitmex</td>
</tr>
<tr>
<td><strong>$10,000+</strong></td>
<td>Aiducation International, Mastercard, Ecobank Foundation, Newmont</td>
</tr>
<tr>
<td><strong>$5,000+</strong></td>
<td>UK Online Giving, LAWTrust</td>
</tr>
<tr>
<td>Under $5,000</td>
<td>Asheesh Advani, Camille Blair, Brandi Comforti, Amazon Smile, Paypal – Giving Africa</td>
</tr>
</tbody>
</table>
GIVING OUR THANKS

Citi Foundation

Prudential Foundation

UNEP

Princes Trust

FedEx

BitMEX

Aiducation International

Mastercard

Ecobank Foundation

Newmont

The UK Online Giving Foundation

Lawtrust

Amazon Smile

PayPal
## Statement of Activities and Changes in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>Note(s)</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations</td>
<td>5</td>
<td>1,854,173</td>
<td>1,742,209</td>
</tr>
<tr>
<td>Program costs</td>
<td>6</td>
<td>(1,442,678)</td>
<td>(1,273,855)</td>
</tr>
<tr>
<td><strong>Surplus</strong></td>
<td></td>
<td><strong>411,495</strong></td>
<td><strong>468,354</strong></td>
</tr>
<tr>
<td>Other income</td>
<td></td>
<td>3,036</td>
<td>1,075</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>9</td>
<td>(231,571)</td>
<td>(379,173)</td>
</tr>
<tr>
<td><strong>Net Surplus (deficit)</strong></td>
<td></td>
<td>182,960</td>
<td>90,256</td>
</tr>
<tr>
<td><strong>Net Surplus (deficit) for the year</strong></td>
<td></td>
<td>182,960</td>
<td>90,256</td>
</tr>
<tr>
<td>Opening balance</td>
<td></td>
<td>221,448</td>
<td>131,192</td>
</tr>
<tr>
<td><strong>Net Assets at the end of the year</strong></td>
<td></td>
<td>404,408</td>
<td>221,448</td>
</tr>
</tbody>
</table>

## Statement of Financial Position as at 30 June 2021

<table>
<thead>
<tr>
<th></th>
<th>Note(s)</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>2</td>
<td>551,935</td>
<td>13,864</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>3</td>
<td>475,164</td>
<td>625,937</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td></td>
<td><strong>1,027,099</strong></td>
<td><strong>639,801</strong></td>
</tr>
<tr>
<td><strong>Net Assets and Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Assets</td>
<td></td>
<td>404,408</td>
<td>221,448</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>4</td>
<td>472,691</td>
<td>418,353</td>
</tr>
<tr>
<td>Social impact investment - JA Worldwide</td>
<td></td>
<td>150,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Net Assets and Liabilities</strong></td>
<td></td>
<td><strong>622,691</strong></td>
<td><strong>418,353</strong></td>
</tr>
</tbody>
</table>
EXECUTIVE DIRECTORS

Aissata Tounkara
Executive Director, JA Côte d’Ivoire

Phetsihle Masilela
Executive Director, JA Eswatini

Nathalie Binbangoye
Executive Director, JA Gabon

Abeiku Greene
Executive Director, JA Ghana

John Wali
Executive Director, JA Kenya

Michele Lionnet
Executive Director, JA Mauritius

Foluso Gbadamosi
Executive Director, JA Nigeria

Nelly MofoKeng
Executive Director, JA South Africa

Rachael Mwagale
Executive Director, JA Uganda

Teddy Nyasulu
Executive Director, JA Zambia

Allen Chinhanhu
Executive Director, JA Zimbabwe
Did You Know?

Africa graduates 11 million young people from schools and universities each year yet creates only 3 million jobs annually? Furthermore, it takes the average high school or university graduate in Africa up to six years to find their first job and that for the jobs that exist, there is a gap between the skills employers are seeking and those young people possess.

At JA Africa, we are bridging this gap by inspiring and preparing young Africans to succeed in a global economy. We are looking for like minded partners to join us in this mission.

Partner with us

For more information on partnerships or to support JA Africa in kind, email mujeni.aseli@ja-africa.org

Donate money to JA Africa at tinyurl.com/givetoJAAfrica

Volunteer with us: ja-africa.org/volunteer/