

2022-23  
**ANNUAL  
REPORT**



#TheBoundlessAfrica



**JA  
Africa**

Member of  
JA Worldwide



# CONTENT

About JA Africa	1
Mission, Vision & Values	2
Message from the President & CEO	3
Our Strategic Framework - Boundless	4
The “Boundless” Effect on Realizing the Africa Envisioned by Agenda 2063, UN SDGs and ESGs	5
Earning Regional and Global Recognition for our Work	7
JA’s Theory of Change	8
The Cha-Ching Money Show with Adanna and Emeka	9
Matching African Talents with Opportunities: JA Career Connect	10
2022-23 Impact	11
Member Nation Stories	14
Company of the Year 2022	23
Volunteer Spotlight – Anael Ndosa	25
Investing in Africa’s Tomorrow	26
Celebrating Citi Foundation and JA Africa’s Partnership	29
Financials	30
Giving Our Thanks	31
Our People	32



## 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 16 countries in Sub-Saharan Africa, and collectively we reach more than 900,000 youth in more than 3,000 schools each year. JA Africa operates in Burkina-Faso, Côte d'Ivoire, DR Congo, Eswatini, Ghana, Kenya, Madagascar, Mauritius, Nigeria, Rwanda, 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 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.



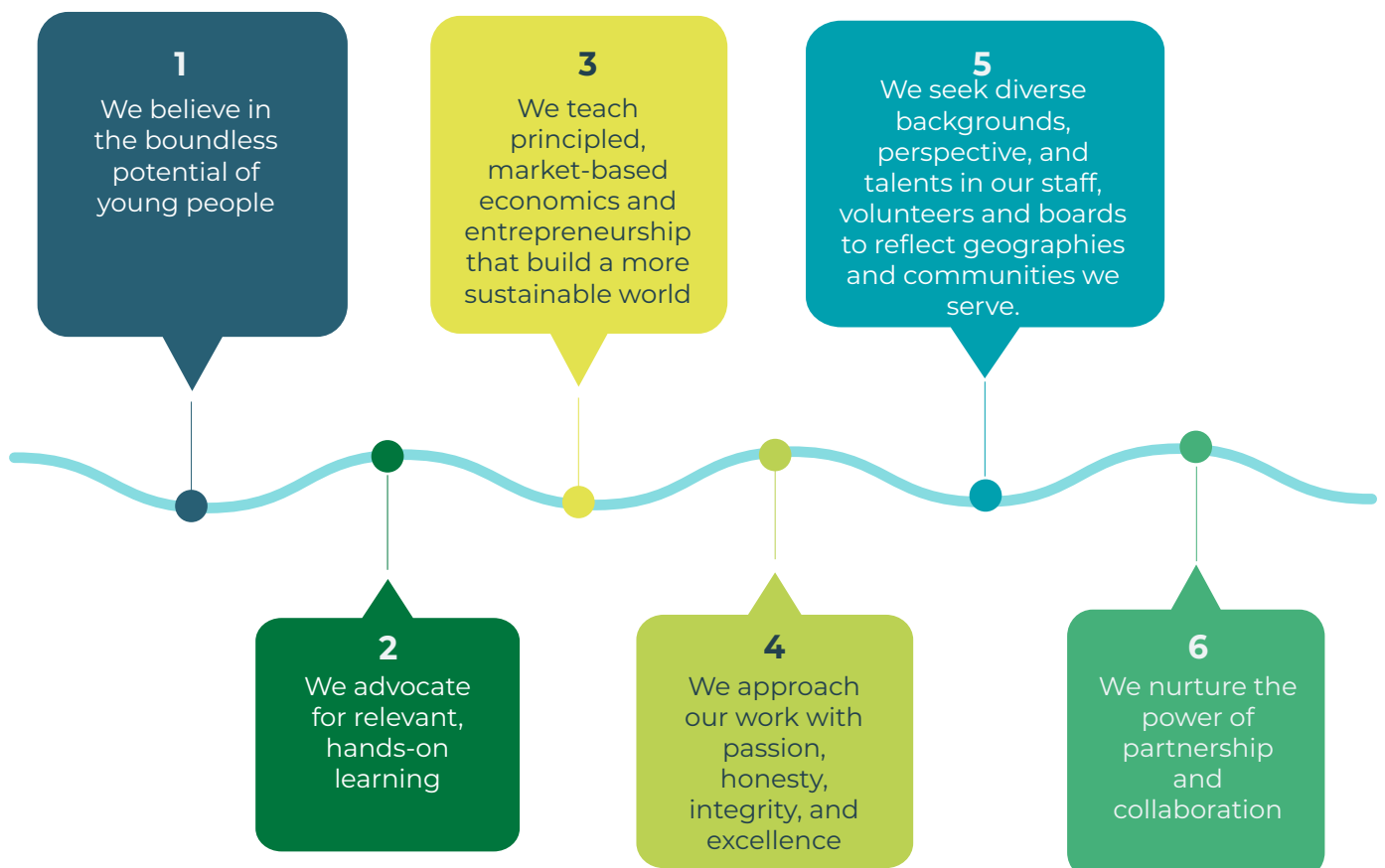
## Vision

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

## Mission

To inspire and prepare young Africans to succeed in the global economy.

## Values



# Message from the President & CEO

In June 2021, eight months after I resumed in this role, we convened our Board Members, staff from the Member nations, as well as the Regional Operating Center, donors, partners, and alumni for a three-day retreat designed to help us shape our future. That retreat birthed a seven-month-long process, facilitated by Accenture Development Partners, that culminated into a 4-year roadmap for JA Africa. Our goal? To reach one million students annually in 20 countries by June 2025. It was an audacious goal, given that we were reaching less than 200,000 in 10 countries at the time.

In 2022, JA Worldwide embarked on a similar journey with an even more ambitious goal, to reach 100 million youth annually by 2050. We folded our plans into the JA Worldwide strategic framework, Boundless, which outlined a 4-pillar blueprint for driving inclusive growth and profound impact over the next three years.

By the end of June 2023, two years after our first retreat and one year after implementing Boundless, we have achieved remarkable progress and expansion of our operations because of the support of stakeholders, old and new, who have been unwavering in their commitment to JA Africa. We have more than tripled our annual reach, touching the lives of 900,000 young individuals annually, and extended our presence from 10 to 16 countries across Africa. We have benefited from increased support from existing major donors such as Citi Foundation, Prudence Foundation, Google.org, and the Project Management Institute's Educational Foundation (PMIEF) and from cultivating relationships with new major donors such as Boeing and Z Zurich Foundation, which not only gave us the largest grant in JA Worldwide history, but is also supporting our expansion into five new countries!

Central to our success has been the JA Digital Entrepreneurship Education Program (JA DEEP), an initiative that has ignited immense interest and participation across the continent. In collaboration with the Tomorrow Foundation, JA DEEP is now available in multiple languages, ensuring accessibility to young minds even in regions where JA was not previously present. Thanks to a partnership with the Coca-Cola Foundation, JA DEEP is empowering 30,000 young entrepreneurs in five Francophone countries across Africa.

Taking things beyond our comfort zone, we proudly introduced "The Cha-Ching Money Show with Adanna and Emeka," an innovative financial literacy TV series that imparts crucial concepts of earning, budgeting, spending, and saving to primary school students. This was our first foray into TV, and we thank JA Worldwide for a social impact bond that allowed us to experiment with new ideas and the Prudence Foundation for providing the funds and their original Cha-Ching videos as the basis for our wraparound content.



At JA Africa, we remain steadfast in our pursuit of innovation, striving to be the ultimate resource and solution provider for youth seeking success in a global workforce. Our endeavors have garnered global and regional acclaim, including a nomination for the Nobel Peace Prize, recognition as one of the Top 10 NGOs in the world by NGO Advisor, and acknowledgment among the Top Three NGOs in Africa. And, for the first time ever, an African team won the JA Worldwide Ralph de la Vega Global Entrepreneurship Prize, showing that we are truly achieving our mission to inspire and prepare young Africans who can compete in a global economy.

None of these achievements would have been possible without the invaluable support of our esteemed partners. We extend our heartfelt gratitude to PMIEF, Citi Foundation, Prudence Foundation, Z Zurich Foundation, Tomorrow Foundation, Google.org, Meta, Boeing, The Coca-Cola Foundation, Prince's Trust International, FedEx, Delta Air Lines, Johnson & Johnson, Bloomberg Philanthropies, RISE, and GE for working hand in hand with us to reach an unprecedented number of African youth. We are equally appreciative of our dedicated Board Members at the JA Africa regional office and in every Member Nation in Africa, as well as our committed staff, teachers, volunteers, and alumni who make our impactful work a reality.

We firmly believe in the limitless potential of African youth and recognize that our responsibility is to provide them with the necessary tools to transform this potential into tangible reality. At JA Africa, we relentlessly push boundaries to ensure that Africa's youth possess the skillset and mindset needed to build thriving and sustainable communities. Today, we invite you to join us in this mission by supporting us through donations or by reaching out to us at [info@ja-africa.org](mailto:info@ja-africa.org). Your continuous support is deeply appreciated, and together, we can create a brighter future for Africa's youth.

Regards,

*Simi*

**Simi Nwogugu**

President & CEO,  
JA Africa

# Our Strategic Framework - Boundless

---

The Boundless framework is a three-year strategic plan that will move JA Africa toward deepening our impact on communities by serving more underserved youth and growing our reach.

---

*This framework is anchored by four strategic priorities—accelerating digital learning experiences, cultivating new partnerships, strengthening the JA Africa network, and empowering the underserved.*

## Accelerate Digital

Invent new ways to reach youth and prepare them for the future of work while being mindful of the digital divide

## Empower the Underserved

Optimize impact in underserved communities that are experiencing a demographic boom

## Cultivate Partnerships

Activate synergies across governments, NGOs, social-good organizations, ministries of education, corporations, and more

## Strengthen OneJA

Amplify cross-pollination, collaboration, accountability, and impact across the JA network

# The “Boundless” Effect on Realizing the Africa Envisioned by Agenda 2063, ESGs and UN SDGs

## Agenda 2063: The Africa We Want

JA Africa significantly contributes to the objectives outlined in AU Agenda 2063, particularly Goals 1, 4, and 6. By imparting youth with essential entrepreneurial skills, the organization actively addresses the imperative of inclusive growth and sustainable development envisioned in Goal 1. Furthermore, JA Africa's commitment to reducing unemployment through its programs not only aligns with Goal 6's emphasis on people-driven development, harnessing the potential of African youth and women, but also remarkably fosters an environment conducive to peace, thus resonating with the aspirations of Goal 4. Such impactful endeavors have garnered recognition, as reflected in JA's nominations for the Nobel Peace Prize in both 2022 and 2023, underscoring the organization's profound contributions to a prosperous, peaceful, and people-centered Africa.

### Goal 1

A prosperous Africa based on inclusive growth and sustainable development

### Goal 4

A peaceful and secure Africa

### Goal 6

An Africa, whose development is people-driven, relying on the potential of African people, especially its women and youth, and caring for children.

## Environmental, Social, and Governance (ESG) Principles

JA Africa's educational initiatives and operational strategies are closely aligned with the principles of Environmental, Social, and Governance (ESG). Our programs focus on equipping young individuals with the skills needed to foster entrepreneurial endeavors that revolve around environmental preservation, the reduction of plastic pollution, and proactive climate engagement. We aim to instill a commitment to lasting sustainable practices and raise awareness among our youth participants by emphasizing financial viability, minimizing ecological footprints, and fostering favorable social impacts.



PRINCIPLES OF  
GOVERNANCE



PEOPLE



PROSPERITY

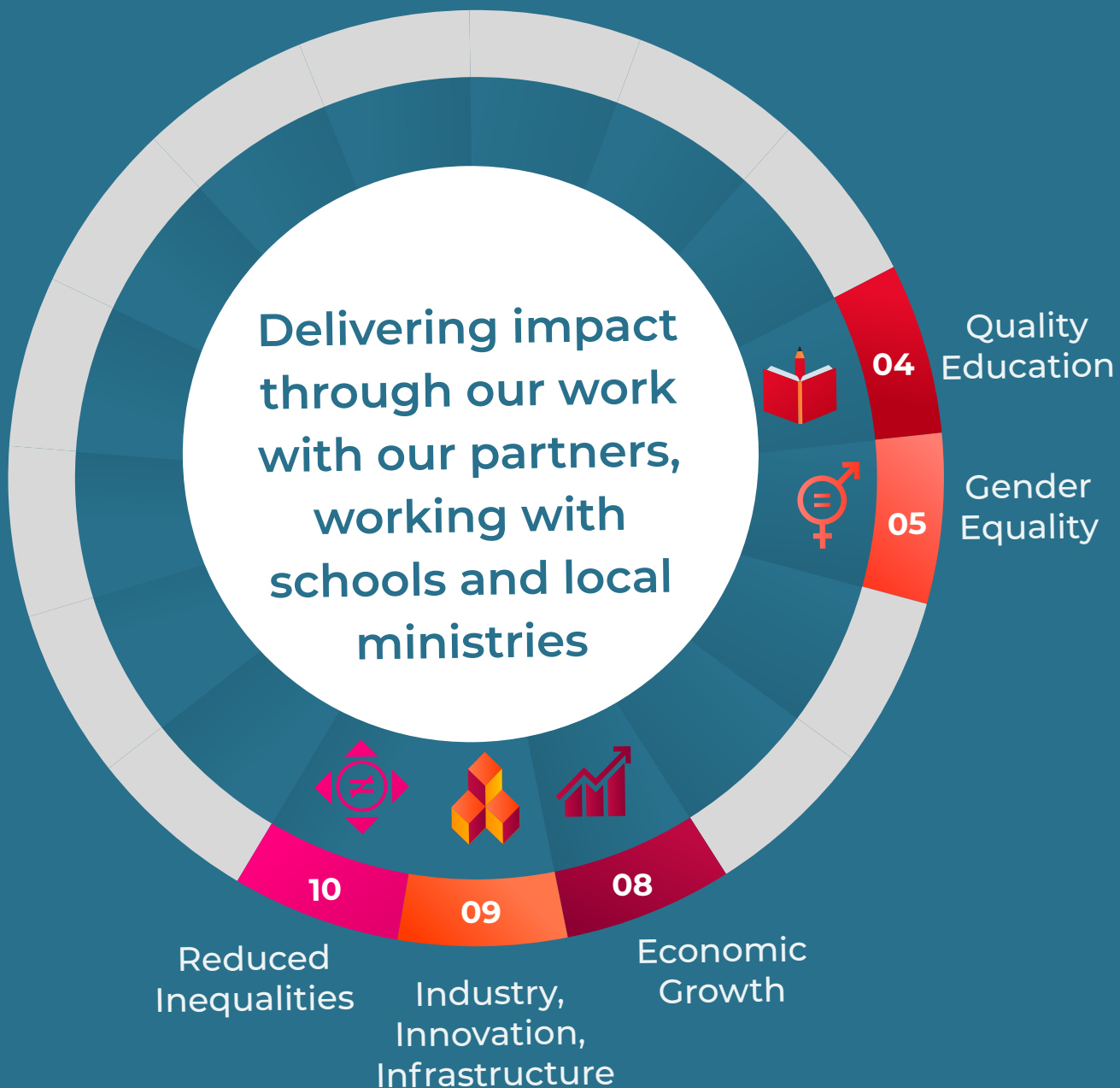


PLANET

## UN Sustainable Development Goals (SDGs)

JA Africa's educational initiatives closely correspond to various SDGs. These include Quality Education (Goal 4), emphasizing experiential learning, self-efficacy, and the principles of Education 4.0.

Moreover, our programs contribute to Decent Work and Economic Growth (Goal 8) by imparting youth with entrepreneurship education, thereby mitigating unemployment and fostering societal harmony. We also align with Industry, Innovation, and Infrastructure (Goal 9), while concurrently addressing Reduced Inequality (Goal 10) through dedicated endeavors in social equity and empowering young girls (Goal 5). Our commitment extends to Partnerships for Goals (Goal 17), as we collaborate with ecosystem partners to enhance youth development and bring these objectives to fruition.



# Earning Regional and Global Recognition for our Work

---

In 2022-23, JA Africa achieved notable accomplishments, showcasing significant impact and recognition within the educational and social sectors. These accomplishments include:

---

## Recognition Among Leading NGOs:

JA Africa's commitment to shaping Africa's future was acknowledged as the organization was named among the "10 Leading NGOs Shaping Africa's Future" by Avance Media. This recognition underscores JA Africa's dedication to fostering positive change across the continent.

---

## Historic Achievement by JA Africa's CEO, Simi Nwogugu:

Simi Nwogugu made history by becoming the first African woman to be honored with The Bert King Award for Service by Harvard Business School which recognizes exemplary contributions to the community, recalling the life and legacy of Bert King.

---

## Nobel Peace Prize Nomination for JA Worldwide:

JA Worldwide's global impact was spotlighted as it received a nomination for the 2022 Nobel Peace Prize. This nomination is a testament to the organization's substantial efforts in empowering youth and contributing to global peace through education.

---

## Global Recognition for JA Worldwide:

JA Worldwide continued its trend of excellence, securing its place as a top-ranking global Social Good Organization (SGO). The organization achieved a remarkable sixth-place ranking globally, marking the fourth consecutive year it has been included in the Top Ten list.

---

## JA Africa's CEO Named Top 10 Finalist for Africa Education Medal

Established by T4 Education and HP in partnership with Microsoft, the Africa Educational Medal, acknowledges extraordinary individuals who have demonstrated outstanding leadership, advocacy, and impact in the education sector across Africa.

---

## Innovative TV Series Launch:

The launch of the captivating TV series, "The Cha-Ching Money Show with Adanna and Emeka," showcased JA Africa's innovative approach to financial education. This exciting series promises to engage and educate young audiences on important financial literacy concepts.

---

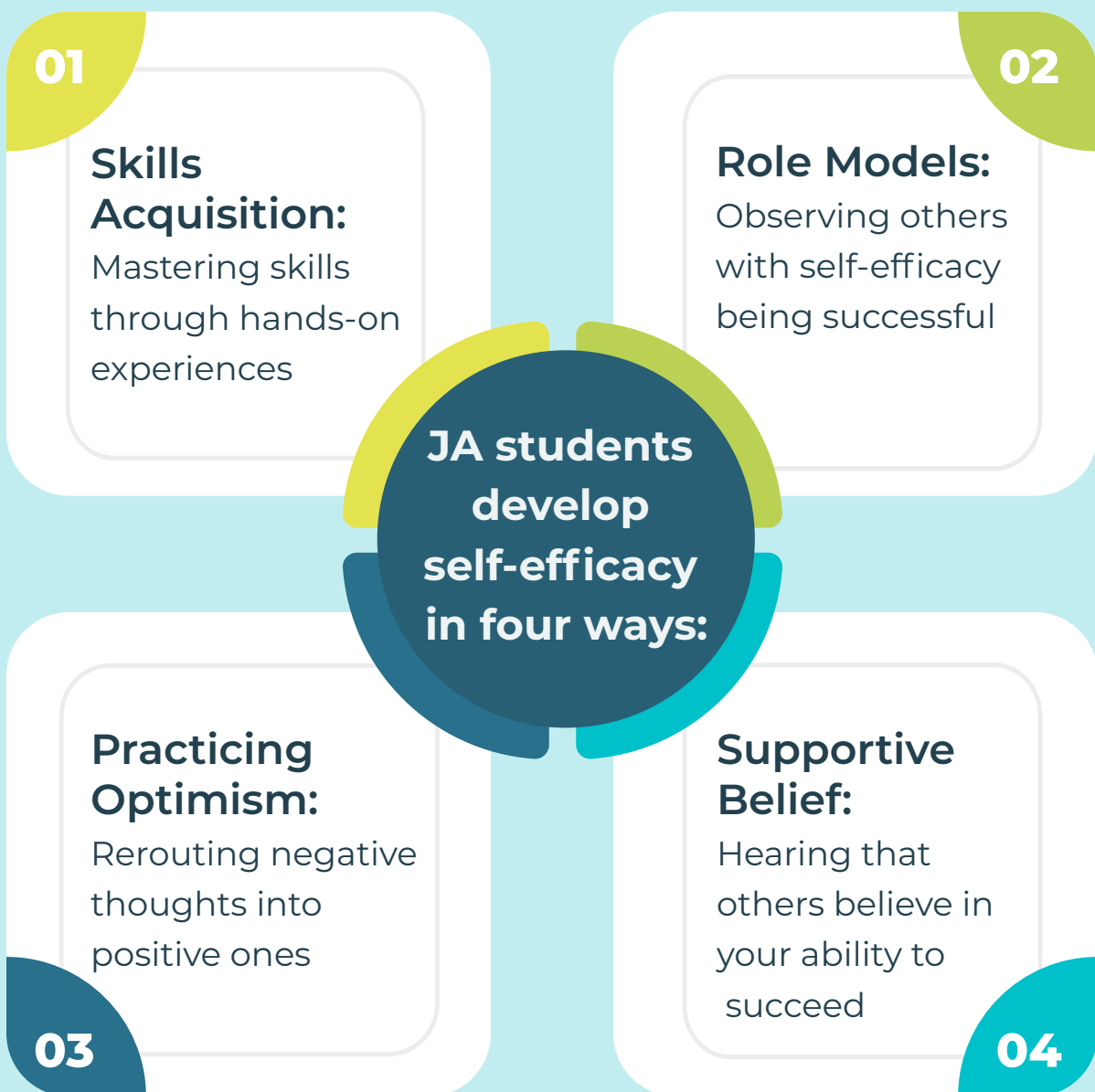
*These accomplishments collectively underscore JA Africa's dedication to empowering youth, fostering positive change, and delivering impactful educational programs that resonate globally.*

# JA's Theory of Change

---

Self-efficacy is at the center of JA's theory of change, the underpinning of the JA difference, and serves as the foundation of many of our learning experiences. 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.

As they experience JA, our students develop self-efficacy—the belief that they have the power to achieve their goals—which is as important as skill building when preparing young people for employment and entrepreneurship. By acquiring critical work skills and activating their self-efficacy, JA students are more prepared for the future, have an edge in achieving their aspirations, reduce the likelihood of youth unemployment, and embark on startup enterprises in their communities.



The result is a global generation of empowered young people who are ready to compete for highly skilled jobs and embark on startup enterprises in their communities.

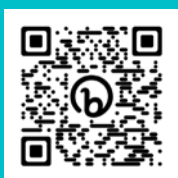


# The Cha-Ching Money Show with Adanna and Emeka

JA Africa and the Prudence Foundation have partnered to bring the Cha-Ching financial literacy program from the classroom to TV through the “Cha-Ching Money Show with Adanna and Emeka” which builds on the Cha-Ching Cartoon series with wraparound sessions with young teenage African hosts, Adanna Okoli and Emeka Nwogugu. The wrap around content around the original videos helps to enhance learning and inspire young African children who see themselves reflected in the hosts. In all, the series has 18 episodes which are 10 to 15 minutes long.

The show reinforces the financial literacy concepts of Earn, Save, Spend and Donate, taught in the Cha-Ching cartoon. In addition to the financial literacy skills, the show enhances literacy, numeracy, and critical thinking skills in children between ages 7 to 12 as they sing along with the Cha-Ching band while solving problems with the Cha-Ching Clubhouse Kids and listening to the hosts discuss various topics with experts and business leaders.

Watch all episodes here



Airing on six TV stations in Ghana and Nigeria, YouTube, and direct student access, the show successfully reached over

**1,553,1257 people**, significantly expanding its impact across the continent.

## Impact at Glance



**1,357,898**  
TV Views



**194,471**  
YouTube Views



**788**  
Direct to Students



SCAN ME

# Matching African Talent with Opportunities: JA Career Connect

JA Career Connect is a cutting-edge cloud-based career matching platform developed by JA Africa. It serves as a powerful and transformative solution that bridges the gap between recruiters and job seekers, specifically targeting JA Africa alumni. The platform is designed to connect Africa's brightest talents with exceptional job opportunities and internships worldwide.

## The JA Advantage: Talent! ✨ ✨

The platform's foundation lies in the belief that the JA Advantage, gained through JA Africa's renowned programs, equips graduates with a unique skillset that makes them standout candidates for employers across various industries.

By leveraging the JA Advantage, JA Career Connect aims to revolutionize talent acquisition in Africa and beyond, empowering the continent's youth to reach their full potential in the professional world.



## JA Alumni Create Value!

The most valuable skill that we can give young people – skills which I learned from JA – is the skill of being able to create value.

**Iyin Aboyeji**

JA Alumnus,  
Co-Founder of Andela &  
Flutterwave

Made possible with support from



## 2022-23 Impact

---

As a result of their JA experiences, our alumni start more companies, hire more employees, and produce significantly larger annual sales than ventures led by non-alumni. Our alumni also save more, hold less debt, and are less likely to spend more than they earn.

---

More than **90%** of JA Company Program alumni in Africa credit JA for their success in business.

---

Throughout Africa, after experiencing one (or more) JA brainstorming session, students realized they can act to solve similar problems in their communities.

---

In Kenya, **30%** of all companies started by JA students are “social enterprises,” a company structure that merges for-profit and non-profit ideals with a social or environmental objective that is met by generating revenue from goods and services, not only from grants or donations.



## Mabel Simpson

---

In Accra, Ghana, JA alumna Mabel Simpson sorts through a stack of African-print fabrics, while her two employees stitch together colorful laptop bags, handbags, backpacks, shirts, and cushions. Mabel studied visual arts in school, and it was there that she also learned to run a retail operation.

Her school had a JA shop on campus, and students were responsible for all aspects of managing the store, including keeping it running and profitable and learning the basics of business. Mabel took those skills and poured them into her fashion brand, mSimps.

*“The most important thing I learned from JA was business management,” Mabel said. “You need both a creative mindset and business know-how. JA gives you all of this.”*



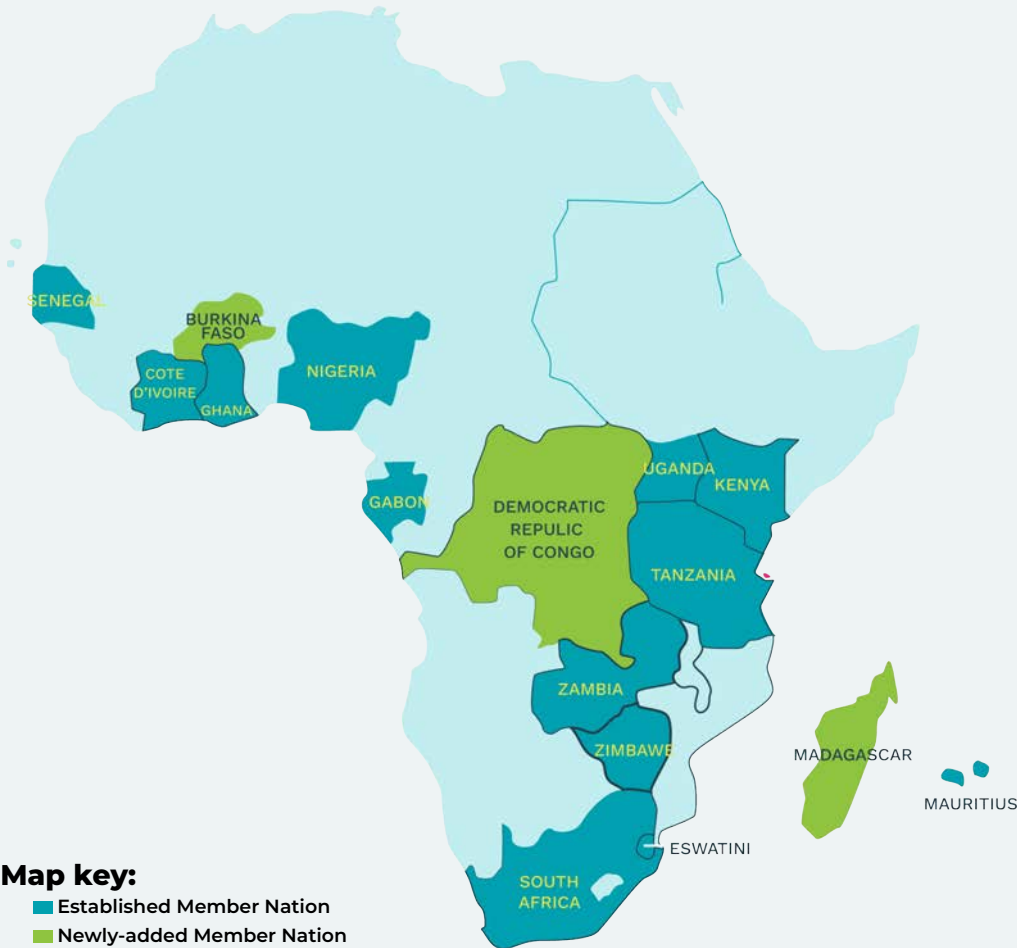
## Joseph Ndinya

---

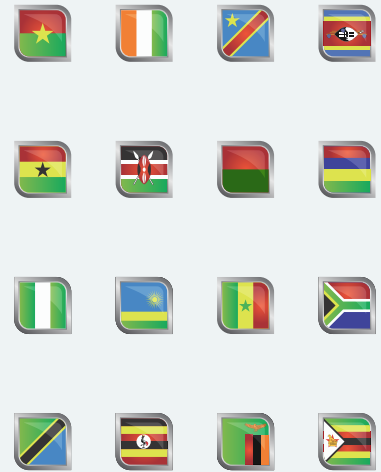
Joseph Ndinya of Kenya-based White Charcoal salvages paper from Nairobi trash dumps and compresses it into briquettes, an alternative to wood-based home-heating fuel.

*Using earnings from his company, Joseph was able to buy his mother a house. “If not for the JA training and White Charcoal business,” Joseph said, “I would be jobless, and I don’t know if I would be alive.”*

# JA Africa Impact at a Glance



## Our Presence in Sub-Saharan Africa



Total Reach

890,126

Volunteers

4,295

Contact Hours

5,683,495

Teachers

1,209

# Expanding JA Africa's Francophone Footprint

JA Africa's Francophone strategy has an objective to empower underserved communities by bolstering existing partnerships, cultivating novel funding sources, and amplifying programming in Francophone Africa.

This strategic endeavor is rooted in the profound aspiration to equip youth with the skillset and mindset for economic success. JA's programs are more accessible to more youth in more countries because we believe the skills JA equips them with will set them on the path to success.

As part of JA Africa's unwavering commitment to reaching youth in Francophone Africa, JA Africa has partnered with The Coca-Cola Foundation and Tomorrow Foundation to launch programs that will focus on equipping youth in Francophone Africa with the requisite digital literacy, financial literacy, entrepreneurship, and work readiness skills to thrive in the new digital economy.

JA Africa's partnership with The Coca-Cola Foundation will see more than 30,000 African youth in Burkina Faso, Côte d'Ivoire, Democratic Republic of Congo, Mauritius, and Senegal, equipped with the necessary skills and knowledge to become leaders in their chosen fields through JA DEEP, project management workshops, business competitions, and seed grants.



The objective of this partnership is to strengthen communities, create a better-shared future, and reach ambitious sustainability goals through prioritization, perseverance, and partnerships.

Tomorrow Foundation strongly believes in JA's approach to unearthing entrepreneurial talent on the continent. Since 2018, the foundation has supported JA Africa's Company Program and Company of the Year Competition and, with this new partnership, is investing in making JA DEEP more accessible to benefit youth in Francophone Africa. This will inspire entrepreneurship and open new professional horizons to the youth of Francophone Africa at a scale never reached before, thanks to digitization. Both organizations believe that innovation and technology should be at the heart of all African policies.





# Strengthening JA: Fostering Global Collaboration Opportunities for African Youth

---

The strategic framework aimed at strengthening JA has provided JA Africa with exceptional opportunities to foster youth innovation through global partnerships and collaborations with various JA offices across different regions. In an age defined by unparalleled levels of interconnectedness and communication, the collective endeavors of young minds from diverse geographical origins are converging with a shared purpose: to address urgent and intricate global challenges that transcend conventional boundaries. Here are illustrative instances of the global collaboration opportunities JA Africa extended to its students.

# JA Students from Nigeria and Uganda Inspire at Virtual Global Exchange



JA students from Nigeria and Uganda participated in the first-ever Virtual Global Exchange organized by BASF and JA. The initiative aimed to raise awareness and engage the younger generation in actively contributing to the achievement of Sustainable Development Goals.

They had the opportunity to collaborate with fellow students from Brazil, Greece, Indonesia, Mexico, Vietnam, and Hungary on projects aimed at nurturing and unleashing the innovative and creative potential of young minds, preparing them to become future leaders and decision-makers while upholding principles of justice and sustainability.

The event was part of BASF's broader global societal engagement project, titled "Young Voices for a Sustainable Future – Innovation Challenge for a Just Transition."

# JA's Young Innovators Tackle Global Food System Challenges



More than 300 students from Africa and Europe took part in the Foodathon 2022, organized by EIT Food and JA Europe, in collaboration with JA Africa and with the support of EY. Designed with a vision to empower youthful innovators from both continents, the Foodathon catalyzed fresh perspectives and inventive approaches to the multifaceted challenges within food systems.

This program provided a unique opportunity for these young participants to add their voices to efforts toward addressing complex global food system issues. With resounding impact, their ingenious projects found an audience at **#COP27**, amplifying the ripple effect of their contributions.



## JA Eswatini Honored at the Eswatini Customer Service Excellence Awards

JA Eswatini and Eswatini Bank were honored with the Digital Technology Innovative Experience Award for their innovative “JA Card” during the Eswatini Customer Service Excellence Awards. This yearly occasion, organized by The Institute of Research Management and Development (IRDM) University College, a valued partner of the Chartered Institute of Customer Management (CICM), aims to acknowledge, endorse, and celebrate excellence, professionalism, and remarkable achievements across all sectors of the economy. The event places a strong emphasis on the significance of exceptional customer service.

Introduced in 2021, the JA Card stands as a personalized debit card crafted for students participating in the JA financial literacy program. Its purpose is to advance the financial inclusion of young individuals by enabling them to establish bank accounts from an early age, thus cultivating their financial management skills at a youthful juncture. The card's primary objective is to instill a culture of prudent saving among children while concurrently enhancing their access to financial services.



## Inclusive Education: Empowering Persons with Disabilities with Entrepreneurial and Leadership Skills

JA Nigeria's 2022 National Company of the Year (NCOY) Competition included students from the Special Education School, Tudun Maliki, Kano. They were participants of the JA Company Program – a program that teaches young people how to start and run a business successfully. They formed a student company, the Straw Recyclers, and successfully developed products and marketed 40 units of shares at 200 Naira (\$0.27) per unit with strong support and partnership from their teachers and volunteers.

The straw recyclers student company used non-biodegradable materials and recycled them into different home accessories, including bags, doormats, home decorations, tissue paper containers, and coin purses. With the purpose of reducing environmental pollution, they incorporated the 3Rs – reduce, reuse, and recycle. Using this method, they successfully recycled straws and used plastic spoons into valuable materials.

During the 2022 National Company of the Year (NCOY) Competition in Nigeria, the CEO of their company won the CEO of the Year Award for demonstrating strong leadership capabilities and entrepreneurial spirit.

This is an example of how the JA Company Program is empowering young people with disabilities.

# From Student Entrepreneur to Human Capital Partner at PwC: JA Ghana Alumnus Shares His Experience



Hayfron Aboagye, Human Capital Partner at PwC Ghana, is a proud alumnus of JA Ghana. Hayfron joined JA Ghana while he was a student at Presbyterian Boys' Secondary School (Presec) Legon in 1996. He needed something practical to help him relate the principles he was learning in school to real-life situations. JA Ghana provided the perfect platform for this.

Hayfron and his colleagues at Presec Legon were able to start their own company through the JA Company Program, producing and exporting beaded necklaces to the United States. They also secured a contract with Ecobank to print t-shirts for their golf tournaments. The experience taught him the practicality of what he was learning in school and exposed him to people in the corporate world. He described his experience with JA as transformative and inspiring.

*JA was a life-changing experience for me. It allowed me to learn about business and entrepreneurship and helped me develop critical thinking and problem-solving skills that have been invaluable throughout my career.*

As the human capital partner for PwC Ghana, Hayfron has been instrumental in helping to develop and mentor the next generation of business leaders in Ghana. He attributes much of his success to the lessons he learned through JA. He remains committed to supporting the organization's mission of inspiring and preparing young people to succeed in the global economy.

Reflecting on his experience with JA Ghana, Hayfron advised young people to take advantage of JA programs in their respective schools. He emphasized the importance of learning and empowering themselves with skills to become workforce ready.

# Ernst & Young (EY) Kenya Partners with JA Kenya to Launch STEM App

---



EY Kenya, in partnership with JA Kenya, launched the EY STEM app at an event hosted at Nova Pioneers Tatu Girls in Nairobi. The app was developed under the EY Women in Technology program and will be piloted in 10 schools to benefit 200 girls in total.

The EY STEM app is a gamified application designed specifically for girls aged 13- 18 and aims to inspire them to pursue STEM (Science, Technology, Engineering & Mathematics) in their studies and career paths.

It gives users a hands-on experience of the four STEM tracks, opens their minds to possibilities, and especially aims to empower girls. The students at the event were taken through a live demonstration of how to use the app effectively.

The app not only offers resources for students to explore career opportunities in STEM but also engages them in activities focused on science, such as climate change, technology like artificial intelligence (AI), the future of work, and the skills needed for yet-to-be-defined jobs. Additionally, the app shares inspirational stories of women in STEM.

# Empowering Marginalized Women Entrepreneurs on Rodrigues Island



JA Mauritius has expanded the JA ITS TYME Program to support women entrepreneurs on Rodrigues Island with support from Organisation Internationale de la Francophonie (OIF). Eighty women entrepreneurs are enrolled in the program, which will build their capacity to become micro-entrepreneurs while teaching them the important steps in managing their businesses and finances.

Rodrigues is a constituent island of the Republic of Mauritius in the Indian Ocean. It has a population of 43,538, and its economy is mainly based on agriculture, handicrafts, and fishing. Also known for its high prevalence of matrifocal families, Rodrigues is an island where women take responsibility for their families. Statistics on small production units by industry groups show that more women are involved as employers or self-employed in industrial activities such as manufacturing and food service activities.

The program will enable women entrepreneurs in Rodrigues to progress and develop their businesses through innovation and creativity. Regardless of their level of academic education, this project will give women the opportunity to become a key partner in the economic activities of Rodrigues.





## From JA Alumna to Empowerment Champion: Grace Phiri's Journey with Angeli Network

Grace Phiri established and runs Angeli Network, a youth-led organization that she established in 2017 to inspire and empower out-of-school Zambian girls and young women through mentorship and entrepreneurship. She believes that providing access to entrepreneurship education can spark interest or motivate girls to kick-start viable businesses.

*“Due to high unemployment, it was difficult for young people to get jobs or find employment, so I want to give young people the same information JA gave me to empower them. The JA program changed my life for good. Ever since I was exposed to information on entrepreneurship in 2011, I immediately started having ideas, and I had to share the knowledge with other young people who may not have the opportunity to attend one of these life-changing programs.”*



Since establishing Angeli Network, she has reached over 1000 young people in Lusaka and the Southern Provinces of Zambia.



## Company of the Year 2022

---

The competition returned for the 12th edition and first in-person meeting post-COVID, from December 7 to 9, 2022 under the theme Fueling Changemakers. Nine student startups representing Eswatini, Kenya, Ghana, Nigeria, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe put their business acumen to the test as they presented the achievements of their businesses in numerous formats in order to win the prestigious title of JA Company of the Year and other amazing prizes from the sponsors.

The highest among the prizes at stake was the opportunity to represent the Africa region at the Ralph de la Vega Global Entrepreneurship Competition which brings together COY winners from the six regions where JA Worldwide operates to compete for awards, \$15,000, educational opportunities, and more.

Day One of the three-day event featured student seminars by PMIEF, Rise and Johnson & Johnson. A press conference featuring representatives of JA leadership and COY sponsors was held to engage the media on the importance and impact of JA across Africa. Day two, dubbed competition day, saw this year's competitors take to the stage to pitch their business achievements. They also exhibited their products at the trade fair and were interviewed by finalist award judges in closed board room interviews. The students blew off some steam on day three, with a visit to Landmark Beach in Lagos.

The event culminated with an award ceremony where the COY 2022 champions were crowned and various signature awards were awarded to the best performing teams.

# Hekima Inc. Makes History



Hekima Inc. from Zimbabwe has become the first African JA Company to win national, regional, and global JA competitions. Top amongst the many awards they won is the Ralph de la Vega Global Entrepreneurship award which they won after beating stiff competition from COY winners from the five other regions where JA operates and taking home a \$15,000 cash prize and educational opportunities.

Led by four students from Maranatha High School in Harare: Tinovonga Sagonda, In'utu Mubiana, Kudzai Katambarare, and Blessing Bvunzawabaya, this software development company specializes in making education-specific technology with the aim of making education accessible to all. The name “Hekima” is a Swahili word that means knowledge or wisdom and goes in line with their aim to make education accessible both locally in Zimbabwe and globally.

Through research, the teen company found that examination boards like Cambridge and ZIMSEC, a local examination board in Zimbabwe, had record-breaking low pass rates which were influenced by the COVID-19 pandemic. There was a disruption in learning, and most students were stressed and demotivated when they had to study. Student grades dropped drastically, and pass rates went down.

In response, Hekima developed an application called “Study Buddie” which allows students to create a community where they are able to interact with their peers, receive and share study materials and get assistance from teachers.

“Our JA journey has been memorable because we learned and applied what we learned, and this has been key in developing the entrepreneurial mindsets we now have. With guidance from the Project Management Integrated Company Program manual, we were able to design, execute, manage, and monitor all stages of our project. The experience has exposed us to a whole new field which will allow us to be entrepreneurs and job creators instead of being employees.”

# Volunteer Spotlight – Anael Ndosa

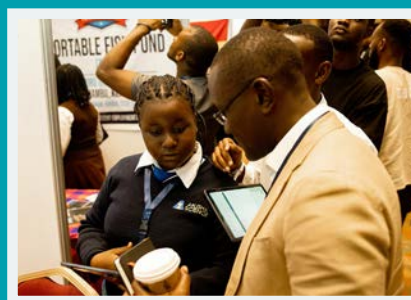


Anael is a project management professional with over 15 years of experience working with international organizations both in and outside Tanzania. He has delivered valued projects and engagements with public and private sector clients with a significant number of engagements coming from financial institutions.

As a seasoned management consultant, Anael has managed various engagements on organizational review, strategy development, risk management and organization setup. He currently serves as the Board Member and Chairperson of the Strategy Oversight Committee for PMIEF Board of Directors.

Anael has volunteered as a judge at the JA Africa Company of the Year competition for three consecutive years. He joined COY 2020 and 2021 virtually and made his way to Nigeria to be part of the first in-person competition post-COVID.

We are grateful to Anael and our other 4,000+ volunteers around the continent who make our impact on youth possible.



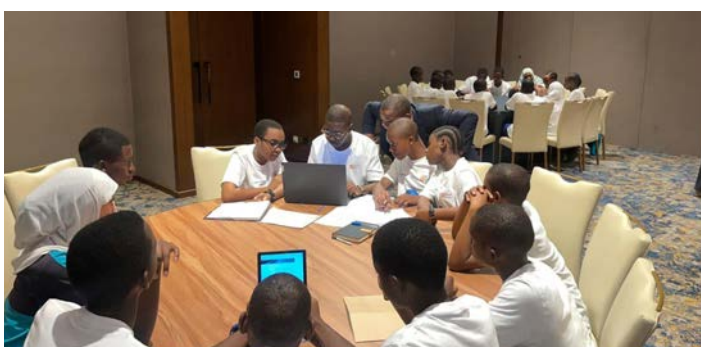


## Boeing

In June 2022, Boeing and JA Africa announced a partnership to empower over 5,000 youth in Africa. Through this partnership, JA Africa will offer participants an interactive learning journey that includes different JA core programs such as innovation day camps, entrepreneurship education, and economic success.

In Tanzania, the partnership will focus on supporting 100 Tanzanian youth through innovation day camps, while the program in Ghana, Madagascar, and the Democratic Republic of Congo will focus on digital entrepreneurship education of 1,300 students. Both Mauritania and Sudan programs will empower youth to own their economic success, with 100 and 200 students targeted, respectively.

In Nigeria, the partnership will support the expansion of the Company Program, which empowers secondary school students to build innovative businesses that solve problems within their communities.



# Google IT Support Professional Certificate



JA Africa and Google.org are ensuring that the opportunities created by technology are available to Africa's youth and to this end introduced the Google Career Certificates Scholarship program to provide young Africans the opportunity to enroll in four professional certificate courses on Coursera: IT Support, Project Management, Data Analytics, and UI/UX Design.

By providing young Africans the opportunity to gain in-demand ICT skills, they are equipped with the right skills to find jobs, advance their careers and grow their businesses through tools and training.

Since the inception of this partnership in 2020, the program has provided scholarships, instructional support, and wraparound for over

**4,500**

vulnerable and marginalized minority youths across Ghana, Kenya, Nigeria and South Africa between ages 18-35.

Among this target demographic, a minimum of

**50%**

of the beneficiaries were women.



**Gloria Agyare,**  
Beneficiary from Ghana

“Working in the field of environment and agriculture, I recognized the need to acquire proficiency in basic tools like spreadsheets and PowerPoint to effectively communicate my plans and ideas. This realization motivated me to enroll in the Grow with Google program. I set a personal challenge to complete the course within the stipulated three months, and I am now reaping the rewards.

I can now present my ideas in a manner that is easily understandable to everyone, and I have improved my ability to manage activities on my farm. I firmly believe that it is crucial for every young African, especially girls, to enhance their ICT skills. This proficiency is essential for them to create and innovate solutions to address the challenges facing Africa.”

Made possible with support from





## Z Zurich Foundation

Z Zurich Foundation has made a strategic decision to venture and fund Africa, and has chosen JA Africa, as an implementing partner on a project dubbed, the Social Equity Program (SEP). SEP aims to equip marginalized youth and youth not in education, employment or training (NEET) with social entrepreneurship skills that advance social equity and sustainable development, and provide all young people with equal access to financial independence and economic participation opportunities.

Over the course of three years, SEP will focus on Uganda, Cote D'Ivoire, Tanzania, South Africa, Burkina Faso, Congo, Togo, Sierra Leone, and Liberia, cumulatively reaching 163,000 youth aged 16-25 with a continuum of career readiness, entrepreneurship, and leadership programming. This partnership has enabled JA Africa to expand existing operations in four countries and launch operations in five new countries.

Starting with intensive three-day entrepreneurship and leadership boot camps, the beneficiaries are guided into JA DEEP, an online-based interactive entrepreneurship curriculum where they hone their entrepreneurship skills for the development of their own social Innovation projects. This initiative also provides opportunities for seed funding, access to JA Career Connect for job matching, and mental well-being support, creating a holistic program designed to foster positive outcomes for the youth in the future.



# Celebrating Citi Foundation and JA Africa's Partnership

For more than 30 years, Citi and the Citi Foundation have partnered with JA to ensure pathways to opportunity and upward mobility for young people around the world. In our three decades together, Citi and the Citi Foundation have invested more than \$50 million in both large-scale and targeted JA initiatives at every level.

In addition, long-term infrastructure investments in technology have enabled JA to deploy systems that are aligning a variety of stakeholders, including NGOs, governments, the private sector, school systems, and youth constituents.

“JA Africa is grateful to the Citi Foundation for its investment in Africa’s youth. The grants provided have gone a long way in helping address the youth unemployment challenge in the region by preparing students to be job creators, not just job seekers.

We are also grateful for the Foundation’s recognition that impacting African youth cannot be exclusive of organizational strengthening, and appreciate the support provided to our local JA offices to build their programming, strategic, and governance capacity.” – Simi Nwogugu, CEO, JA Africa.



# Financials

## JA AFRICA STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 30 JUNE 2023

(All amounts are expressed in United States Dollar unless otherwise stated)

	Notes	2023	2022
<b>Income</b>			
Donations	5	6,177,522	2,299,173
Other Income	6	-	2,500
		<u>6,177,522</u>	<u>2,301,673</u>
<b>Expenditure</b>			
Programme Costs	7	4,700,859	1,733,377
General and Administrative Expenses	8	505,319	266,783
		<u>5,206,178</u>	<u>2,000,160</u>
<b>Excess of Income over Expenditure Transferred to Accumulated Fund</b>		<u><b>971,344</b></u>	<u><b>301,513</b></u>

## JA AFRICA STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2023

(All amounts are expressed in United States Dollar unless otherwise stated)

	Notes	2023	2022
<b>Assets</b>			
<b>Current Assets</b>			
Account Receivables	9	2,590,113	757,765
Cash and Cash Equivalents	10	2,375,051	793,987
<b>Total Assets</b>		<u><b>4,965,164</b></u>	<u><b>1,551,752</b></u>
<b>Reserves and Liabilities</b>			
<b>Reserves</b>			
Accumulated Fund		1,677,265	705,921
		<u>1,677,265</u>	<u>705,921</u>
<b>Current Liabilities</b>			
Trade and other payables	11	3,137,899	695,831
Social Impact Investment-JA Worldwide		150,000	150,000
		<u>3,287,899</u>	<u>845,831</u>
<b>Total Reserves and Liabilities</b>		<u><b>4,965,164</b></u>	<u><b>1,551,752</b></u>

# Giving Our Thanks

\$500,000+



Citi Foundation



\$250,000+



\$100,000+



\$50,000+



\$10,000+



# BOARD MEMBERS



MUYIWA MOYELA  
STRATEGIC COMMUNICATIONS ADVISOR  
LAGOS, NIGERIA  
**BOARD CHAIR**



ABDUL MUKHTAR  
NATIONAL COORDINATOR,  
PRESIDENTIAL 'UNLOCKING HEALTHCARE  
VALUE-CHAIN' INITIATIVE  
NIGERIA



ADE AYEYEMI  
FORMER GROUP MANAGING DIRECTOR,  
ECOBANK GROUP,  
LOME, TOGO



AMINI KAJUNJU  
COO, ELLEN JOHNSON SIRLEAF CENTER  
MONROVIA, LIBERIA



ASHEESH ADVANI  
CEO, JA WORLDWIDE  
BOSTON, USA



CAMILLE BLAIR  
HUMAN RESOURCE MANAGER,  
INTERVIEW LOGISTICS TEAM  
CAPITAL ONE, USA



DR. CODOU DIAW  
EXECUTIVE DIRECTOR,  
BATONGA FOUNDATION  
DAKAR, SENEGAL



CHRISTI MAHERRY  
CO-FOUNDER, V3 FOUNDATION  
JOHANNESBURG, SOUTH AFRICA



EMERY RUBAGENGA  
FOUNDER, ISHANGO CONSULTING  
KIGALI, RWANDA



JANET THIONGO  
REGIONAL AFRICA MARKETER, ORACLE  
NAIROBI, KENYA



KHETHIWE NKUNA  
EXECUTIVE; RESPONSIBLE BUSINESS, ACCENTURE  
JOHANNESBURG, SOUTH AFRICA



KOJO BOAKYE  
VICE PRESIDENT, PUBLIC POLICY, AFRICA,  
MIDDLE EAST AND TURKEY, META  
LONDON, UK



LORENZO BELL  
GLOBAL DIVERSITY & INCLUSIVENESS  
PROCUREMENT MANAGER, EY  
MILWAUKEE, USA



MARTIN MUGAMBI  
CITI COUNTRY OFFICER & CEO,  
CITIBANK N.A. KENYA & EAST AFRICA CLUSTER  
NAIROBI, KENYA



OLANIYI YUSUF  
MANAGING PARTNER, VERRAKI PARTNERS  
LAGOS, NIGERIA



PIERRE ROMAGNY  
PARTNER, OLIVER WYMAN  
JOHANNESBURG, SOUTH AFRICA



SAMALLIE KIYINGI  
DIRECTOR AND GENERAL COUNSEL,  
AFRICAN EXPORT-IMPORT BANK (AFREXIMBANK)  
CAIRO, EGYPT



SETH ADU-BAAH  
CEO, COCA COLA BOTTLERS COMPANY  
NAIROBI, KENYA



SIMI NWOGUGU  
PRESIDENT & CEO, JA AFRICA  
ACCRA, GHANA




VUSI FELE  
CHIEF PROCUREMENT OFFICER,  
ABSA AFRICA.  
JOHANNESBURG, SOUTH AFRICA


# ROC STAFF




SIMI NWOGUGU  
PRESIDENT & CEO




PHILLIMON MLAMBO  
VICE PRESIDENT, OPERATIONS




MUJENI ASELE  
VICE PRESIDENT, MARKETING & PARTNERSHIPS




SOLOMON ISAAC FAIBIL  
DIRECTOR, FINANCE & OPERATIONS




AKOSUA ESSUMAN  
DIRECTOR, GRANTS & PROGRAMS, & BOARD LIAISON




MEMUNA WILLIAMS  
DIRECTOR, SOCIAL EQUITY PROGRAM




KERRIC BENNETT  
DIRECTOR, DIGITAL STRATEGY




VINCENT SUPPARAYEN  
DIRECTOR, STRATEGY & DEVELOPMENT  
NON-ENGLISH-SPEAKING AFRICA




ESTHER AGBENLA  
MANAGER, SPECIAL PROJECTS & EA TO PRESIDENT & CEO




SENANU ADIKU  
MANAGER, MARKETING & PARTNERSHIPS




RUTH TAWIAH  
PROGRAMS & M&E OFFICER



CHRISTIANA NTOSO  
OPERATIONS & ADMINISTRATION



MANASSEH OKUTU  
MARKETING & PARTNERSHIPS ASSISTANT



TERAH ZOTORVIE  
PROGRAMS ASSISTANT

# EXECUTIVE DIRECTORS



AISSATA TOUNKARA  
EXECUTIVE DIRECTOR,  
JA CÔTE D'IVOIRE



PHETSILE MASILELA  
EXECUTIVE DIRECTOR,  
JA ESWATINI



ABEIKU GREENE  
EXECUTIVE DIRECTOR,  
JA GHANA



JOHN WALI  
EXECUTIVE DIRECTOR,  
JA KENYA



LAURENCE FORGET-RAMAH  
EXECUTIVE DIRECTOR,  
JA MAURITIUS



FOLUSO GBADAMOSI  
EXECUTIVE DIRECTOR,  
JA NIGERIA



RACHAEL MWAGALE  
EXECUTIVE DIRECTOR,  
JA UGANDA

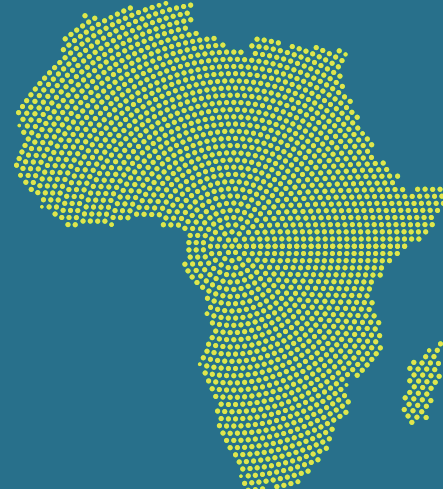


TEDDY NYASULU  
EXECUTIVE DIRECTOR,  
JA ZAMBIA



ALLEN CHINHANHU  
EXECUTIVE DIRECTOR,  
JA ZIMBABWE

**B**RIGHT  
**O**PPORTUNITIES  
**U**NLEASHING  
**N**EW  
**D**REAMS  
**L**IBERATING  
**E**NERGETIC  
**S**PIRITS TO AFRICA'S  
**S**UCCESS



*Empowering the boundless  
potential of African youth  
- JA Africa*

