

Be Better.™

JCI 

Be Better NEWSLETTER 2010



Partnership for a Better World

2010: Issue 2

With only five years left to reach the UN Millennium Development Goals, the role of young active citizens in global development has never been more crucial. This June, JCI Members will unite with our powerhouse partners to generate a new framework for collaboration.

The many challenges of our time pose a threat to individuals and businesses alike. At the 2010 JCI Global Partnership Summit from June 21 to 23, the young active citizens of JCI will address these challenges and discuss how businesses, governments and members of civil society can bring positive change by working together. Through partnerships, JCI aims to catalyze cooperation and drive change on vital social and economic issues.

United We Stand

Alone, each entity encounters its own roadblocks to success and change. The hands of government are often tied when faced with global challenges. Corporations, likewise, cannot take the lead to find solutions for fear of appearing self-serving in pursuit of profit.

JCI believes that by working with leaders in civil society, these sectors have the potential to go beyond their limitations.

By combining our strengths, we create wider positive change and financial success. JCI will lead the initiative by bringing together its key partners – the United Nations, UN Global Compact, UN Foundation and the International Chamber of Commerce (ICC) – to redefine, enhance and promote collaboration among these global players.

The UN Millennium Development Goals

The JCI Global Partnership Summit will explore ways that active citizens in all societal sectors can create positive change through the framework of the UN MDGs. Delegates will explore how citizens can work both individually and collectively to cultivate grassroots efforts to realize these global objectives before the 2015 deadline.

Through this event, JCI will call for partnership among government, civil society and corporations to address issues of local and global concern. The Summit will provide an environment to strengthen partnerships among JCI Local and National Organizations and businesses, governments and international organizations to run projects to advance the UN MDGs.

Dining to Make a Difference

On June 23, JCI will host the 2010 JCI Nothing But Nets Commitment Gala Dinner to raise funds to purchase and distribute insecticide-treated bed nets for families in Africa. Here, executives from the public, private and civil society sectors will mingle and discuss synergies while donating to a very important cause.

Make plans now to attend the 2010 JCI Global Partnership Summit in New York this June. Registration will be open from April 1 to June 1. Learn more at www.jci.cc/summit.

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2010 JCI GLOBAL PARTNERSHIP SUMMIT New York • June 21-23, 2010

2010 JCI World Congress

Osaka, Japan • November 2-7, 2010

JCI Members will unite in Osaka this November to find new ways to create sustainable, positive change. The culinary capital of Japan, Osaka's traditional kitchens and bustling shopping centers wait to fill your schedule between Congress events. Register now at www.jci-wc2010.com.

Plan for Impact in 2011

JCI Conference of the Americas

May 4-7, 2011 • Curaçao, Netherlands Antilles

JCI Africa and Middle East Conference

May 11-14, 2011 • Bamako, Mali

JCI Asia-Pacific Conference

May 26-29, 2011 • Manila, Philippines

JCI European Conference

June 1-4, 2011 • Tarragona, Catalonia, Spain

JCI World Congress

Oct. 31-Nov. 5, 2011 • Brussels, Belgium





The Impact of One

For more than 90 years, JCI Members have helped communities be better through targeted projects. As a global organization of young active citizens, our ability to create positive change is only limited by our membership.

To continue our legacy of impact, JCI must grow to meet the challenges of our time. That's why 2010 JCI President Roland Kwemain is asking JCI Members to help expand our influence.

"As JCI Members, it is not enough for us to think or talk about the challenges facing our world," he said. "We must act in specific, concrete ways. This is why I'm asking every JCI Member to bring one new friend, family member or colleague to JCI this year to help us grow and bring more positive change to our communities and the world."

Finding young active citizens interested in joining JCI is as easy as looking at your friends. While many young people share the passion for global change, they lack the resources and support network. JCI is the platform for young people to take action. As JCI Members, the duty rests upon you to help guide these like-minded citizens to JCI that we may help them be the change they wish to see in the world, and in doing so, help further the JCI Mission and Vision.

Recruiting new members starts with existing members. As Executive Director of Membership Growth and Development Arrey Obenson says, "Behind every member's JCI story is another member." If every JCI Member were able to recruit one member, JCI could harness the power of nearly 400,000 members to broaden our impact beyond local projects and individual communities and expand our reach to those most in need of our assistance.

Try using these methods to build interest in JCI and help expand our impact.

- **Social Networks**

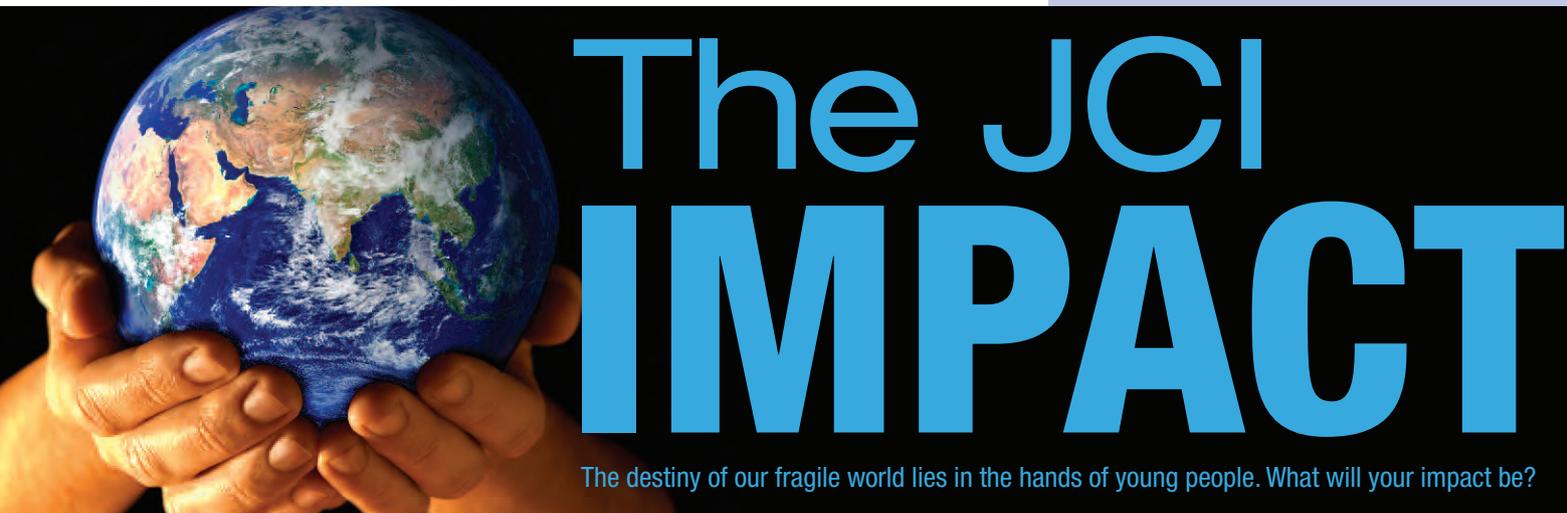
How many friends do you have on Facebook, MySpace or Hi5 who may be interested in joining JCI? How many followers on Twitter or connections on LinkedIn? Tweet about an upcoming meeting of your JCI Local Organization and send out invites to your friends and let them see for themselves how they can help give back through membership in JCI.

- **Committing Community Groups**

Whether through youth groups or neighborhood meetings, let every member know of JCI's efforts for community improvement and how they too can help bring about greater change to the community in which they live or work.

- **Colleagues and Coworkers**

Send out a short message to members of your immediate working group about some of the programs your Local Organization is doing and provide them a link to the JCI website where they can learn more about becoming a member and how they can be better by helping those around them.



The Future is Ours

Stories of how JCI impacts the world are inspiring and fascinating. But to the curious onlooker, the JCI Impact may seem illusive. We took a moment to reflect on how our actions affect the future of the world.

We live in a very fragile world, whose destiny lies in the hands of young people. Our ability to determine this destiny depends on our involvement in society – being active citizens. The world we live in is not perfect and will not be in our lifetime. But we have an obligation to make the world better, so that the next generation will have a place to thrive.

At this moment, a child sits in a crumbling classroom. Another studies in an outdated school system, while another cannot afford any education at all. Right now, somewhere in the world, a child is dying of malaria, another is starving to death, and a woman is dying in childbirth. Today, 200 square kilometers of the Amazon will be destroyed. War is dividing families and leaving scars that will never heal. Children are learning violence is the only way to survive.

The laundry list of the world's challenges is long and lives in the stories of ordinary people who are affected by these challenges everyday.

The JCI Difference

But this picture could be different. If a critical mass of young people around the world can take action under the banner of JCI, we will bring change. We can build classrooms for children who do not have one, provide educations for those who cannot afford them, slow down global warming, avert another global economic crisis, eradicate malaria, alleviate poverty, get rid of violent extremism and bring potable water to every corner of the globe.

You may not see the impact you have on the world, but each one of us has tremendous capability to make a difference by simply being active and taking part in our communities, our country and the world.

As JCI Secretary General Kodama says, "No one knows the future, but we know who owns it." The future belongs to you: JCI Members and young people everywhere.

Creating Global Impact with the UN MDGs

With five years left until the deadline for the UN Millennium Development Goals (UN MDGs), now is the time to create programs for worldwide improvement.

As young active citizens and members of a global community devoted to creating positive change, JCI Members are in a unique position to address issues of the UN MDGs. The problems outlined in the UN MDGs reach every community, and JCI has committed to helping find solutions.



Innovate

All it takes to catalyze action for positive change is a creative idea. Members of JCI Lebanon dedicated themselves to MDG 7: Environmental Sustainability in 2008 and 2009. They partnered with Lebanon's Ministry of the Environment to create CRAFT – the Campaign for Recycling Among Friends

of Trees – to promote paper recycling.

JCI Members conducted trainings at more than 400 organizations in Lebanon, including corporations, schools and government facilities. In partnership with several paper recycling plants, JCI Lebanon provided bins for recycling paper. CRAFT is still in operation and is currently undergoing a strategic restructuring to become an independent non-governmental organization.



Collaborate

Great ideas are just the first step towards a great project. Working with other people and organizations that share a common interest in the MDGs can magnify their impact.

To address public health and fight HIV and AIDS, members of JCI Panama collaborated with organizations like Aid for AIDS, MINSA (Panama Department of Health) and the National Medical Students Association to reach more people than they could have on their own. Together, they provided 400 of their fellow Panamanians with medical consultations, distributed more than 200 measles, flu and tetanus vaccines and delivered nearly 800 medical referrals to area physicians.



Participate

Creative ideas and passionate partners, however, aren't enough without active JCI Members. JCI Ireland created the Fifty Ways to Active Citizenship program, which encourages JCI Members across Ireland and Europe to take an active role in the success of their communities and nations. JCI Members from every Local Organization in Ireland contributed to the

project, which created www.fifty-ways.com, an online active citizenship how-to guide.

JCI Ireland tied active citizenship to the UN MDGs by creating four areas of concentration, including global partnership and volunteerism, environmental sustainability and ending poverty and hunger. The team effort won them international recognition by their peers in JCI and beyond.



Demonstrate

Great ideas, partnerships and participation are not enough without strong, organized execution. JCI Japan focused on MDG 4: Child Health, MDG 5: Maternal Health and MDG 7: Combating HIV/AIDS and malaria with a project in 2008.

Inspired by the efforts of JCI colleagues and the United Nations, JCI Japan and the Ministry of Health worked to aid Cambodians in a remote village, providing access to proper medical and dental care. Fifteen JCI Members, including 12 medical professionals, provided check-ups, lectures and public health materials to more than 500 local residents and children.

UN Millennium Development Goals

The UN Millennium Development Goals are eight goals to be achieved by 2015 that respond to the world's main development challenges. JCI Members have committed to advancing these targets through our projects and programs.

- Goal 1: Eradicate extreme poverty and hunger
- Goal 2: Achieve universal primary education
- Goal 3: Promote gender equality and empower women
- Goal 4: Reduce child mortality

- Goal 5: Improve maternal health
- Goal 6: Combat HIV/AIDS, malaria and other diseases
- Goal 7: Ensure environmental sustainability
- Goal 8: Develop a global partnership for development

Look Who's Talking

When JCI Members create positive impact in the world, they see that positive change reflected in themselves. Here some members answer the question, "How has JCI impacted your life?"



"JCI has transformed me from a normal guy to a public speaker, a follower to a leader, an idle man to a businessman. Now I walk tall, make good decisions, help others, counsel friends and act independently."

—Skeary Gbenga, JCI Nigeria



"JCI has helped me learn so much! I became a good communicator and started having a lot of confidence in myself and my business. I have really improved personally and professionally due to the trainings I have received from JCI."

—Alpa Shah, JCI Kenya



"Since I joined JCI and attended my first international JCI Conference I recognized myself as a part of a global community, and this has impacted my life. Working on local and global projects has helped me to strengthen my presentation, management and leadership skills. I still believe in the new civil engagement that JCI stands for."

—Maxim Kushnir, JCI Germany



"I joined JCI in December 2007 and so much has changed for me! I finally had the courage to take responsibility for my own actions and change what was making me unhappy. I made new friends and got a fabulous new job. Thank you, JCI!"

—Nathalie Klaverweide, JCI Suriname



"JCI is the springboard that has led to success in teaching me skills I use in my personal and professional lives. JCI has helped me be a better elected official and be a better community leader within other organizations that I serve."

—John Baine, JCI USA

Want your story heard around the world?

Tell us your story about how JCI has impacted your life and you could be featured in an upcoming issue. E-mail your response (150 words) and a high-resolution, color photograph to identity@jci.cc.



Kodama's Essential Facts and Figures

To prepare for the 2010 JCI Global Partnership Summit in New York from June 21 to 23, JCI Secretary General Edson A. Kodama is brushing up on details about JCI's international partners. With this event to bring together business, government and civil society just around the corner, he's checking his facts twice to be ready for the discussion on collaboration. Test your knowledge below.

1. JCI's long-standing partnership with the United Nations began in what year?

- A) 1915
- B) 1945
- C) 1954
- D) 1966

2. What is the name of the official status JCI holds with the United Nations Economic and Social Council?

- A) Double Probationary Status
- B) Associate Consultative Status
- C) Special Consultative Status
- D) Advisory Status

3. JCI is fighting malaria with the JCI Nothing But Nets campaign. What organization did JCI partner with to found this program?

- A) UN Foundation
- B) UN Global Compact
- C) UNESCO
- D) UNECOSOC

4. How many insecticide-treated bed nets did JCI Members commit to raising by 2015 through the JCI Nothing But Nets program?

- A) 1,000
- B) 100,000
- C) 500,000
- D) 1,000,000

5. What is the target date for completion of the United Nations Millennium Development Goals (MDGs)?

- A) 2015
- B) 2020
- C) 2012
- D) 2050

6. The JCI Best Business Plan competition is run on the local level. Which international organization helps JCI Local Organizations partner with their local chambers of commerce to run the competition?

- A) United Nations Foundation
- B) International Chamber of Commerce
- C) International Business Competitions Organization
- D) UN Global Compact

7. JCI has a long partnership with the United Nations and several UN agencies. Which UN agency and JCI partner focuses on Corporate Social Responsibility?

- A) UN Global Compact
- B) UN Foundation
- C) UNECOSOC
- D) UNESCO

8. With which UN agency did JCI sign a Memorandum of Understanding to develop youth-focused training programs for capacity building in 2009?

- A) UNFAO
- B) UNECOSOC
- C) UNESCO
- D) UNIANWGE

9. What do the letters in UNESCO stand for?

- A) United Nations Equatorial Samoa Corporate Office
- B) United Nations Educational, Scientific and Cultural Organization
- C) United Nations Environmental, Scientific and Climate Organization
- D) United Nations Energy, Solar and Chemical Organization

10. In March 2009, which international database of business opportunities did JCI join so its members could further expand their networks?

- A) World Chambers Network Global Business Exchange
- B) Forum on Global Networking
- C) International Business Opportunity Association
- D) Inter-public Idea Exchange

11. In 2002, JCI signed an agreement with which of the following organizations in order to support activities of the Integrated Management of Childhood Illness (IMCI) Initiative in Latin America and the Caribbean?

- A) Pan American Health Organization
- B) World Wildlife Fund
- C) World Health Organization
- D) Both A and C

Answers: 1-c, 2-c, 3-a, 4-d, 5-a, 6-b, 7-a, 8-c, 9-b, 10-a, 11-d

A Look Back: A History of Impact

JCI Members have a rich history of creating lasting impact in their communities, beginning with JCI's founder, Henry Giessenbier in St. Louis in 1914. Beginning at the local level, Henry and more than 100 peers renovated the Memorial Arts Building in downtown St. Louis, turning it into the organization's headquarters. Once a run-down museum, Giessenbier and his fellow young people transformed the building.

In an article in the St. Louis Republic newspaper, the project was praised as providing a place for "the art of developing love of country, civic intelligence, civic energy and the sense of human fellowship." Just four years later in 1920, Giessenbier and the young men who helped renovate the Memorial Arts Building started Junior Chamber of Commerce, which would later become JCI and continue the tradition of creating widespread local impact and positive global change.



In 1914, JCI Founder Henry Giessenbier at the wheel with some of his associates.

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Do you have a story to share about your JCI experience? E-mail story and photos to identity@jci.cc for consideration for upcoming newsletter issues. Not all submissions will be included.

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