

Philanthropy EMEA

Issue 02

Worklessness in Europe

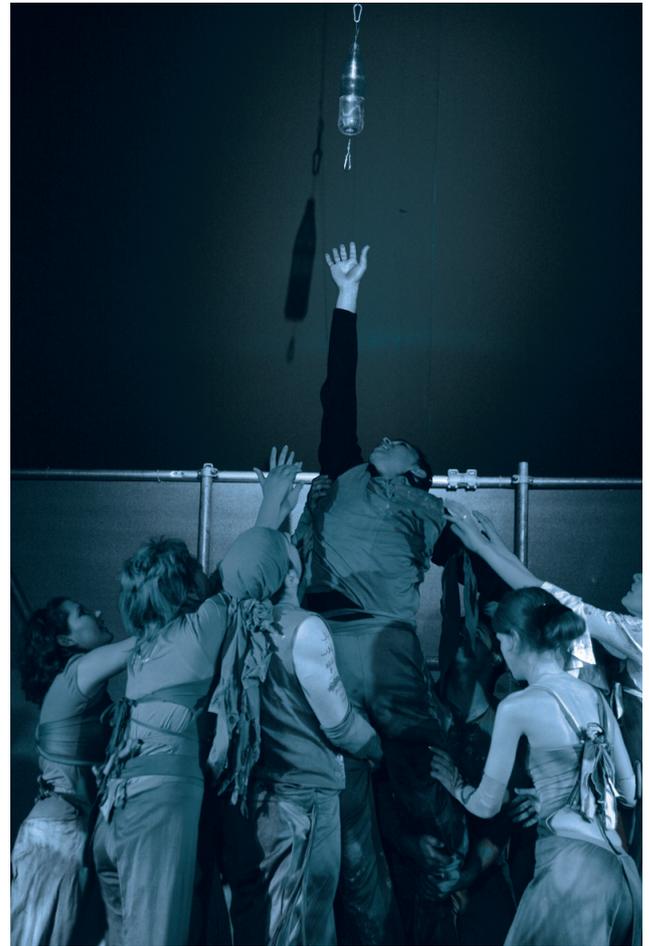
By Tommy Kristoffersen

Worklessness is an acute social and economic issue across Europe, and the situation has been further aggravated by the recent economic downturn. The unemployment rate in Europe remains close to the highest rate in more than 12 years, according to latest figures released by the EU statistics office. Youth unemployment has been increasing in the euro zone since early 2008, in line with total unemployment, but the increase has been at a much higher pace for young people. In responding to this growing need, J.P. Morgan has stepped up its efforts in working with partners in the non-profit sector to find creative solutions to tackle worklessness.

In the single largest grant the JPMorgan Chase Foundation has ever made in Europe, the firm has donated \$3.5 million to Projektfabrik, a German charity, to expand a unique skills development and youth employment initiative in Germany. Despite being Europe's largest economy, 45% of jobseekers in Germany remain unemployed for more than a year, and, as elsewhere in Europe, youth unemployment is a particular problem. To combat this, Projektfabrik has developed the JobAct programme to combine traditional training with performance based activities. As Jamie Dimon recently pointed out in an interview with the German business newspaper Handelsblatt, at an impressive 65% 'the placement rate of the JobAct initiative is more than twice as high as that of conventional measures'ⁱ. As a result of J.P. Morgan's donation, Projektfabrik will be at least tripling the amount of JobAct projects they deliver, and will be setting up five regional offices, making a lasting effect on the German job marketⁱⁱ.

JobAct[®]

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Annaka Stanley from Rowley Regis in the West Midlands grew up in a family where no-one worked. Like many other young people from workless householdsⁱⁱⁱ, she had come to expect a life on benefits. After applying for over one thousand jobs without success^{iv}, she became increasingly depressed. But then she discovered the Prince's Trust. After attending a 12 week course, her life was turned around. Beating 50 other applicants, she now works as the Team Leader on the course itself. Her story, thankfully, is not unique.

The Prince's Trust is one of many causes supported by the JPMorgan Chase Foundation as part of the firm's commitment to help fight worklessness. We work with the Trust in many different ways, and our most recent support, as part of a long-standing relationship, has provided training and loans to over 80 young people, helping them invest in their futures and gain a stake in society.

Worklessness is a slippery concept, but is generally thought to go beyond unemployment. The workless are generally less likely to find productive roles in society.

The workless are those of working age who are not in full-time education and neither working nor seeking work. Many people who find themselves in this position are children of long term unemployed parents without any frame of reference as to how they might approach the job market. The prevalence of psychiatric disorders among children whose parents have never worked is almost double that of those whose parents are in even quite basic employment^v.

Beyond the human cost is the financial impact. Workless households have in recent years been estimated to cost the UK government at least £12.7 billion each year in benefit payments^{vi}. With rising unemployment, the problem isn't likely to go away any time soon. This is, in the opinion of Donald Hirsch of Loughborough University, creating a child poverty crisis, which could cost the country in the region of £25 billion a year^{vii}. Faced with figures such as these, UK Prime Minister David Cameron recently announced sweeping reforms to the country's welfare system, with a stated aim of getting more people back to work^{viii}. Additionally, the government has committed £150 million to create more than 50,000 apprenticeships for young people^{ix}.

But the problem goes far beyond the UK. Current jobless estimates for the EU remain at 10%^x - a fraction below the October 2010 peak, which was the highest in 12 years. Approximately 15.8 million Europeans were unemployed in December 2010 - a number roughly as large as the total population of the Netherlands. Compounding the issue,



youth unemployment is disproportionately high in comparison to overall unemployment. In the eurozone joblessness among young people is at 20.4%^{xi}. Spanish youth fare the worst, with an unemployment rate of 42.8%^{xii}.

As a broad measure to combat worklessness, the EU plans to launch a micro-credit line worth €100 million to help youths and long-term unemployed start their own businesses^{xiii}. In France, the government have introduced state-subsidised measures to boost opportunities for around 700,000 young people^{xiv}, and in Germany, the government supports firms that retain surplus workers^{xv}.

But despite these efforts, there is a clear need for innovation to increase the success of existing programmes. This is where private sector organisations, such as the JPMorgan Chase Foundation, can contribute significantly through working with non profit organisations that reach people outside of mainstream programmes. These organisations are in a position to innovate and prove concepts for new and effective ideas.

J.P. Morgan supports a host of other non-profit and non-governmental organisations across Europe. In the UK, we have funded St. Mungo's pilot, Pathways to Employment, a six step programme to help homeless adults gain employment. The programme could potentially save government up to £45,000 per unemployed person over five years^{xix}.

To aid youth unemployment in Spain, we have partnered with Asociación Cultural Norte Joven to help provide basic education and vocational training to address the shortage of qualified people in manual trades.

Associazione Atomi and PerMicro provide financial education and encourage small business growth in Italy. After a successful pilot in Turin, J.P. Morgan's support will

enable them to expand their programme to Milan, Florence, Genova, Brescia, Bologna, and Pescara.

In France, J.P. Morgan partners with AIDE, one of the most prominent microfinance institutions in Western Europe, to provide technical assistance, training and financing to encourage business start ups in disadvantaged communities. The CréaJeunes pilot programme, supported by J.P. Morgan, targets suburban youth who want to create small businesses. Only one in five has a job before starting the programme, but a full third of them create their own business within ten months of starting the programme, and most of these have been sustained over time.

J.P. Morgan works with a range of non-profit organisations, seeking to fulfil the firm's philanthropic goals in three areas of focus: Community Development, Education, and Arts & Culture. In our fight against worklessness, we have a unique opportunity to contribute to all of these areas.

Employees who are interested in doing their part to inspire the younger generation can get in touch to explore the options available for mentoring, charitable giving, and volunteering. By doing our best to help build vibrant communities where everyone gets to take part, J.P. Morgan continues to be a committed and insightful partner contributing to sustainable and positive change.

i Translation of February 17th 2011 issue of Handelsblatt.
ii JP Morgan Intranet, January 24th 2011

iii Destined for the Dole: Breaking the cycle of worklessness in the UK, Prince's Trust & QA Research

iv http://www.princes-trust.org.uk/case_study_2010-11/west_midlands/annaka_stanley.aspx

v Meltzer, Gatward, Goodman, Ford, The Mental Health of Children and Adolescents in Great Britain, 1999, Office for National Statistics

vi Ninth Report of the Select Committee on Public Accounts, January 2008

vii Hirsch, Donald. Estimating the costs of child poverty, Joseph Rowntree Foundation, 2008

viii <http://www.dwp.gov.uk/policy/welfare-reform/legislation-and-key-documents/welfare-reform-bill-2011/index.shtml>

ix First Report of the Work and Pensions Committee: Youth Unemployment and the Future Jobs Fund, December 2010

x The Economist, February 26th 2011 & JP Morgan Europe Economic Research: Euro area unemployment remains high

xi The Financial Times, February 16th 2011

xii The Financial Times, February 16th 2011

xiii <http://ec.europa.eu/social/main.jsp?langID=en&catId=89&newsId=547>

xiv The Economist, May 14th 2009

xv The Economist, February 19th 2011

xix <http://www.mungos.org/documents/195>

Profiles

**GeneroCITY winners -
Orla O'Donnell (RM, T&SS),
Asif Teja (RM, T&SS) and
Simon White (Officer, T&SS)**



L-R - Kate Goldman (Save the Children),
Asif Teja, Simon White and Orla O'Donnell

GeneroCITY is a charitable campaign that gives UK based employees across all lines of business the chance to use teamwork, creativity and business skills to support good causes. The 2010 campaign included the **£5K Challenge**, a competition which called for creativity and business acumen from Analysts and Associates to raise awareness and funds for Save the Children (STC).

Members of the Slumdog Thousandaire team (London, T&SS) raised an incredible £24,000 for STC India, making them the winning team of the challenge. Slumdog participants were given an opportunity to join STC's field workers on a site visit to gain further understanding of the charity's work in India.

GeneroCITY

In an interview with the Slumdog team, Asif, Orla and Simon shared insight into their fundraising campaign through GeneroCITY and their experience in India.

What motivated you to get involved with GeneroCITY?

AT: GeneroCITY provided me an opportunity to give something back. I had

been thinking about doing some fundraising or charity work, and GeneroCITY came along at the right time. It wasn't difficult to encourage the other team members to join me as they were also excited by the idea of raising money for charity in a fun and creative way. The competitive element and the possibility of visiting our chosen country to see the charity's work in action was also a big draw. A seed was planted and the idea evolved into the Slumdog Thousandaire campaign.

What were the key factors leading to the success of Slumdog's campaign?

OO: The idea captured people's imaginations as it was unique and because it was associated with the popular film, **Slumdog Millionaire**. By linking the images in the film with real images and personal stories of child exploitation and deprivation in India, we could bring the campaign to life in order to build awareness and raise funds for STC.

Also, senior sponsorship and leadership from across the organisation was critical to our success, as it allowed us to spread the message and build momentum for the campaign. We were thrilled to see the hugely positive response from the senior participants we approached. Their support ultimately led to a successful event and a record number of donations. And last but not least, our teamwork was imperative. The combined drive, tenacity and creativity of our team formed the foundation on which the success of our campaign was built.



Can you tell us about the most impactful experience(s) from your trip to India with STC?

SW: On our first full day in Jaipur we travelled out to a small town called Tonk where we were introduced to a team of Community Health Volunteers (CHV), who worked to educate the local people primarily



on issues of health and sanitation. The welcome we received was unbelievable, and their warmth and generosity was incredibly touching. The second experience followed when we visited another area of Tonk to see one of the programmes in action. The local children rushed to meet us when we arrived so that they could show us around their village. The happiness and excitement displayed on their faces was inspiring. These children, who had practically nothing, showed us how critical the work that STC and the CHV are doing on the ground is. The word amazing summed up that day, and the trip overall.

Why do you think it's important [for J.P. Morgan employees] to be involved in campaigns, such as GeneroCITY?

SW: It is very easy for us to become complacent by the fact that we live in a country where we are given easy access to everyday things like healthcare, food, clean water, sanitation, access to education - the list is endless. You cannot truly appreciate the problems people face without seeing them in person; images in papers and on TV do not provide us with a tangible grasp on these problems. The GeneroCITY campaign provided us with an opportunity to see these issues in person. By doing so, not only has it reminded us how lucky we are, but it has encouraged us to get involved with other campaigns and to join in to help others who are less fortunate.

The 2011 GeneroCITY campaign will commence in September. Further information will follow in the next Philanthropy e-newsletter.

News bulletin

J.P. Morgan Corporate campaigns - charity beneficiaries announcement

Feb 2011

United Kingdom



Building on the enthusiasm and interest from employees in driving and participating in charitable programmes, UK employees were invited to participate in a Charity Vote to select the charity beneficiary(ies) for the J.P. Morgan Corporate Challenge and GeneroCITY 2011 campaigns. Both campaigns include opportunities for employees to fundraise, raise awareness and further engage with the charities.

Over 25 percent of employees in the UK participated in the vote, selecting the top four finalists: Barnardo's, NSPCC, UNICEF and WaterAid. These charities presented their creative ideas and fundraising tactics to the UK Philanthropy Committee and following a comprehensive review, we are pleased to announce:

- **Barnardo's** is the charity beneficiary for the J.P. Morgan Corporate Challenge
- **WaterAid** is the official beneficiary of GeneroCITY.

Look out for the **Take a step for Barnardo's** campaign, launching Tuesday March 15th to learn more about how to get involved. Full details of the J.P. Morgan Corporate Challenge and GeneroCITY campaigns will also be available in future communications.

All Party Parliamentary Group (APPG) on Financial Education for Young People launch

Jan 2011

London

J.P. Morgan is a supporter of the creation of the APPG on Financial Education for Young People, launched at the end of January 2011 at the House of Commons, London. Over 200 MPs from across political parties have joined, making it one of the largest APPGs created. The APPG is chaired by Justin Tomlinson MP, and it is backed by the Personal Finance Education Group (pfeg) and MoneySavingExpert.com. Their call is for compulsory financial education in schools; ensuring young people understand and are well equipped in making informed financial decisions.

Philanthropy Strategy launch by DCMS (Department for Culture, Media and Sports)

Dec 2010

London

Jeremy Hunt, UK Secretary of State for Culture, Olympics, Media and Sports announced a 10 point plan to help arts philanthropy at the European Association of Philanthropy and Giving annual conference, hosted by J.P. Morgan at 60 Victoria Embankment's Great Hall. Central to the plan is the £80m match-funding scheme to encourage private giving to arts organisations. The Cultural Secretary said 2011 would be the "**Year of corporate philanthropy**" and the match-funding scheme, in which private donations would be matched by public money, "will unlock at least £160m for cultural organisations over the next four years". A robust panel discussion took place following Hunt's announcement, and panellists included Ed Vaizey MP (Arts Minister), Lord Paul Myners (former Business Secretary under the Labour government and a trustee of the Tate and Glyndebourne), Alan Davey (Arts Council England Chief Executive), Carole

10 point plan

1. An £80m match-funding scheme
2. A UK Government review on philanthropy, reporting back in spring 2011
3. More visible public recognition of donors. This could include greater recognition through the honours system
4. Developing fundraising skills and capacity in the arts sector
5. Promoting planned giving, including legacy giving, "with an ambition for the UK to become the first country in which it is the norm to leave 10% or more of one's legacy to charity"
6. Supporting the development of endowments
7. Harnessing digital technology to boost philanthropy
8. Increasing giving from international donors
9. Encouraging more investment by the business sector, including a series of events and initiatives throughout 2011
10. Strengthening links between culture and other sectors supported by philanthropy, including charities



Souter CBE (Heritage Lottery Fund Chief Executive) and Michael Eakin (Liverpool Philharmonic Chief Executive).

Launch of the Education Leadership Initiative at University of Johannesburg

Nov 2010

Johannesburg

The **Education Leadership Initiative**, a partnership between the Harvard Graduate School of Education (HGSE) and University of Johannesburg, is designed to increase the capacity of South African school leaders to improve students' achievements and opportunities. The three year initiative is the first of its kind in bringing about systemic change in the education sector in South Africa. J.P. Morgan is proud to be supporting this programme along with the Development Bank of South Africa and the World Bank. Rafia Qureshi, from J.P. Morgan Philanthropy EMEA, represented the JPMorgan Chase Foundation and voiced the firm's commitment to the development of the education sector in South Africa, along with the Dean of Harvard Graduate School of Education, Vice Chancellor of University of Johannesburg and the Deputy Director General of the Department of Education. The launch took place at the Soweto Campus of University of Johannesburg and was attended by dignitaries from the US Embassy, USAID, Department of Education and the wider social investment community.



LTR - Bill Hagen, Palesa Tyobeka, Laurel Neylon, Prof Sarah Gravett, Prof Kathleen McCartney, Rafia Qureshi, Liz Gips, Jack Jennings

Good Works launch

Nov 2010

United Kingdom

Good Works

Good Works, the firm's global platform for volunteering, launched in the UK in November 2010. Good Works is driven by Volunteer Leadership Groups (VLGs) that serve to plan, implement and sanction company-sponsored volunteering projects.

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By providing better structure and resources, and giving employees more guidance, support and self-direction in volunteering, the programme aims to encourage all employees to volunteer their time and services through company-sponsored projects.

There are currently eight VLGs set-up and active, engaging volunteer leaders and employees across the UK. If you are interested in volunteering and would like to participate in Good Works, please visit [here](#) to create a volunteer profile and register your interest in company-led volunteer opportunities and events. By signing up to Good Works, you will be among the first to know about company sponsored projects in your area or line of business. We encourage you to get involved, share your time and skills while engaging with the communities around us.

Also coming soon...

- Volunteering Grants for individuals - small grants made to a charity on behalf of an employee who has volunteered a minimum of 15 hours
- Good Works expansion to other EMEA markets

NSPCC Fundraising Dinner 2010

Oct 2010
London



For the third year running, J.P. Morgan hosted a dinner to build awareness for NSPCC, in particular the charity's FULL STOP campaign to end cruelty to children in the UK. Over 100 current and prospective supporters attended the event, including Esther Rantzen (English journalist and TV presenter).

"This year's J.P. Morgan Dinner was a wonderful experience. I really enjoyed having the opportunity to speak to existing and potential key supporters of the NSPCC and ChildLine and to share my experience of the way abused children's lives are transformed when they ring ChildLine for comfort and protection."



Esther Rantzen CBE (far right)

Esther Rantzen CBE and NSPCC Trustee since 2006

These dinner events have led to a number of successful partnerships for NSPCC with First Direct, Weston Foundation, Clifford Chance and Wragger Co. and many other companies, individuals, Trusts and Foundations.

"The development of the J.P. Morgan dinner is crucial to the future success of NSPCC fundraising. It provides the most unique engagement opportunity for potential and existing supporters, and without it we would lose the potential to develop our biggest and most important fundraising prospects."

Paul Amadi, NSPCC Director of Fundraising

Global Speakers Series and Breakfast Surgeries synopsis

EMEA Philanthropy partnered with Social Finance to deliver two Global Speakers Series (GSS) events in 2010 to raise awareness amongst all employees on topical social issues across the world and J.P. Morgan's activities around these issues.

Impact Investing was the first GSS event in 2010, focusing on the emerging but rapidly growing industry of impact investing. The event brought together four leading voices in the field of impact investing for a panel discussion, exploring the opportunities and challenges in this space. Discussions also focused on J.P. Morgan's role in developing the impact investing market and looked, in particular, at some of the initiatives in which the bank was involved. Antony Bugg-Levine from Rockefeller Foundation and Amit Bouri from Global Impact Investing Network (GIIN) were joined by Michelle Giddens from [Bridges Ventures](#) and Emmanuel Marchant from Danone Communities as panellists for the event.

Social Enterprise: Trading for a Social Impact is the second event in the 2010 series, bringing together five industry experts for a second panel discussion. Alastair Wilson from School for Social Entrepreneurs, Duncan Goose from Global Ethics Limited, Ian Anderson from Gatsby Charitable Foundation, Kresse Wesling from [Elvis & Kresse](#) and Tone Rosingholm from J.P. Morgan Social Sector Finance came together to explore the role and impact of social entrepreneurship.

In 2010, EMEA Philanthropy also held a number of interactive sessions, bringing together specific charities and small groups of employees to explore opportunities for business or personal engagement. The **INSIDE PHILANTHROPY Breakfast Series** included robust discussions on the topics of:

- **Entrepreneurship and the development and financing of small and medium enterprises** with Bruce McNamer, President and CEO of [TechnoServe](#). TechnoServe is a non-profit economic development organization that helps entrepreneurial men and women in the developing world to build businesses that provide jobs, income and economic opportunity
- **Social entrepreneurship and sustainable impact investments** with Michele Giddens and Anthony Ross from [Bridges Ventures](#), a sustainable growth investor whose commercial expertise is used to deliver both financial returns and social and environmental benefits.

Investing in our communities

Across EMEA, J.P. Morgan focuses on responding to entrenched social needs in communities we serve. Through philanthropic partnerships, J.P. Morgan directs financial support towards communities through education, community development and arts & culture programmes in schools, community centres and cultural institutions.

Below is a summary of recently approved grants.

UNITED KINGDOM

Community engagement in Lambeth Capital Community Foundation



The Capital
Community

Foundation (CCF) is a charity focused on social change in London and the organisation has been working in the London Borough of Lambeth for 15 years. J.P. Morgan is partnering with CCF to deliver the firm's place-based programme in Lambeth, leveraging the CCF's in-depth understanding of the local community and CCF's relationships with key grassroots voluntary organisations who are responding to needs on the ground.

The partnership has enabled CCF to gain a deeper understanding of the needs and priorities of the targeted local community in Lambeth, and work with local residents to build trust and engagement in local community programmes and initiatives. The

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partnership also allows CCF to work with appropriate local voluntary groups to address the issue of worklessness and improve residents' skills, qualifications and chances of employment.

Family Learning Project Catch 22

Catch22 is a local charity with a national reach that works with young people who find themselves in difficult situations. The charity focuses on areas where they can make a lasting difference to young people's lives, their family and their whole community.

J.P. Morgan is supporting Catch 22's Family Learning Project, an intensive and holistic support programme for young people and their families from low income backgrounds in Loughborough Junction and other deprived communities in Lambeth. The programme aims to provide one to one support, structured group work, positive social activities and learning and earning opportunities to 50 young people, including their families, over the next 12 months to improve their life chances and increase their attainment in education and employment.



RE:INVEST Knights Youth Centre

Knights Youth Centre (KYC) provides an inclusive youth service for young people living around the Clapham Park Estate, an area of high social and economic need in the London Borough of Lambeth. Gang culture is a growing concern in Lambeth. The centre provides a wide range of preventative programmes which enable young people to reinvest their time, energy and knowledge to work towards a positive future, encouraging them to stay in full-time education and providing an alternative to joining gangs. The funding from J.P. Morgan has enabled KYC to develop and deliver an additional educational and training programme called RE:INVEST in collaboration with other



agencies including Youth Offending Team, Anti Social Behaviour Unit, Lambeth Young and Safe and three Metropolitan Police Safer Neighbourhood Teams. The programme aims to increase young people's self esteem and self confidence, develop transferable work skills and reduce the level of negative, anti-social and criminal behaviour, especially involving the use of knives and guns.

Learning employability LEAP (Local Employment Access Projects)

LEAP delivers innovative training solutions aimed at getting unemployed people from disadvantaged communities into work. Through its vast experience working with adults, LEAP recognises the importance of starting at an early age in order to prevent unemployment. Its flagship service is ACE - an innovative programme tackling some of the underlying reasons behind why people are unable to find and keep jobs. J.P. Morgan is supporting LEAP to extend this programme to 2,400 year 10 students in London from disadvantaged backgrounds, including young offenders and students from Pupil Referral Units, as they prepare to go on work experience. The programme will give young people exposure to skills, behaviours and attitudes required to succeed in the work environment and life in general.



Music & Literacy New London Orchestra

Uniquely among orchestras, New London Orchestra (NLO) puts education first: it devises its concerts with educational objectives and delivers educational projects by using music as a tool to enhance curriculum learning in Literacy, Maths and Science. Funding from J.P. Morgan will enable NLO to expand their Music & Literacy programme from one primary school in the London Borough of Newham to four in the next two years. It will also enable NLO to create a teacher training programme which will benefit, in the longer term, thousands of children throughout the borough who will receive practical and hands-on support to improve their reading and writing skills.



Create+ Vital Regeneration



Vital Regeneration

Creating opportunities, changing lives

Vital Regeneration is an award-winning charity with a mission to achieve positive change in London's most deprived neighbourhoods through learning, employability and enterprise programmes. Tackling youth exclusion is a major priority for the organisation - its NEET (Not in Education, Employment, or Training) engagement and progression methodology was cited in European Social Fund's Best Practices Case study in 2008.

J.P. Morgan is supporting the scale up of Vital Regeneration's Create+ course for young people aged 16-19 years old. Create+ is the centrepiece of Vital's NEET programme and appeals to the hardest to reach young people to re-engage through creative multimedia and arts courses, providing them with Level One Literacy and Numeracy skills qualification as well as Arts Award qualifications. With J.P. Morgan's support, Vital Regeneration will engage with 150 additional young people and, through this, enroll at least 50 on to the intensive Create+ courses.

GERMANY

Delivering enterprise programmes in Germany NFTE (Network for Teaching Entrepreneurship)



Founded in 1987 in the US, NFTE promotes entrepreneurial literacy among young people. In Germany, the programme focuses on students aged 14-16 years attending schools in areas of high deprivation across Germany. The programme, cited as a best practice model by the German government, aims to equip students with the enterprise and employability skills needed for work and life.

NFTE trains teachers from the Hauptschules and Realschules* to deliver the enterprise programme to their students who are taught the step-by-step principles of setting up and operating a small business. At the end of the course, the students present their business ideas to a jury of local entrepreneurs and business leaders.

J.P. Morgan is funding the expansion of the programme to four new federal German states of Bavaria, Lower Saxony, Baden-

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Wüttemberg and North Rhine Westphalia. These areas are the industrial heartland of Germany where more than 60% of the country's GDP is generated and where there are large areas of deprivation. Over the next two years the expansion programme will train 160 teachers with the aim of impacting the lives of almost 6,500 students.

**Students destined for trade and lower commercial careers attend Hauptschule and Realschule; those with academic potential attend Gymnasium*

FRANCE

CréaJeunes ADIE (Association pour le droit à l'initiative économique)



ADIE is a French non-profit organization that uses microfinance to provide wide access to credit, particularly to financially excluded, under-privileged people and communities. It is a founder and member of the European Microfinance Network (50 members throughout Europe) and is considered the most important institution of microfinance in France as well as Western Europe. ADIE launched CréaJeunes, a programme specifically targeting suburban youth between 18-32 years old who have interest and passion to create their own micro enterprises, but need financial support and advice. The programme is unique in that it not only offers financing, but also provides technical assistance/training to the young people most in need. CréaJeunes offers a solution to one of the major current problems in France, youth unemployment, and is supported by the French Government – Haut Commissariat aux Solidarités Actives.

Building upon J.P. Morgan's previous contribution to CréaJeunes' piloting phase, which has resulted in the creation of over 180 micro enterprises and benefited nearly 930 young people, the firm is extending the partnership to support CréaJeunes to scale up and expand into new geographic locations. With J.P. Morgan's support, ADIE will be able to open a new CréaJeunes unit in central Paris which will form the start of the first cluster model.

BELGIUM

Supporting young immigrants in Belgium King Baudouin Foundation



The King Baudouin Foundation (KBF) was created in 1976, to mark the 25th

anniversary of King Baudouin's reign. KBF is one of the world's largest and most respected Foundations with an overall objective to make a lasting contribution to justice, democracy and respect for diversity. Each year the Foundation provides financial support to approximately 2,000 organisations and individuals committed to building a better society. J.P. Morgan is partnering with KBF in the launch of a new project in Brussels supporting young people from immigrant families. The pilot project will be assisting 75 youngsters with talent who, without any help, run the risk of not fulfilling their potential. The project will help these young people to strengthen their abilities and improve their personal and academic development, thereby providing access to higher education and later to succeeding in entering the employment market.

THE NETHERLANDS

Women entrepreneurs Importante



Importante focuses on diversity, social inclusion and job participation for the migrant population, especially women, in The Hague. J.P. Morgan is supporting the organisation in the rollout of a pilot Entrepreneurial Course for women in this region. Based on the expressed desire of migrant women to own their own business as a step towards financial independence, Importante has created a training course that will work with local partners to access and reach more than 100 women, out of which 50 will be selected to receive intense business training over 2011.

ITALY

Financial education for Italian high school students Osservatorio sul Credito



Osservatorio sul Credito was created in 2008 with the joint collaboration of the Economics Faculty of the University of Rome with the aim to raise awareness amongst young people about the important role that economics and finance play in the contemporary society. Through financial education activities, the Osservatorio has set itself the ambitious goal of spreading knowledge on economics and basic financial instruments to young people. In 2009, Osservatorio sul Credito signed a protocol

agreement with the Italian Ministry of Education for the development and delivery of a Financial Education project for high schools. J.P. Morgan is supporting the organisation to deliver its financial education curriculum to 50 public high schools across four cities in Italy, including Milan and Rome, reaching 2,500 high school students aged 17 and 18.

SPAIN

JA Company Program Junior Achievement Spain



Junior Achievement Spain (JA Spain) is an International Member of JA Worldwide whose mission is to inspire and prepare young people to succeed in a global economy. JA Company Program was launched by JA Worldwide in 1919 to enable students around the world to have hands-on experience in starting, running and liquidating a business. With the support and guidance of volunteers from the local business community, students form their own real business enterprise, discover first hand how a company functions and learn about the structure of the free enterprise system and the benefits it provides. The programme enables students to develop new skills such as teamwork, leadership, presentation, planning and financial control as they learn to take responsibility for the success of their own companies. With J.P. Morgan support, JA Spain is developing and expanding JA Company Program to more secondary schools in Madrid as well as other regional areas in Spain. Part of the expansion plan is to update JA Spain's training and programme materials to the UK and US standard through the development of new e-learning and IT tools as well as CD-ROM materials.

EGYPT

Young Egyptians L.E.A.D (Learning through Employment to Advance Development) Education for Employment Foundation



The Education For Employment Foundation (EFE) is a network of independent affiliate organisations in the US, Europe and across the Middle East and North Africa that offer a solution to youth unemployment by addressing the disparity between the many skills required in the

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workplace and the limited skills taught in existing education institutions. EFE-Egypt empowers marginalised youth through innovative market-based training, employment and alumni-support programmes. The EFE model is unique in Egypt in its work with the private sector to identify the skills gap in the market and subsequently train young people in those skills. J.P. Morgan is supporting EFE with the launch of a pilot programme in Cairo to train 80 motivated but marginalised university graduates in integrated business skills, English language and IT - skills identified by the private sector in Egypt as currently lacking in the market.

RUSSIA

Supporting young people from orphanages to integrate into society New Eurasia Foundation



UNICEF's Children at Risk report highlights that the greatest perils facing orphans in Russia is their entry into society at large. Their lack of preparation for life was highlighted as the major cause of concern, and the report calls the young people who leave state care the "most vulnerable group". Recent statistics show that only one out of ten Russian orphans becomes a functional member of society. To address this issue, J.P. Morgan is partnering with New Eurasia Foundation (NEF) to fund the development of a new integrated approach to orphan social adaptation to society.

J.P. Morgan is funding NEF to draw together government, public sector, non-profits and 5-6 orphanages in Moscow to design, test and introduce innovative methods and social technologies to facilitate the successful adaptation of orphans to independent living. Key objectives of the pilot are to raise the qualifications and adaptation methodologies of 30 teachers and pedagogues and to engage 250-300 orphans and internat graduates in the development of new skills. The final results will then be introduced to additional orphanages across Moscow and other Russian locations. NEF's long term goal is to use recommendations and training of this programme to contribute to the drafting of new legislation on the structure of social integration of orphans to society.

SOUTH AFRICA

Developing educational leadership capacity in South Africa University of Johannesburg



The **Education Leadership Initiative** is a collaboration between the University of Johannesburg Faculty of Education and Harvard Graduate School of Education. J.P. Morgan is supporting this innovative programme designed to raise professional standards of South African school principals, national and provincial education officials and other education stakeholders. The goal of the partnership is to increase the capacity of South African school leaders to improve students' achievements and opportunities. The programme is a three year initiative, currently in its second year, and is the first of its kind in bringing about systemic change in the education sector in South Africa. The initiative is working with the system to build its capacity at the leadership level and affect change at a large scale, in stark opposition to the traditional quick fix programmes working outside the national education system. The programme has received immense support from a wide range of donors ranging from corporations to institutions such as the Development Bank of South Africa and the World Bank.

Upcoming events

IMPACT - through improving livelihoods May 2011

A speaker event as part of the **Philanthropy Matters** series (former Global Speaker Series) focusing on the issue of worklessness across EMEA

Open to only J.P. Morgan employees

Full details available in future communications and invitations

J.P. Morgan Corporate Challenge March 2011, Johannesburg June 2011, Frankfurt July 2011, London



The J.P. Morgan Corporate Challenge is a 5.6 km (3.5 mile) road race that is owned and operated by the firm, which promotes healthy competition, camaraderie and teamwork. This year the Corporate Challenge will celebrate its 35th consecutive year of operation. The 2011 Series schedule has been announced, with a successful inaugural event in Johannesburg. Other events in six countries and on five continents, including Frankfurt and London, will commence in June and July.

The Series provides a visible platform to reinforce the firm's philanthropic efforts. This year, the Johannesburg event supported **LEAP Science and Maths Schools**, a charity which helps South African students through learning development and academic training. The Frankfurt event will support **Stiftung Deutsche Sporthilfe** (German Sports Aid Foundation), with funds benefiting handicapped student-athletes. The beneficiary for the 2011 London event is **Barnardo's**, supporting some of the most disadvantaged children and young people across the UK. This year Barnardo's will team up with J.P. Morgan employees in London and Bournemouth for the **Take a step for Barnardo's** fundraising campaign.

The Barnardo's campaign will launch on March 15th. More information will be available soon on how you can get involved. You can also click [here](#) to find out more about 2011 Corporate Challenge launch dates.