

NEW YEAR

PRESIDENTIAL

MESSAGE

NEW YEAR MESSAGE FROM 2025 PRESIDENT: Aiming for Excellence; **Recruit, Rebrand, Restructure.**

Dear JCI UK Members, Senators, Alumni, Friends, and Supporters,

Happy New Year, and welcome to 2025! As we start this exciting new year together, I'm filled with a sense of possibility. A sense that, with every year, we have the chance to reinvent ourselves, to do better, and to make a bigger impact. And that's exactly what we're going to do in 2025.

Aiming for Excellence

Our theme for the year, Aiming for Excellence, isn't just a slogan. It's a mindset. It's about raising the bar – not just for ourselves, but for the communities we serve and the world we want to build. We're at a turning point where challenges are abundant, but so are opportunities. The question is: How will we respond? Will we settle for 'good enough,' or will we aim higher, push harder and beyond?

Excellence is more than just achieving results – it's about how we show up

every day, the impact we have, and the way we grow together as an organization. We all have a part to play in this. It's about each of us showing up as our best selves, challenging the status quo, and working together to create something that's truly extraordinary.

Recruit: Growing Our JCI Family

First, we must recruit. We can't talk about excellence if we don't have the right people on board. The future of JCI UK depends on new voices, new ideas, and new energy. But it's not just about numbers – it's about passion, dedication, and the willingness to roll up our sleeves and get to work.

Look around you. Think about the young leaders in your life – the ones who care deeply about making a difference, who are hungry for growth, and who are looking for a community that will support them. I encourage you to invite them to be a part of this incredible journey. We have something truly special here in JCI UK, and I'm confident that there are so many out there who just need to hear about it.



As members, we're not just advocates for the mission of JCI UK, we're ambassadors. Every conversation you have, every event you attend, and every social media post you share is an opportunity to invite someone to join this movement. Let's make sure we're doing everything we can to show the world how powerful and transformative JCI can be.

Rebrand: Reinventing Our Image

Next, we need to rebrand. Rebranding is about more than just looking good on the outside. It's about aligning everything we do – from our projects to our communications – with our core values. It's about making sure that JCI UK feels fresh, dynamic, and in tune with the world around us. But it's also about staying true to the core principles that have made JCI such a powerful force for change for so many years.

So, as we enter this new year, I ask you to think about how you can help shape our story. Whether it's through your personal network, your involvement in our projects, or the way you communicate the JCI vision to others, every one of us has the opportunity to help rebrand and redefine what JCI UK is all about.

Restructure: Building Stronger Foundations

Finally, we need to restructure. As we grow, we need to be more effective, more agile, and more connected. This year, we'll take a hard look at how we can streamline our processes, make our events more impactful, and ensure that every member feels supported in their leadership journey.

A big part of aiming for excellence is making sure our foundations are strong. We will ensure that we are organized in a way that allows us to adapt to new opportunities and challenges. We also need to ensure that we're creating the space for members at every stage of their JCI journey – whether they're just starting out or stepping into leadership roles.

This year, let's focus on building a stronger, more united JCI UK. Let's make sure that every member has the tools, the support, and the opportunities to develop as a leader and to contribute to something larger than themselves.

Closing Thoughts: A Call to Action

2025 is ours to shape. We have the vision, the passion, and the talent to make this year one of our best yet. But to do that, I need each and every one of you to be all in. Whether it's by recruiting new members, helping us rebrand JCI UK, or strengthening the structures that hold us together – I need your energy, your experience, your ideas, your support and your leadership.

So, let's step into this year with purpose. Let's aim for excellence in everything we do, let's **RISE UP** to the challenge and let's remember that together, we are unstoppable.

Thank you for your dedication, your passion, and for being a part of JCI UK. I can't wait to see what we achieve in 2025.

Right about now, let's **GEAR UP!**

Yours in service,

Calvin Adeyemi-Adeniran
2025 President Only

JANUARY EVENTS

January National Board Meeting
Friday, January 3, 2025

JCI London Handover
Sunday, January 12, 2025

JCI Manchester AGM/Handover
Thursday, January 16, 2025

JCI UK Senate Handover
January 16 - 19, 2025



2025
OFFICERS TRAINING SCHOOL/
NATIONAL BOOTCAMP

January 24th - 26th, 2025
Birmingham City

REGISTER HERE

The poster features a large QR code in the center, surrounded by a circular graphic with the JCI United Kingdom logo. The text is arranged in a clean, modern layout with a color palette of blue, orange, and white.