

# HARVESTING HOPE

A CELEBRATION OF YOUTH AND  
COMMUNITY LED INNOVATION





## OUR MISSION

Ruwwad is a non-profit community empowerment organization that helps disadvantaged communities overcome marginalization through youth activism, civic engagement and education.

## OUR COMMITMENT

We at Ruwwad are passionately committed to

- Fulfilling our civic responsibility to help our society meet the challenges of development and progress.
- Empowering marginalized communities through youth activism, civic engagement and education.
- Fostering creative partnerships between the private sector, civil society organizations, government and the communities themselves.
- Pursuing solutions which lead to impact that is fundamental and life-changing.

## OUR CORE VALUES

Ruwwad embodies the vision of business and social entrepreneurs who have the experience, the reach, the leverage, the resources, the will and the heart to be serious players in their society's progress. We at Ruwwad believe firmly that

- A dignified life is an absolute right for all.
- Access to a good education is vital for achieving this right.
- Youth activism and civic engagement go hand in hand with a good education.
- For disadvantaged communities, these pursuits are a certain path out of marginalization.
- This progress is best achieved through partnerships between the community itself, the private sector, the public sector and civil society organizations.



## HARVESTING HOPE

*A CELEBRATION OF YOUTH AND COMMUNITY LED INNOVATION*

- 4 Harvesting Hope: Chairman Letter
- 5 Harvesting Hope: Foreword by Regional Director
- 6 Community Service: Putting Hope and Compassion to Action
- 10 Youth Empowerment: Arriving at a Crossroads, Choosing to Lead the Way
- 23 Child Development: A Foundation for Hope
- 33 Community Empowerment: A Partnership for Sustainable Change
- 39 Community Led Campaigns: Building Community Leadership
- 41 Pride by Numbers
- 42 Beyond Jordan
- 45 In Their Own Words: Testimonies
- 50 Financial Statements
- 54 With Gratitude





## HARVESTING HOPE

### *Chairman Letter*

At Ruwwad, we believe that building partnerships with our communities is a value based on trust, a shared vision and, most importantly, empowerment. Such deeply rooted principles have enabled us to progress hand in hand to achieve the sustainable change we aim for. Looking back at the effort, time and hope invested in past years, it is now the time for harvest.

2012 has been a year of many important milestones for Ruwwad. Together we have strengthened our ties with the community, further developed our programs and launched additional ones to complement our efforts. We have welcomed new hearts and minds into our family, from partners to supporters to volunteers. It is the year we also expanded our reach within Jordan and established our presence in Egypt, Lebanon and Palestine. Moreover, corporate partners of the likes of Aramex, Abraaj Capital and Cairo Amman Bank, to name a few, continue to leverage their resources and networks to provide substantial support to our organization. Thanks to the Mousab Khorma Youth Education Fund, 725 young women and men have benefited from scholarships to date, with 45 students graduating this year. Our 2012 batch of graduates has seen a young woman from Beidha village in South Jordan become the first local school teacher in her community.

This year, we have also conducted sessions to facilitate dialogue between Jabal Al Natheef community members and business and social entrepreneurs to address economic hardships. Throughout the sessions, we explored innovative and entrepreneurial solutions aimed at overcoming challenges. Our efforts have culminated with the launch of the Ruwwad Micro-

Venture Fund in December, an equity based fund that supports entrepreneurial initiatives targeting the empowerment of communities, the creation of more work opportunities and building the capacities and skills of our youth and other community members. Apart from seed capital, the fund also provides training, business support services and mentorship.

As we journey onward, our Ruwwad team is keen on crafting new partnerships across various sectors. By energizing the idle resources and networks dwelling within the private sector, we are pursuing new ways to help boost the capabilities of our communities by means of education, entrepreneurship and civic engagement.

On this note, I would like to give thanks to our investors, our partners and our volunteers for their continued dedication and priceless contributions. But above all, I would like to thank our communities and youth whose hard work and perseverance continue to inspire us with hope for a better future. I would also like to extend my most sincere gratitude and appreciation to Samar Dudin and Ruwwad's diligent team who continue to make all this possible.

**FADI GHANDOUR**  
Ruwwad Founder and Chairman



## HARVESTING HOPE

*Forward by Regional Director*

The year 2012 was a precious milestone for Ruwwad, a time to harvest the fruit of our work, hopes, and dedication. It has always been our conviction that sustainable community development can be measured by the extent of the ability of local communities to work coherently to mobilize resources, address local needs, and overcome obstacles and challenges. In 2012, we saw evidence that we have succeeded in creating a self-propelled eco-system that will continue to work on community development from within.

Four years ago, when I formally joined the team at Ruwwad, the organization had already dug roots in Jabal Al Natheef community. I, too, was not a stranger to the community. I had been making weekly trips from West to East Amman since 2006 to volunteer at Ruwwad. Every Saturday I spent hours with the young men and women of Jabal Al Natheef engaging in what I carefully called Dardashat, chat sessions or small talk. They explored together who they were, their expectations, futures, hopes, disappointments and fears. They talked about their families and communities. Indeed, they talked about everything they deemed relevant to their existence. My alternate agenda, however, was less to do with what we talked about or how long we talked; it was more about listening; a skill rarely awarded the attention it merits, yet a vital requisite for growth and development. Dardashat is close to my heart because it was the space where the youth of Jabal Al Natheef felt safe and free to speak out and listen, the more they honed their ability to listen and dialogue the clearer it became that Dardashat was not small talk, rather it was big moments of transformation, those moments when we stop, reconsider, readjust, and reform.

At Ruwwad, we have always held the belief that youth are the most stable and long-term contributors to the betterment of their communities. Thus, youth empowerment was our

primary and most immediate objective. Fadi Ghandour, Ruwwad Founder and Chairman of the Board, seeded the most essential component across all Ruwwad's initiatives and programs: community service. Each one of Ruwwad's scholars who benefits from the Mousab Scholarship Fund was required to perform mandatory community service. In using service and social innovation as an onramp, young people confront wider social problems and become participants in a process that assigns them civic roles from which they were traditionally excluded, and enables them to have a voice in decisions that affect and transform their lives.

In 2012, many of the youth who came to Ruwwad –particularly from Jabal Al Natheef, where we had worked the longest– returned to help their communities move forward. Several have chosen to remain in a collaborative relationship with Ruwwad facilitating opportunities to others. To our joy, some opted to join our staff, and others continue to volunteer valuable time and expertise. We dedicate a good amount of the pages in this report to the remarkable stories of these young leaders. We wanted to give them space to tell their stories, not as employees and supporters of Ruwwad but rather as the new leaders of their communities, the alumni who became the educators. I invite you to read every story in the spirit that it was written, in their own voice, a spirit of honesty, strength, and commitment.

**SAMAR DUDIN**

*Regional Director & Head of Programs*



# COMMUNITY SERVICE

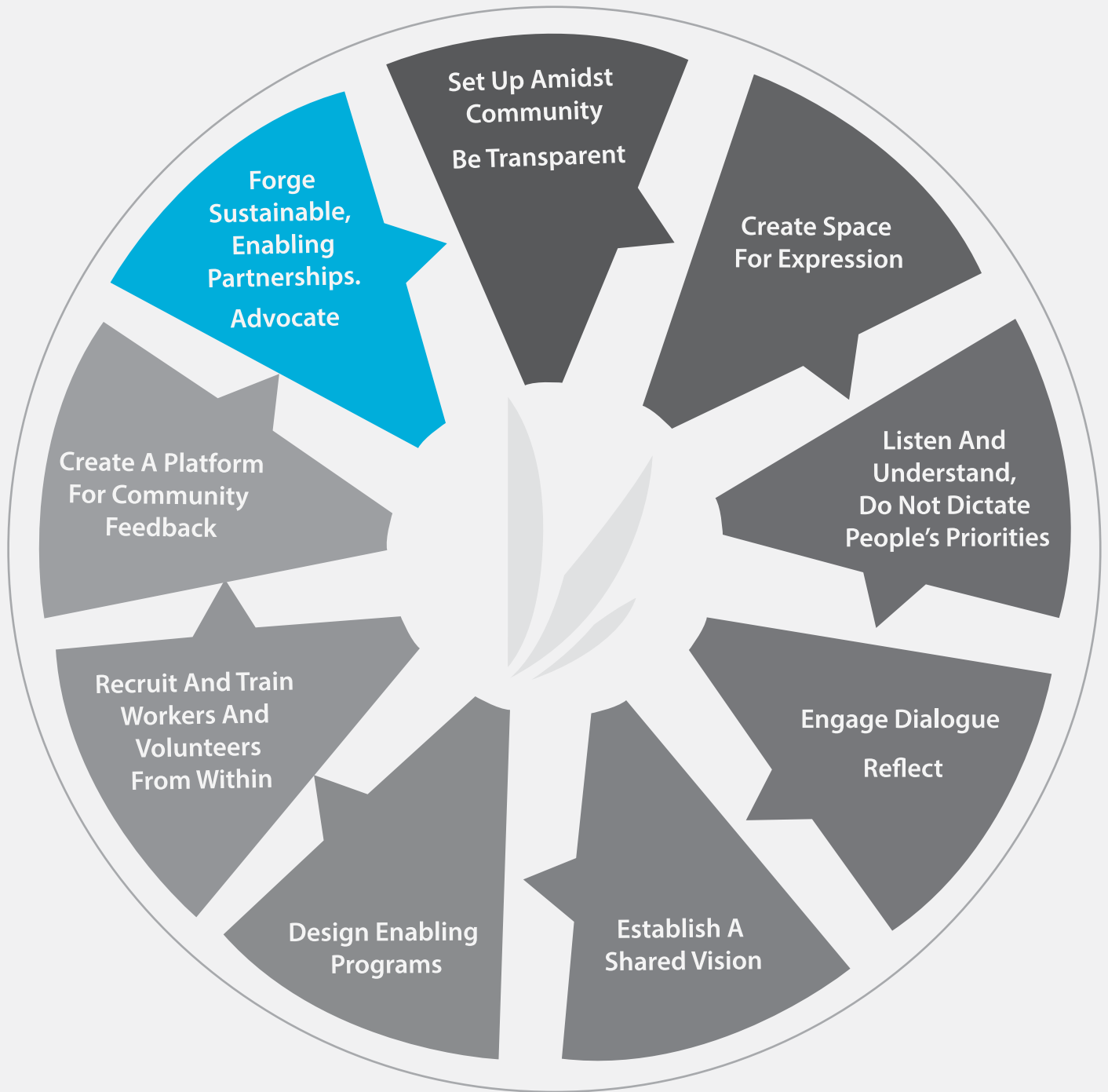
*Putting Hope and Compassion into Action*



**Community development can only be successful if we acknowledge that it is a shared responsibility. Governments and public institutions cannot and should not do everything alone. When each sector becomes aware of their rights and responsibilities and actively engages in a meaningful and mutual exchange a greater impact can be achieved.**

Ruwwad believes in the power of good citizenship, that realm of activity where responsibility and compassion of citizens –individuals, families, and communities– and private institutions translate into effective solutions to community problems and public causes. Our belief is clearly articulated in our ongoing effort to link citizens and private sector institutions and professionals with a range of opportunities to create positive change in the communities around them. We are also committed to fostering our belief that private citizen willingness and commitment to participate in resolving social problems is a reciprocal relationship whereby both sides experience growth and positive change.

# RUWWAD'S MODEL FOR ACHIEVING COLLABORATIVE COMMUNITY PARTICIPATION





## TAREQ AL FAQIH

*Helping Youth Help Themselves & Their Communities*

I was awarded a MKYEF scholarship to study Communication and Software Engineering. I began to volunteer in academic support then moved to Dokan El Hara project (what was Jeeran station back in 2006) where we collected and recycled in-kind donations for the community. I also participated in Dardashat. It was the first time young people had an outlet for self-expression and free debate. More importantly, at Dardashat I learned to respect others' opinions even when they were contrary to mine. Ruwwad also exposed us to so many interesting people from different walks of life. We used to see these people only on television, or read about them in the newspapers. Now they come to our community, right at our doorstep to share their expertise with us.

When I look back at myself before and after Ruwwad, I can see that the extent to which I developed was more because of Ruwwad's programs than the scholarship. I realized during the mandatory service required for the scholarship that I get a real kick from helping others. I feel fulfilled and happy.

During the time I was a scholar I decided I had to develop myself and improve the programs I volunteered in so that I can help more people. After my first year I determined to bring together my passion for information technology (IT) and love of community development. Ruwwad had been offering basic computer literacy classes. I decided to take that to the next level and developed a preparatory program for the International Computer Driving License (ICDL). The more the number of people who obtained ICDL certification increased, the higher the demand for the training became. Those who earned their

certifications often returned as volunteers to train others. Now, I manage the IT program at Ruwwad, training and volunteers. I don't think I will be doing this forever, but I believe that each one of us owes the community a good part of themselves. I have a very high retention rate of volunteers. This, I am certain, is because of my philosophy about learning, and about volunteering.

One of the program volunteers was highly motivated. I trained him for the ICDL Advanced level and he is now in very high demand in all the computer training centers, and earns a very handsome income. He still volunteers at Ruwwad. Because of him, we are now one of a few centers in Jordan that offer ICDL Advanced trainings.

There is a role-playing exercise I practice with my volunteers to help develop their leadership skills. I swap my duties with theirs for a few days so that they are in a real position of management and decision making. I want them to learn and be prepared for the life ahead. How can we expect our youth to go into the world and the workforce when the only role they are assigned is that of a spectator? The responsibility I place in their hands makes them more committed to their community. It makes them good citizens and good leaders.

### TAREQ AL FAQIH

*Ruwwad Graduate, IT Officer*





## RAHAF ABU DOHA

### *Healing by Service*

After completing high school I was not able to go to a 4 year university program; I had 4 other siblings and my single mother was trying to provide for all of us. There was just not enough to secure a university education for all of us, so I attended a 2 year diploma institute to study English literature. During my first year, an acquaintance told me about Ruwwad and I applied for a scholarship hoping to be able to switch to a university and earn a Bachelor's degree. I was not accepted for a scholarship that year, but I still joined Dardashat. Although within my nuclear family we had very healthy attitudes towards dialogue and were generally tolerant of each other's opinions, I had never in fact experienced this openness and mutual respect in school or any other social platform. There were 90 participants in Dardashat at that point, and I felt very comfortable and safe to express myself freely.

My mother passed away that year and her departure came like an ice storm, scattering all my prospects. At that point, I was encouraged by Ruwwad to submit another MKYEF application, which I did. I was awarded a scholarship and was able to continue my education. In 2009, I took a qualifying exam to switch to a four-year bachelor degree and got first standing across the nation and was admitted to Jordan University.

I was now a MKYEF scholar and had to participate in the mandatory community service program. I chose to work with adolescents and began to receive training to use psychosocial support methods through creative art. The 11 day training changed my outlook on many things. I had been still grieving the loss of my mother but had not been able to express that

grief. During that training I learned how to express myself. I was enlightened, not only to what was going on inside me, but also to the important role that community support plays in producing healthier and more productive members.

In 2010, I joined the youth team at Ruwwad as a part-timer, and when I graduated from the university, in 2012, I was hired fulltime. I was particularly pleased to be part of the Dardashat organizing team. In 2011, I started the Youth Debate Club. Most of the youth come from closed environments that never allow them the space or freedom to explore who they really are, and what powers they have in determining the course of their lives. We work tirelessly to maintain an environment that is safe and respectful and to equip the members with the tools to engage in productive dialogue. I still find self-fulfillment and growth on a daily basis through my work with my community. I particularly enjoy transferring all the skills I learned to other young people to see them make better choices in their lives.

## RAHAF ABU DOHA

Ruwwad Graduate, Youth Enrichment Program Officer

# YOUTH EMPOWERMENT

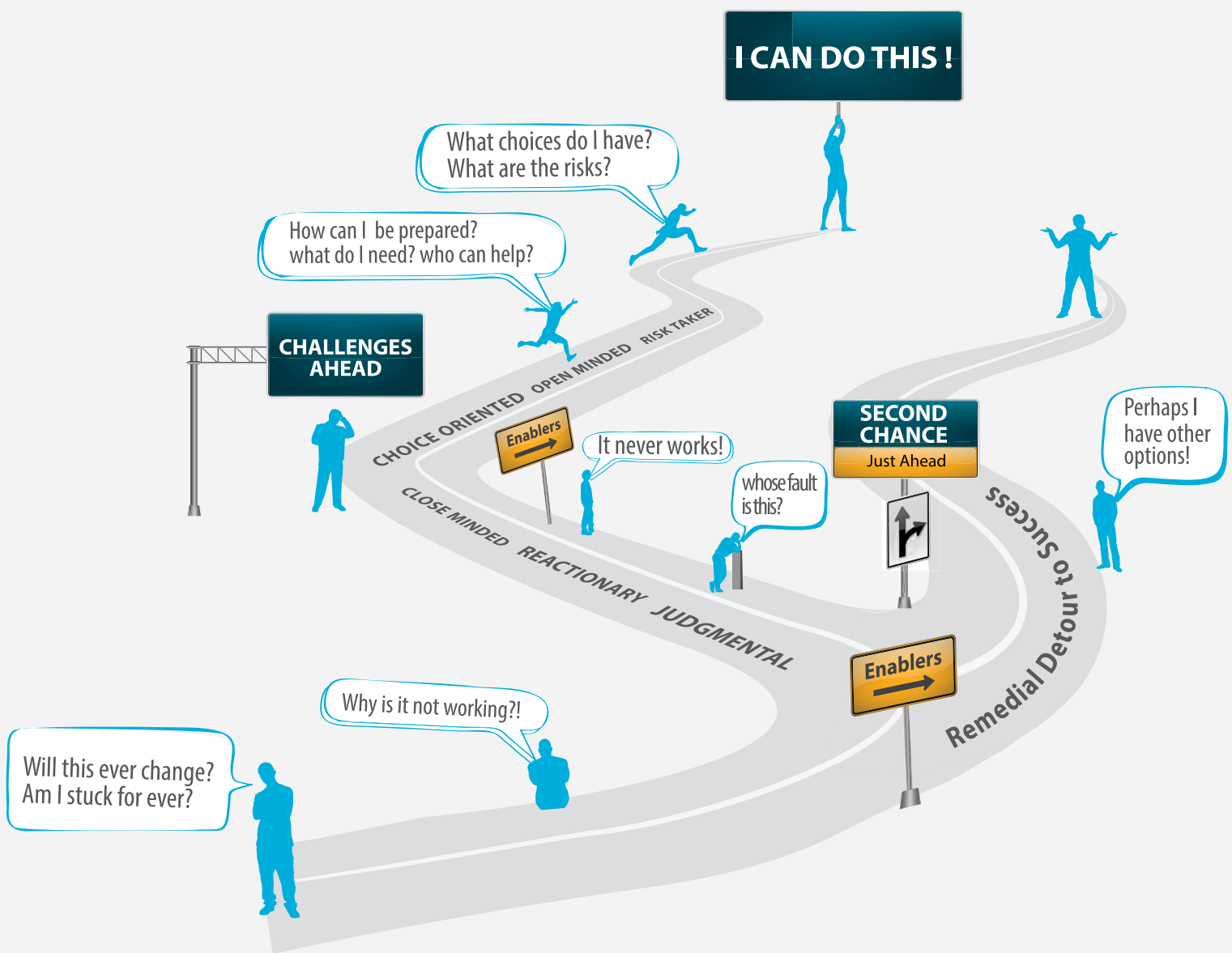
*Arriving At A Crossroads, Choosing To Lead The Way*



**Youth represent a vast and often untapped resource for immediate and long-term community development efforts. They comprise the most likely pool for fresh talent, energy, and innovation. They are receptive to new ideas and are willing to invest more in change. When young people are able to access appropriate opportunities that engage their natural endowments of creativity and dynamism, they become a potent force of positive change in their communities.**

Ruwwad sees all youth as rising leaders and innovators. We believe that accelerating youth participation is vital for the community wellbeing. In our partnership with youth we focus on education, participation, and choice. We work together to level the playing field by enabling young people to access quality education, and by presenting and creating opportunities for personal growth, as well as skill and leadership enhancement. Our programs and activities encourage youth to be active agents in identifying challenges as well as exploring paths for positive change for themselves and the greater good.

# RUWWAD UNLOCKING YOUTH POTENTIAL





# YOUTH EMPOWERMENT

2012 Highlights



## THE MOUSAB KHORMA

### *Youth Education & Empowerment Fund*

In February 2011, Ruwwad received 450 applications for scholarships, of which 121 were shortlisted for interviews. 41 students were awarded scholarships to pursue higher education, making the overall number of scholarships awarded since the inception of the program 725.

MKYEF was established in 2005 to honor the memory of the late Mr. Mousab Khorma, a Jordanian entrepreneur and exemplary citizen, who passed away in the unfortunate bombings of Amman that year. The program requires students who earn a scholarship to conduct at least four hours per week of community service, and to maintain good academic standing.

A graduation ceremony was held in November 2012 for the 46 students who had completed their university education that year with MKYEF. The ceremony was attended by members of the board of directors of Ruwwad, families and friends of students as well as a number of Ruwwad's partners and supporters.



## Youth Debate Club

In January 2012, Ruwwad launched the Youth Debate Club. The club's membership reached 36 youth and more applications were trickling in. The debate team meets every Saturday to plan and practice for the monthly public debate. So far, eight public debates have been held covering political, social, and cultural issues of interest to our youth. Subjects included elections laws, transportation systems, and nuclear energy.

# YOUTH EMPOWERMENT

2012 Highlights



## Youth Project for Gender Awareness

November 2012 witnessed the conclusion of the Youth Project for Gender Awareness. The project aimed to explore attitudes towards gender and gender disparities, and to raise awareness and encourage gender equity – an issue that has traditionally earned an elevated standing among sensitive and controversial subjects.

Gender disparity and gender equity concepts were introduced through discussions of multiple works of art, including visual and film.

In addition, participants partook in trainings on photography and visual image analysis, and learned strategies to integrate gender equity concepts in their work and lives as well as in Ruwwad's programs.

The project produced a short film presenting multiple scenarios of culturally sensitive gender related sketches, highlighting the positive aspects of gender equity. You can watch the movie through this [link](#). Additionally, a photo collection depicting gender related issues as perceived by youth in their communities was compiled and produced conceptual photography pieces in collaboration with Jordanian photographer artist Jan Kassy, highlighting gender related issues as were perceived by youth in their communities. View the photography book [here](#).

# YOUTH EMPOWERMENT

*In the Spotlight*



## DARDASHAT

*Small Talk, Big Change*

Dardashat, the Arabic word for small talk, offers a safe space for youth to develop themselves without fear of judgment or alienation. The program was founded in 2006 by Samar Dudin who volunteered every Saturday to work with Ruwwad youth. It's conducted on Saturdays between 12 noon-2:00 pm over 52 weeks every year. It employs psychosocial support methods to inspire positive change. Groups of young women and men engage in weekly meetings to explore a number of topics related to self-growth, future goals, aspirations and careers, culture, ideologies, gender, citizenship, relationships, as well as a spectrum of other subjects that are not awarded the appropriate space or attention in the life and development of youth, particularly in marginalized communities.

Sessions are conducted in workshop style and integrate "open cooperative discussion" where participants form break-out groups, then regroup to discuss their findings, questions, and conclusions. Occasionally, a guest speaker is invited to address certain questions that require special expertise. Discussions are often intense and sometimes explosive.

One Dardashat participant said: "How are we expected to participate in contributing to our community and building our future if we are not able to access the power of our own thoughts and ideas, and find the voice to bring them forth? ... Dardashat helps us explore and build shared norms and values that express our generation through discussion and dialogue, and therefore we are also able to identify where our interests lie, now and in the future."

Over time participants hone their listening skills and are encouraged to view things from other perspectives, and hence move gradually from a reactionary to an exploratory attitude. In the process they develop new outlooks and a reformed sense of self, of each other, and of their communities that are based on tolerance, acceptance, and an appreciation for diversity and multiplicity of perspectives. If a participant attempts to overpower the rest of the group, they are encouraged to come out and voice that the opinion expressed does not represent them. Thus they also learn to stand up for themselves against intimidating voices. Dardashat connects youth with their own voice –often a previously undiscovered or unexercised one– while simultaneously instilling the norms of respecting others' voices.



# DARDASHAT

## OLD STATUS QUO

### Static Community

Homogeneous Culture. Adheres Strictly to limiting Ideas, Attitudes & Views. Change and Individuality as a Threat to Status Quo

## DARDASHAT

A STORY OF COMMUNITY TRANSFORMATION, ONE INDIVIDUAL AT A TIME

## NEW STATUS QUO

### Dynamic Community

Diverse Culture. Celebrates Change & Innovation. Encourages Individual Creativity & Contribution. Evolving.

### QUESTIONING

Receives New Ideas with Restrained Curiosity.

### SEPARATION ANXIETY

Fears Departure from Collective. Holds on to Limiting Ideas & Attitudes.

### RESTRAINED CURIOSITY

Exploring without Commitment.

### ACTION

Lets Go of Old and Familiar Ideas & Attitudes.

### CELEBRATION

Accepts Change. Excitement.

### CHALLENGES

Feels Shunned, Guilty, Fights Residual Attitudes & Beliefs.

### SECOND THOUGHTS

Loneliness, Doubt

### PERSONAL TRANSFORMATION

Propels self towards Individual Growth. Reaches out to like-minded Support Systems.





## MOVING THE MOUNTAINS OF EAST AMMAN

### *Abdullah's Path through Success*

I was very keen on getting a university education. I loved knowledge and was particularly interested in mathematics. But the university to which I was admitted was in a distant town. I could afford neither the expense of the daily commute nor of renting a space near the university. I had to drop out after only three weeks of starting my freshman year. My grandmother had heard about an organization in her neighborhood that provides scholarships. Ruwwad! At first I did not like the idea. I thought of it as charity, and my pride wouldn't allow me to consider it. I decided to find any job that would bring in enough income to pay my way through university one class at a time. I was aware that it would be a long, hard and unpredictable road.

My father pressured me to go to Ruwwad and find out more about the scholarships. I remember when I entered Ruwwad I was afraid that someone would recognize me. I submitted an application request for financial support, the very idea of which was embarrassing to me. I almost threw out the application after filling it, but when I realized that if I were to receive a scholarship I would have to volunteer regularly to serve the community through Ruwwad's programs, I was comforted. It was not a free ride as I had previously thought; I would be giving something back. This made me feel like I have some value. In 3 months my application was accepted and I attended the University of Jordan right here in Amman.

I volunteered in Ruwwad's project Jeeran for two years. I also began to attend the discussion sessions, Dardashat, and quickly realized that I was learning a lot more than mathematics. Dardashat was a transformational experience. It was as if I had been looking at life through a pair of glasses that were not made for my vision, and now that I took them off, everything was starting to come into focus. I learned to think for myself, to be imaginative in my thinking, and to see everything from as many different perspectives as I could possibly muster.

After two years in Jeeran I decided to shift my volunteer time to "Shababeek" Creative Arts Workshop, a program that used drama and theatre as tools for self-expression, exploration, and growth. I had always thought that I liked to work only with youth, but later I tried working with children in Shababeek. I discovered not only that I loved working with children, but that I was particularly good at it, especially with the age group of 10 to 16.

I began to collaborate with one of the leading theater directors, Mahmoud Horani, at a children's museum workshop and realized that I had a knack for acting and directing. One of the most touching experiences in theatre for me was when I worked with director Joyce El-Raay on a play about our community in Jabal El Natheef. I played the character of an ambitious man from the community who left in search of



wider opportunities and came back as a successful businessman. That play was very close to my heart.

During my senior year at the university I worked for a few months with adolescent girls in Ruwwad's Psychosocial Support Program. We used music, drama, sports, and other media as tools for self-expression in a safe space where no one judged the other. This was very effective not only for the girls but for me as well. I learned to see things from the girls' perspective, and started changing, even in my personal life.

By the time I earned my degree I was so aware of the tremendous change I had gone through both in terms of self-growth and in skills that I was really adamant about being an active agent in facilitating the same opportunity for other youth. I now work as a member of the Youth. Program team at Ruwwad.

I hesitate to think about the time I resisted the idea of contacting Ruwwad; but what I learned from the people I interacted with – whether children, adolescents, youth or adults; whether girls or boys, men or women; whether peers, community members, professionals or business leaders– what I learned from all of them on my Ruwwad journey is simply ... priceless.

## **ABDULLAH ABU FANNAS**

*Ruwwad Graduate and MKYEF Officer*





## RIISING TO THE SUMMIT

### *The Story of Jamal*

I grew up in East Amman in Jabal Aljofeh, not far from Jabal Al Natheef where Ruwwad's Community Center is located. My parents are teachers, and education is an important part of our culture at home. I had always been interested in math and science and with time became increasingly fascinated with computers and technology. Most of the children in my school and my neighborhood had no access to computers. My father recognized my passion and set on a disciplined plan of saving, with the goal of buying me a computer. With a desktop at home, I discovered a deeper passion for programming and computing. I did not need tutors or classes; it came naturally to me. When I completed high school I was recommended by my school for a scholarship at Philadelphia University in Amman for a Bachelor of Science in computer science.

I was among the first to volunteer at Ruwwad in 2006, training youth on basic computer literacy and skills. I had no prior experience as a trainer and volunteering gave me both confidence and skills. I experienced a great deal of personal development through Ruwwad's other programs as well. In Dardashat I learned self-expression and tolerance for others' views. There were also the debates and the guest speakers' series which generated a lot of thought and ideas. The organization created a vibrant and dynamic culture that was lacking in our lives, especially as young people.

I had always dreamt of being a successful entrepreneur. Every chance I had, I would discuss my entrepreneurial idea with Ruwwad's Founder, Mr. Fadi Ghandour. He was not only accessible but quite welcoming and encouraging. I gave him

my first business plan while still at university. When I look back at it now, I realize its amateur quality, but Mr. Fadi Ghandour put me in touch with a team of advisors, and to my surprise they dealt with me and my business plan so very seriously that I thought I must be good at this. This gave me a good boost of confidence.

Upon completing my bachelor's degree I continued to develop my business ideas, but I also wanted to expand my knowledge and experience, both in my field as well as overall life experience. I wanted to travel to do a Master's degree abroad. I was admitted to the Athens Information Technology Center in Greece. Although I was awarded a fellowship, I still had to secure work to cover living expenses. I got a position in the IT department of a multinational construction company, which in turn provided me with a lot of professional experience.

All the while I continued to think and develop my idea for my intended company, an online start-up that brings books to people's home, similar to Amazon.com. I had it down to the name of the company, Jamal, which means the summit of a pyramid. I continued to dialogue with Fadi Ghandour through correspondence. He was a mentor in the true sense; he sometimes told me things I did not want to hear, but they were, as I had come to learn, valuable lessons.

I remember after the first time I gave him the complete business plan for Jamal, he told me that if I really intended to succeed I have to be prepared to accept failure. I did not like that idea; I did not want to make room for the possibility of failure. But as



it turned out, had I not learned to rise up after a fall, I wouldn't have gone far in my journey.

While still in Greece, my father fell ill and passed away. In addition to the overwhelming grief, I was confronted with a difficult decision: Should I return home to pursue my dream of rising to Jamalon, or should I stay in Greece in my job to be able to support my family in Jordan? This was one of the most difficult and frightening decisions of my life. Once again, I found support and encouragement from Mr. Fadi Ghandour and his team, both at his private business and at Ruwwad.

In 2010, I was back in Jordan and started Jamalon in my family house. My employees and partners were my siblings. My sister Reema, then 12 years old, handled customer support. My brother Hussam, 14, was the Marketing Manager. Mutaz, 18, Public Relations Manager. Mohammed, 20, Technical Manager, and Amer, 22, Operations Manager. My mother was the Supervisor –and mediator when we disagreed– and I was the General Manager. We started in October of 2010, and by December we had run out of funds. Fadi Ghandour provided us with a loan to continue. His faith in me and my business was inspiring. We continued.

That year, Jamalon received People's Choice Award at Arabnet –a gathering of Arab digital professionals and entrepreneurs to connect and learn. However, it did not receive the Judges Award because they did not believe that we would be able to accomplish the declared goal of 7.5 million titles. The following year, Jamalon was awarded additional funding and office space as part of the accelerator program of Oasis500, an incubating, training and resource company for businesses and entrepreneurs, where I had previously attended trainings to write my business plans. This was a great opportunity to meet peers and investors and to operate in a professional environment. I was given 7 minutes in one of Oasis500 start-up launching events and in that short time I asked for

US\$400,000 and was offered more than that sum by different investors. We were now able to exit Oasis500 and get our own premises in Jabal Aljofeh right where I had started. My brothers were now able to return to school and I hired 7 full time employees.

Today, our team is made of 17 local full time employees. We partner with Aramex; they provide us with both warehouse and fulfillment centers across the region as well as the continued support and mentorship of Mr. Fadi Ghandour and his team. We have an office in Lebanon and representation in New York. We will soon be setting shop in Dubai, and will continue to expand in the region. We have surpassed the 7.5 million titles goal we had initially set and now carry 9.3 million English and Arabic titles making Jamalon the largest online bookstore in the Middle East.

I consider my journey a story of success against many odds. I am aware of how fortunate I am. And I have a lot of gratitude for all who supported me along the way, my parents and siblings first and foremost, my teachers who recognized my talents and fostered them, and anyone who gave me a word of encouragement and had faith in me. But I know that what carried me through those critical moments of doubt and roadblocks was a distant conversation with my peers at Dardashat, or a heated debate that took me beyond my comfort zone, or an encounter with one of the youth I taught that made me feel valuable and gave me a real sense of what I can offer society. Without those opportunities to be oneself and feel good about it, regardless of how many mistakes you make, I could have been still standing at the crossroads trying to decide. I hope that my story and every other story of success becomes fodder for the dreams of other young people who want to create a better more equitable world.

## **ALA'A ALSALLAL**

Ruwwad Graduate, Jamalon Founder and CEO





## REACHING FOR THE DREAM

### *Empowerment that Works*

I was a freshman at the Law Unit at a university in Karak, a governorate two and a half hours away from Amman. I struggled financially and was a step away from dropping out. The thought of quitting my dream of becoming a successful lawyer left me heartbroken. My mother took me to a community meeting held at a community foundation where they had invited guest speakers from the then newly established organization in Jabal Al Natheef, Ruwwad. We were told that Ruwwad provided scholarships to students in need and that the session would provide information about the steps needed to complete the application. There were no more than ten of us attending the session, mostly young students. The speakers talked to us about the importance of self-development and the role of education in developing both the individual and the society at large. They also asked us to join as volunteers in their community organizing programs and activities, and for the first time I felt there was someone looking me in the eye and telling me that I can play a role in shaping the outcomes in my own surroundings, community, and, most importantly, my own life. I think most of us were inspired by the discussion because we all signed up as volunteers before applying for scholarships.

My first visit to Ruwwad after the informative session was life changing. I had been living in a state of desperation, ready to give up on my dream of earning a law degree. No one in my community saw the extent of my desperation; people told me I had no options given my difficulties. They told me I should just get a job and forget about university. I was losing faith in people.

But when I went to Ruwwad I felt that dropping out was not an option. They encouraged me to hold on and we started looking at all available opportunities together. They would check on me and ask me if I was still attending classes to the point that I felt I would one day find them at the university gate just to make sure I was still going. They always gave me the feeling that they were there working just for me; I had their full attention. The level to which they were committed to seeing me succeed was humbling and it restored my faith in people and in my abilities to persevere.

Ruwwad came at a time when our community and our culture allowed little space for dialogue, self-expression, or organizing. Ruwwad was instrumental in my development in so many ways. Like many of my peers, I had navigated my life with uncertainty, lack of confidence, mistrust, and a sense of hopelessness.

In the beginning, when I attended Ruwwad's events, I would sit in the back of the room and not say a word despite the ideas that came rushing to me. Now, I am a lawyer at one of the top five firms nationwide, and my peers will point at me as an example for being outspoken, bold, and forthright.

All my colleagues from Ruwwad are now holding some of the most competitive positions in their fields, and some are even being sought after from businesses and organizations outside of Jordan. This is not only because they were able to complete their studies successfully, but rather because of the personal growth we gained through Ruwwad's programs. I know for





a fact that most of the people who are in similar positions to mine and my Ruwwad peers are five to ten years older than us. Ruwwad gave us a good jumpstart in life that placed us ahead of others who may have had more resources than we did. Programs such as Dardashat exposed me to ideas that had never crossed my mind, and I learned to discuss and debate with confidence.

Through Ruwwad we met many people to whom we had no access before. We attended conferences and forums and were encouraged to voice our views and opinions. We conversed with legal experts and had a better understanding of our rights and responsibilities as citizens. We met government officials and had the chance for our voice to be heard, and to see our voice translate into actual results that benefited our community. Because we had such unprecedented exposure, we also felt we had a responsibility to our community to bring their voice forward and hence made a bigger effort to speak and understand the struggles of all different categories of our community. It was like building a house, brick by brick, and room by room, every room

that was finished hosted more people who participated in building the next room.

As females, the norms of our culture do not award us the same liberties as those of males. We are discouraged from going out, mixing or travelling with our male peers. But just as Ruwwad helped us developed ourselves, they also managed to engage our families, each member in his or her own way and for his or her own interests, so that our parents and elderly were also on a path to change. Children were learning at the library, mothers were taking literacy or sewing classes, youth were learning, debating, advocating, and growing. And all the while, there is an ongoing dialogue amongst us all. Now, instead of telling me, "Don't go out so much, you're a girl," my mother says, "Wait for me, let us go together." We are all engaged in collective learning.

## SHARIHAN ALNSOUR

Ruwwad Graduate and Attorney at Law

# PROGRAM IN NUMBERS



## Youth Empowerment Program

2012

### Numbers

Total Number Until 2013	725
Jabal Al-Natheef 2012/2013	141
Average of Dardashat weekly sessions attendees	35
Youth who benefited from the enrichment component	84
Beida 2012/2013	10
Tafila 2012/2013	43
Lebanon 2012/2013	80
Budros 2012/2013	29
Egypt 2012/2013	21
Total Number of Beneficiaries for the Year 2012/2013	324



# CHILD DEVELOPMENT

*A Foundation for Hope*



**The most reliable investment in the future is that which we devote to children. They are the pool from which future leaders will arise, and the population that will determine the next steps in the course of our kind and our planet.**

The children in the communities where we work often have no access to some of the most basic rights and needs that every child should have. As a result, many end up stumbling on a path that carries them further away from their potential. The Child Development Program staff and volunteers—many of whom are from the community—generously dedicate themselves to answering questions, availing resources, and transmitting age appropriate knowledge and skills with compassion, patience, and strength, guiding each individual child through a journey of personal, emotional, and physical growth.





## CHILD DEVELOPMENT

### *A Safe Space for Children*

The Child Development Program serves 1500 children and adolescents utilizing the valuable aid of 70 volunteers. We work with all willing children and adolescents regardless of creed, ethnicity, or gender. The main focus of the program is the right to a safe space and free self-expression, and the right of the child to play. We consider academic potential and skill but believe that empowering children goes beyond building their formal education to include notions of self-knowledge and exploration, self-respect, and social responsibility.

We work with children through a number of programmatic mediums, including drama, music, arts, and sports and use a psychosocial approach. We provide the safe space, resources, and guidance, but look to the children to self-regulate and steer us toward the areas where their interests and potential lie.



# CHILD DEVELOPMENT

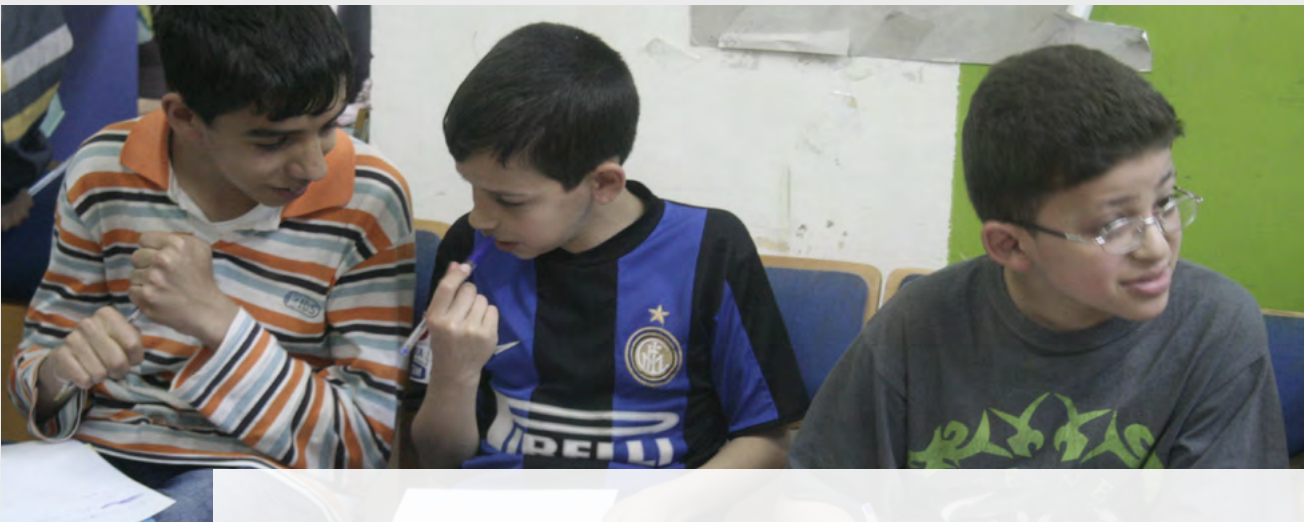
## 2012 Highlights



### Summer Camp

In 2012, Ruwwad's summer camp, an annual free service to children and adolescents, ran for three weeks through June and July, and served 250 children, offering fun and educational activities that encourage critical thinking and inquiry-based learning. Activities emphasized children's right to play and free self-expression, and included creative writing, creative science, sports, yoga, competitive games, arts and crafts, as well as drama and theatre.

The summer camp ended with a graduation ceremony for 75 children aged 6-9, and 75 aged 10-13, another 45 participants in the sciences project, as well as 55 adolescents. Ten mothers from the community participated as volunteers.



### Creative Arts & Academic Support

"Shababeek", a part of the child development center continues to provide children and adolescents with a safe and open platform for free expression using creative arts as a medium. It is open daily and welcomes any registered or walk-in child unconditionally. Children's work is usually exhibited in creative art shows organized and held by Ruwwad.

The center also continues to offer after school academic support and tutoring to children and adolescents in need. Tutoring is done by MKYEF volunteers who also provide university counseling to high school students. 150 children benefitted from the academic support sessions throughout the year.

# CHILD DEVELOPMENT

## 2012 Highlights



### Release Your Voice Project

Launched in January of 2012, Release Your Voice project aims at providing school teachers, educators, and administrators with training to develop appropriate psychosocial techniques and mechanisms for creating a safe space for school children to dialogue with their teachers and peers without fear, and to end the violence inside schools. The trainings were also attended by a team from Ruwwad programs personnel and volunteers. Several educational and awareness workshops and sessions were conducted in the schools encouraging children to speak with a voice that is not censored by fear and anxiety. Participating children produced wall art to express their feelings and participated with volunteer architects in designing safe physical spaces in the schools.



### Beidha Library

The Beidha Library in Petra was established in 2008 as a collaboration between Beidha Camp and Ruwwad. Ziad Hamazah -the founder of Beidha camp- partnered with the Beidha Cooperative and reached out to Ruwwad to request support for youth scholars and children's education. The Shams Beidha library was established as one of several libraries that were supported by the Anna Lindh Arab Child literature project and has a library of 1500 children's books.

The library became a safe space for learning and civic engagement for 20 youth scholars who benefited from Mousab Khorma Youth Education and Empowerment Fund since it was founded. In 2012, 3 youth graduated and we are proud that Aisha Amareen, who graduated this year with a Bachelor's in Arabic Language, has been appointed in the Beidha's Primary school as the first young woman teacher amongst her peers.





## THROUGH CHILDREN'S EYES

### *Inspirational Stories Of Strength & Persistence*

I joined Ruwwad's Child Development team in 2010 to fulfill my dream of being an active agent in the development of my community. My conviction is that effective and sustainable community development cannot be achieved if not placed within the framework of human rights. I have a vision of the day when everyone will have access to a good education and health services, and have the ability to think and make choices freely without the fear of being alienated because of cultural constraints or lack of opportunity. I chose to work with children because childhood is where it all starts. If we can enable a child to grow without the burden of fear –fear of failure, knowledge, others, self, etc. – and to be able to maintain and develop their ability as free, critical, and creative thinkers, I am certain that my vision will be fulfilled.

My personal journey with Ruwwad has been a rich and transformational one. Together with the other team members of the child program, we chose to share with you some of the

bright stories from our work with the children in our programs in the following pages because it is through their eyes, their strength, and their resilience that we get our inspiration and faith in a better future for all.

### **NOURA AWWAD**

*Ruwwad Graduate & Child Development Program Officer*



## MAIS'S STORY

*Al-Natheef Marathon Champion*

Mais is a 13 year old girl with many talents. Since she joined Ruwwad at the age of 9 she has excelled at reading, painting, tennis table, and Taekwondo. But her true passion is running. "When I run, I am free. Running makes me feel that I have a purpose and I am running towards it," she says. Before joining Ruwwad, Mais was often criticized and ridiculed for her interests because, traditionally, girls were not supposed to be athletic. She was labeled a tom-boy and was not able to make friendships with other girls her age. Her home life did not provide much support for her interests either. The community surrounding Mais is very conservative with its views about the role and rights of girls.

"The more I got upset about my prospects, the more I wanted to run to shake off the anger," she remembers. Ruwwad continued to foster the interests and skills of Mais while having a constructive dialogue with her family about the benefits of her athletic interests. Mais is now a national champion running marathons, and earning medals. She is very popular among her peers, both girls and boys.

*"When I run, I am ecstatic. Running makes me feel that I have a purpose and I am running towards it."*





## HAMZA'S STORY

### *Martial Arts: The Trainee Becomes the Trainer*

Hamza came to Ruwwad at the age of 12 from a camp bordering Jabal Al Natheef. His private space, as well as his playground was the street. Hamza expressed a strong interest in sports, and in particular martial arts. When Ruwwad started a Taekwondo class, Hamza arrived at 8 in the morning even though he was told that registration started at noon and was the first name in the first group.

He is now completing his high school education and, at the age of 17, has already earned a national gold medal in Jordan and a bronze one for the Arab region. Hamza is also a trainer of Taekwondo, enabling other kids in his community to be achievers in the same way he did. You can see him knocking on doors to gather children for training.





## ZAKI'S STORY

### *Redirecting Energy Towards Positivity and Success*

"When I first heard about Ruwwad, I thought: I have to go spoil it for them." These were Zaki's thoughts six years ago when he first came to Ruwwad. Zaki is now 17 years of age and is a model of empowerment and transformation.

At the age of 11 Zaki was antisocial and had negative and destructive attitudes as a result of enduring years of bullying. He was, in turn, a classic bully, violent toward anyone whom he viewed as weaker than himself. But in the midst of all the turbulence, Zaki discovered that he liked to draw; that was the first step

to engaging him. In time, he found other activities he liked and which replaced his desire to destroy.

When Ruwwad had its first marathon training, Zaki decided to join. It was the first time he expressed a desire to be part of a group. He trained hard and won first place. The sense of achievement, along with the praise and attention exhilarated him. It was the first time he was acknowledged for a positive act. He was transformed. Now, Zaki is his family's pride and enjoys several positive friendships. He runs with the highest ranked champions in Jordan.



## LEENA'S STORY

### *A Team Player Through Creative Science*

Leena was interested in the Robotics Team, part of the child program's creative science incubator. She was rather introverted, and with no tolerance for others' perspectives. She was also highly capable academically. Leena's parents saw school achievement as her sole mission, and undervalued all other extracurricular activities. This manifested as difficulties in her ability to perform as a team player.

The first time the team participated in a contest, they lost. Leena blamed herself for the loss and concluded that her stage

fright caused her hand to tremble thus preventing her from controlling the robotic demonstration. She resigned herself to quitting. The team encouraged her to continue, and for the first time Leena was open to others' suggestions. Leena is now an engaged member of the robotics team.



# PROGRAM IN NUMBERS



## Child Development Program

2012

### Numbers

Number of children and adolescents who participated in the sports component	250
Number of visitors to Shams Al-Jabal child library	300
Number of visitors to Shams Al-Beida (near Petra) child library	70
Number of girls who participated in Jubilee School summer club (Sci Girls)	44
Number of girls who participated in Robotics Creation workshops	8
Number of children who benefited from the Little Scientist workshops	55
Number of repeat visitors to Creative Arts Competent/ Monthly	55
Number of repeat youth and children who benefited from academic support	150
Number of academic support sessions held / Weekly	42
Number of students at schools who benefited from Ruwwad's extracurricular activities/ Weekly	530
Number of students who benefitted from "liberate the voice project"	500
Number of children who attended Ruwwad's summer school	350
Number of children who attended Ruwwad's Winter Camps	250



# COMMUNITY EMPOWERMENT

*A Partnership for Sustainable Change*

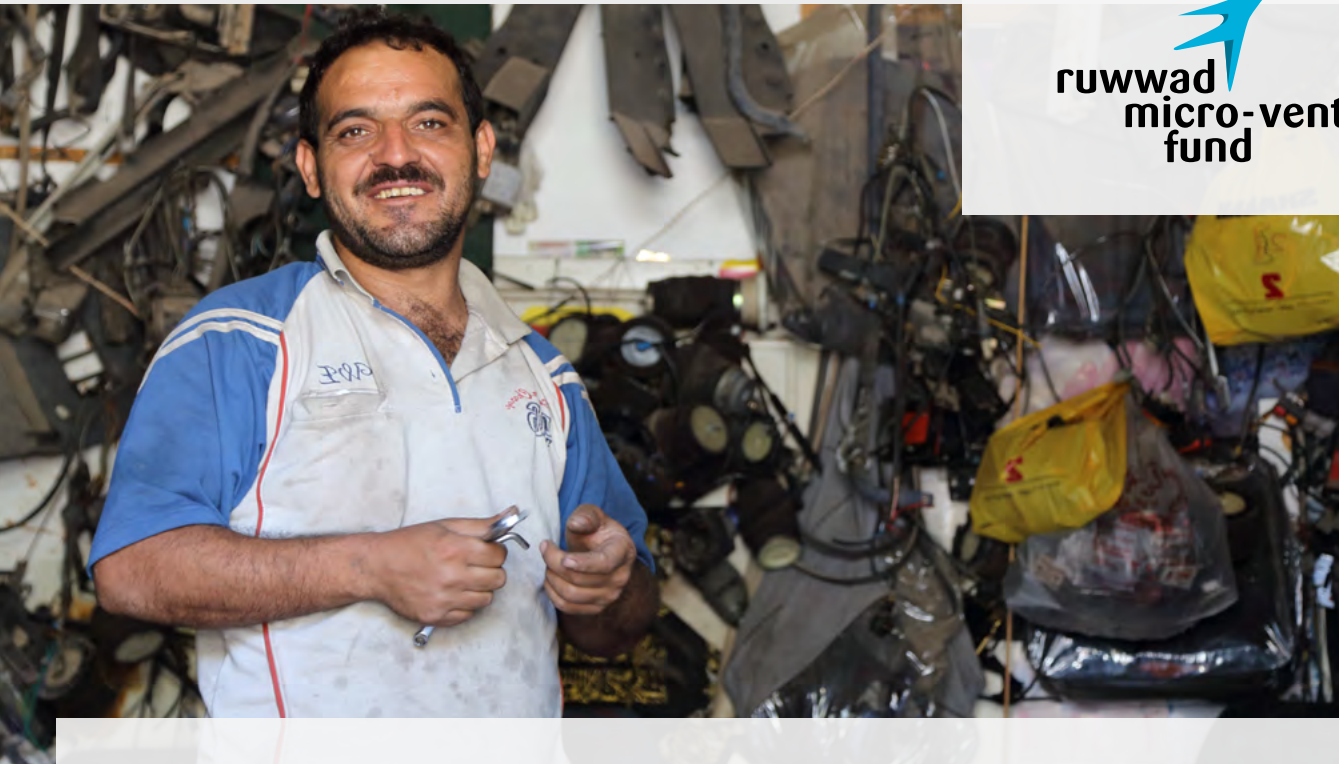


**Trust and Empowerment are fundamental pillars for a successful partnership. When the relationship you have established with the community is based on honesty, empathy, reliability, solidarity, respect, and a shared vision, you have managed to build a solid temple for sustainable change.**

At Ruwwad we believe that solutions to community problems are best engineered by community members. We use a collaborative, participatory approach to community organization and development, working hand in hand with communities, engaging them not only as passive recipients, but also as partners and decision makers with full ownership of their communities and their futures. We uphold the highest standards of honesty, transparency, and respect for the community and the people with whom we work. We are thus able to build trust with individuals and their families on their terms and in their homes.

# COMMUNITY EMPOWERMENT

2012 Highlights



## *Economic Empowerment Initiative*

In December 2012, Ruwwad's Founder and Chairman of the Board, Fadi Ghandour, launched Ruwwad Micro-Venture Fund to support entrepreneurial initiatives that create employment opportunities on the local level. Ruwwad conducted a series of listening sessions to help economically challenged families design innovative coping strategies to improve their financial capabilities. The sessions brought together business and social entrepreneurs with local community members from Jabal Al Natheef, and provided a safe platform for families to express their economic difficulties openly and explore solutions. Community members organized in clusters to develop and execute income generating strategies. Additionally, a number of vital services were identified that were not accessible to economically challenged families, and strategies for availing them were devised. Access to medical services took center stage, and an action plan was put in place to bring community members with physicians, public health social entrepreneurs, and businessmen to chart paths for making medical services as well as income generation projects available for those in need.

## *Hayatuna*

Hayatuna is a two-year partnership between Ruwwad and Spiritus Mundi, a Swedish nonprofit organization that works with culture to create new meeting grounds between people with different social, cultural and geographical backgrounds. Spiritus Mundi uses music, imagery, text and other creative expressions to create dialogue, participation and understanding. They worked with our adolescents to make their voices heard through music, rap and hip hop.



# COMMUNITY EMPOWERMENT

2012 Highlights



## SILSAL

### *A Workshop with a Strong Pulse*

Silsal workshop in Ruwwad provides space and training for special needs youth to work with clay to create ceramic artifacts. The workshop was founded by artist Rula Atallah in 2008. Participants' work is exhibited for sale at NABAD Gallery in Al-Luweibdeh, and the proceeds are funneled back to Silsal Workshop at Jabal Al Natheef.

In October, 2012 Silsal took part in an exhibit at NABAD Gallery alongside established Jordanian artists such as Nawal Abdallah. The exhibit also included paintings by Silsal's special needs youth completed under the mentorship of artist Hani Alqam. In December, a second exhibit at the Intercontinental Hotel hosted a new collection of ceramic works from the Silsal Ruwwad Workshop.



## TOOLS FOR A BETTER FUTURE

### *English Literacy Labs in Secondary Schools*

Ruwwad develops sustainable partnerships with individuals and institutions to bridge gaps resulting from inequity, and make learning and skill building opportunities available for marginalized children and youth.

Public schools in Jordan offer poor English language literacy. However, in this time of competitive global markets and industries, the English language is a credential that is essential for employability. Mrs Lama Madi Kuhaimi, a philanthropist, visited Ruwwad and was impressed with its Rosetta stone English language self-learning laboratory and wanted to bring this successful experience to neighboring public schools. The first lab was opened on March 6th 2012 by Mrs. Kuhaimi and Ms. Manal Qadoura, the head of Al Shefa school, the biggest secondary school in Jabal Al Natheef and Mareekh areas, serving around 800 young girls between the ages of 13-18. The lab operated as a support English center for many neighboring boys and girls' schools.





## **MOSTAFA'S STORY** *A Film-Maker in the Making*

Mostafa came to Ruwwad when he was 12 years old. He was interested in the creative arts, and partook in several workshops offered at our center. However, Mostafa was not motivated academically. Ruwwad reached out to his family and teachers to work collaboratively to motivate him, but our efforts were not successful. His love for the world of arts was so apparent that we even tried to motivate him by making his participation in our activities contingent on his academic achievement. Still, to no avail. The only result we witnessed was his disappointment and sadness for being deprived of his passion. It was time for us to readjust our expectations and allow him the space to self-regulate and find his own path.

When he was 14, Mostafa participated in a film editing workshop offered by the Royal Film Commission in Jordan. It was then that he discovered his even greater love for the camera. Ruwwad sponsored him to attend the Arab Digital Expression Camp in Egypt where he was able to find several opportunities to express himself artistically using digital technology. His devotion to the camera grew with every

film making workshop he attended. As Mostafa's technical expertise developed, the scope of his exposure to the world of film-making grew wider, taking him from an amateur to a professional working in different positions, including teaching film as well as producing.

Mostafa also volunteers at Ruwwad, working with children and adolescents, and helping those interested in film. Perhaps the path he chose was different from his peers in that it had no space for formal schooling, but at the crossroads, instead of despair Mostafa led the path of learning through his camera lens. He is now a mature, ambitious, and dynamic member of his community who has managed to carve a name for himself in his industry. Mostafa has a private business for film editing and production.

When we meet the children in the beginning, we have no idea that some of them are destined to be star athletes, artists, or scientists. We simply think they should have the right to play.



## HOW JABAL AL NATHEEF GAVE US A CHANCE

I heard about Ruwwad from a friend not too long after they set up here. I had always aspired to the world beyond the limits of our community. The idea of an organization that came with a development agenda was, from my perspective, a welcome one. But the rest of the community was not as open.

People were not used to having anyone or any institution take interest in what their lives looked like, let alone trying to do something to improve it. Therefore, people were suspicious at first but, in time, they began to see that no one from the organization tried to impose anything on them. They were just there, willing to engage with anyone who wanted to know about them, and offered their services with no strings attached except giving back to the community to which we all belonged.

The children, with their curious yet trusting nature, were among the first to explore Ruwwad. Parents followed and, in turn, encouraged their neighbors. People had many questions and Ruwwad was very transparent. The community began to view the organization as a potential friend. Children were taking an interest in reading, and young men and women had a shot at a decent education. Women were holding organized meetings and devising their own agendas. Schools were starting to perform better. Partnerships between Ruwwad, private

businesses, and public sector institutions resulted in better public services in our community.

When the discourse moved from service and education to dialogue and participation, Ruwwad became what one can describe as a «full blooded» family member.

### TARIQ AL FAQIH

Ruwwad Graduate, Ruwwad IT Officer



# PROGRAM IN NUMBERS



## Community Empowerment Program

2012

Numbers	
Youth who benefited from Silsal ceramics workshop/Daily	13
Number of visitors who enquired about scholarships, courses, empowerment activities or direct aid at Community Help Desk	777
Number of community members who got employed through the Community Help Desk	28
Number of youth who worked in recycling with Zawayed as part of their community service	12
Number of women who worked in recycling as an income generating project	15
Number of beneficiaries from in-kind donations from Jeeran Station	278
Number of adolescents benefiting from psychosocial support	242
Number of women who benefited from English literacy sessions	44
Number of women who benefited from computer literacy sessions	37
Number of women who benefited from Arabic reading and writing literacy sessions	6

## COMMUNITY LED CAMPAIGNS



### *Six Minutes Reading for Pleasure Campaign*

In February 2012, Ruwwad celebrated the achievements of its 6 Minutes Reading for Pleasure Campaign at the Peak Celebration Ceremony hosted at the Hussein Cultural Center. The celebration recognized the milestone of reaching over 5000 readers who read for pleasure, and who read for children at home and at school, and a total of over 6600 group reading sessions. The ceremony was attended by more than 700 parents, educators, and youth from Jabal Al Natheef, Al Mareekh, and Eastern Amman, and included testimonies from campaign participants, theatre performances produced by community members, as well as a number of inspiring readings of the works of renowned authors, including Gabriel Garcia Marquez, Mu'nes Al-Razzaz, and Ghassan Kanafani.

The 6 Minutes Reading for Pleasure Campaign had sprung from community meetings where education was identified as one of the more persistent and painful challenges. As the archetypal care takers, mothers were among the key and most responsive targets of the campaign. In its one year of operation, the campaign has created a culture of reading that continues to grow.

The 6 Minutes Reading for Pleasure Campaign also became the genesis point for the foundation of Ruwwad's community organizing methodology as a key learning and empowerment tool with the community, and a springboard for the launch of Safe Homes Campaign later in March 2012, as well as a key learning component for the Arab Community Organizers Network "Mujtama3i".



# COMMUNITY LED CAMPAIGNS



## *Safe Homes Campaign*

Ruwwad launched the Safe Homes community led campaign in March, 2012, urged by community members who identified the issue as a pressing concern. Several community members shared their own painful experiences as victims of excessive physical punishment and violent homes. Consequently, an action plan was drawn and volunteers were organized into a number of taskforces each responsible for a specific aspect of community organizing. The campaign is designed to run for one year, with the target goal of securing over 150 safe homes and over 300 other homes working towards being non-violent. With the collaboration of the Ahel Community, volunteers received a training on community organization and mobilization. An awareness lecture series was offered to community members hosting expert speakers who tackled the issue of violence against children from medical, psychosocial, and religious perspectives. By the end of 2012, the campaign participants expanded to 113 community members, and 45 homes have been converted and secured as safe homes.

Release Your Voice and Safe Homes Campaigns were launched with the generous support of the Netherlands Embassy in Jordan.

# PRIDE BY NUMBERS

**3**

RUWWAD LOCATIONS IN JORDAN AND EXPANDING TO **3** OTHER COUNTRIES IN THE ARAB WORLD.

**725**

YOUNG WOMEN AND MEN RECEIVED MKYEF SCHOLARSHIPS TO DATE.

IN 2012, **45** SCHOLARS GRADUATED, INCLUDING A YOUNG WOMAN IN BEIDHA VILLAGE IN SOUTH JORDAN WHO BECAME THE FIRST LOCAL SCHOOL TEACHER FROM HER COMMUNITY.

**150**

YOUTH CONDUCT **600** HOURS OF COMMUNITY SERVICE IN JABAL AL - NATHEEF COMMUNITY CENTER RUWWAD'S FIRST PILOT SPACE.

**1500**

CHILDREN BETWEEN THE AGES OF 6-13 PARTICIPATED IN OUR CHILD DEVELOPMENT ACTIVITIES, CAMPS, AND LIBRARY AND CONTINUE TO BENEFIT FROM OUR INTERVENTION AND OUR SCHOOL OUTREACH PROGRAM WITH **6** LOCAL SCHOOLS.

**200**

ADOLESCENTS ARE EMPOWERED THROUGH OUR PSYCHOSOCIAL APPROACH USING SPORTS AND ARTS AS MEDIUMS FOR DEVELOPMENT.

**145**

FAMILIES ARE EMPOWERED THROUGH JEERAN STATION AND THE COMMUNITY ASSISTANCE DESK TO ASSIST THEM IN MOVING OUTSIDE THE CIRCLE OF POVERTY.

**16**

CHALLENGED (HANDICAPPED) YOUTH AND THEIR FAMILIES RECEIVE SUPPORT THROUGH SILSAL WORKSHOP AT RUWWAD .

**6**

SCHOOLS IN THE COMMUNITY COLLABORATE WITH RUWWAD AND FORM A NETWORK OF TEACHERS AND ADMINISTRATORS TO ADDRESS AND TACKLE QUESTIONS REGARDING IMPROVING EDUCATION AND EDUCATIONAL FACILITIES IN THE COMMUNITY.

**5,000+**

PEOPLE PARTICIPATED IN THE 6 MINUTES READING FOR PLEASURE CAMPAIGN AND CONDUCTED OVER **6,600** COLLECTIVE READING CIRCLES.





## *Ruwwad Lebanon*

Expansion plans in Lebanon began in early 2012 through a partnership between Fadi Ghandour and Hala Fadel, a business entrepreneur. A site was located for operations in Tripoli, specifically in the areas of Bab Al Tebbaneh and Jabal Mohsen, two poverty-stricken, marginalized neighboring communities burdened by sectarian and political strife that often erupt into violent conflict between them. Initially, the Lebanon team worked remotely from another location in Tripoli obtaining all necessary permits and exploring the communities' structure and introducing themselves to local leaders, while developing partnerships with relevant public institutions, civil society organizations, as well as educational institutions.

By June, 2012, program managers had been recruited and the educational scholarship program was put in place. A number of 80 scholars were selected and participated in trainings to prepare them for their mandatory community service engagements with Ruwwad's activities. Additionally, Dardashat sessions were piloted with the first cohort of scholars, and guest speaker series was started addressing topics of interest to the scholars and community.

The first summer camp was planned and launched in July using volunteer scholarship students under the supervision of the Child Development Program officer. The 2-week summer camp served 80 children and adolescents, 40 from each of the two neighborhoods. The children participated together in organized activities such as sports, creative arts, music, and field trips. Also, an after-school academic assistance activity was started offering homework and academic enrichment support to school children in the community. Plans are underway to establish an open library on premises.

# BEYOND JORDAN



## Ruwwad Palestine

The conversation about Palestine started after Fadi Ghandour talked in TEDxRamallah in 2011. A conversation took place there with community leader and film maker Julia Bacha who shared the story of Budrus, a village in the north of Palestine. Since its establishment, Ruwwad Palestine has managed to earn community trust and build solid connections and partnerships with the local organizations and local leadership including the village council, community club and the Love and Peace Home Association, with the purpose of collaborating on establishing community empowerment and development programs and activities.

An educational scholarship fund has been established and has awarded 39 higher education scholarship adding up to 12,000 JDs approximately. Moreover, a youth enrichment program has been established to help build the skills of youth, specifically skills that will boost their employment opportunities such as communication skills, team building, presentation, and time management. In collaboration with Partners in Sustainable Development (PSD), Ruwwad Palestine provided 20 laptops to university students at minimum cost. Consequently, programs to raise the consciousness of the community on varying social issues were established resulting in making the community aware of the value of youth and having increased tolerance for gender equity and female participation in public community activities.

Additionally, Ruwwad started working with local schools providing linkages between school children and university students who volunteer time to provide academic support. Partnerships with a number of educational and educational support institutions were established to further support the work of Ruwwad with youth, among them Al Qattan Center for Educational Development, Tamer Center for Civic Education, the Ministry of Education, and Birzeit University.





## Ruwwad Egypt

Ruwwad Egypt was registered as an Egyptian non-governmental organization in March 2012. The community center is located in Ezbet Khayrallah, a squatter community in old Cairo. Initially, Ruwwad worked in the area through an existing community philanthropic organization before having an independent presence. In 2011, Ruwwad commissioned an asset mapping research and profiled the community of Izzbah. The findings confirmed the importance of creating a youth and community center. Ruwwad rented a space for its operations inside the area and began by launching the scholarship program.

To date, 17 students have been selected to receive scholarships focusing mainly on IT and English language courses. Students began their mandatory community service and participated in launching the first community campaign "Our Sanitation=Our Health" to raise the awareness on public health and hygiene as well as on environmental issues. The campaign targeted the blocks immediately neighboring the premises and included 150 participating families. The campaign also served as a medium to introduce Ruwwad to the community.

## IN THEIR OWN WORDS

### Testimonies



### NADINE TOUKAN

#### *Film-Producer*

Over the past ten years I've been committed to getting local stories and narratives out in various forms. There is a big imagination and storytelling deficit in Jordan in general, and in the development conversation in particular. Ruwwad was one of the organizations which recognized that early on.

I came to know Ruwwad about seven years ago, and visited the community to discuss possible narratives for film, screen literacy, and storytelling. One of the reasons I focus on film screenings as a group is for the power of film to move us in front of ourselves and others, to make us laugh and cry together. We evolved that relationship at odd intervals for a few years through select screenings and talking sessions. In 2010 we structured the work into a regular monthly program which eventually developed beyond screenings and discussions.

There is much joy in getting to know people in the community which Ruwwad engages; it is a part of my city and I am happy to get to know them better, learn from them, explore with them, and share with them from my own world the areas of their interest. There is something incredibly rewarding when eyes sparkle and minds lean forward after we've watched a film together that moves us and triggers our need to share our own stories.

Similar to my theory about the imagination deficit, I observe that there is a massive distortion on how gender is perceived in development, and in the programs designed around that. Men are broken too. And that does not mean less attention to women, but it does mean we ought to not neglect environments that men need for healthier lives and dreams.

After one of the screenings and when that day's group talk ended, a young man asked for a chat. We sat down in the almost empty room, he looked straight in my face and said, "I cried and cried and cried. Thank you for making me cry." And then proceeded to share the personal story the film triggered, holding nothing back. An extremely difficult and confusing situation he had faced not too long ago, which the pressures of society did not allow him to process emotionally and freely, was triggered through film.

I try to engage a wide range of people to volunteer with me in different parts of the program and some end up caring about the community in Jabal Al Natheef and the work Ruwwad does. They choose to continue to be engaged with them. Getting others to volunteer is a complex and tough goal if one is not convinced that the people and work matter. But when they become involved, they experience it first-hand, and if relevant to their own world view, they become accessible and contribute for the right reasons.



## IN THEIR OWN WORDS

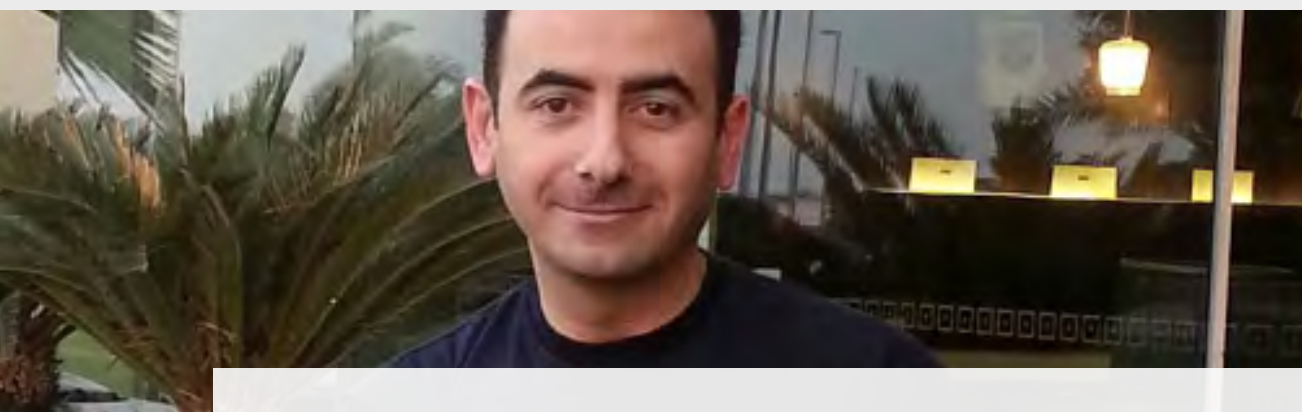
### Testimonies



#### **HUSSAM BARAQOUNI**

*Erada - Aramex*

On a personal level, my engagement with Ruwwad is very valuable. I recall a certain moment which, though it was troubling at first, generated a collective activity that became very rewarding to me and the community. I once visited a school site in Jabal Al Natheef area and was sadly moved by the decrepit physical state of the school; the stairs were worn out to a point of creating a safety hazard for the children, bathrooms were falling apart, and even the ceilings were letting the cold winter rain seep through. I returned to my office determined to do something about the state of that school. I formed a team of six members and called ourselves Erada Team For Community Services. In the course of one year we were able to raise funds in the amount of 6000 JDs as well as in-kind donations of materials and equipment for the school that were valued at 4000 JDs. Eventually we were able to fully rebuild the school. When the children saw the new school with the rebuilt classes and play areas they were ecstatic. We are looking forward to rebuilding more schools so that the children may have safe and healthy environments to learn and play so they can grow to be productive adults capable of generating positive opportunities and a better life.



#### **DR. SALMAN SHOBAKI**

*MKYEF Advisory Committee Member*

As soon as I joined the team of Aramex, it became clear to me that the company is keen on supporting community development as part of sustainability efforts. Most employees are involved in community development in one way or the other, and in fact, the CEO was a role model for such practice. Thus, I decided to use my background in academia and help in developing and restructuring one of Ruwwad's most important initiatives, the MKYEF scholarship fund. My engagement with Ruwwad provides me with personal satisfaction from the knowledge that I'm helping people build a better future.

## IN THEIR OWN WORDS

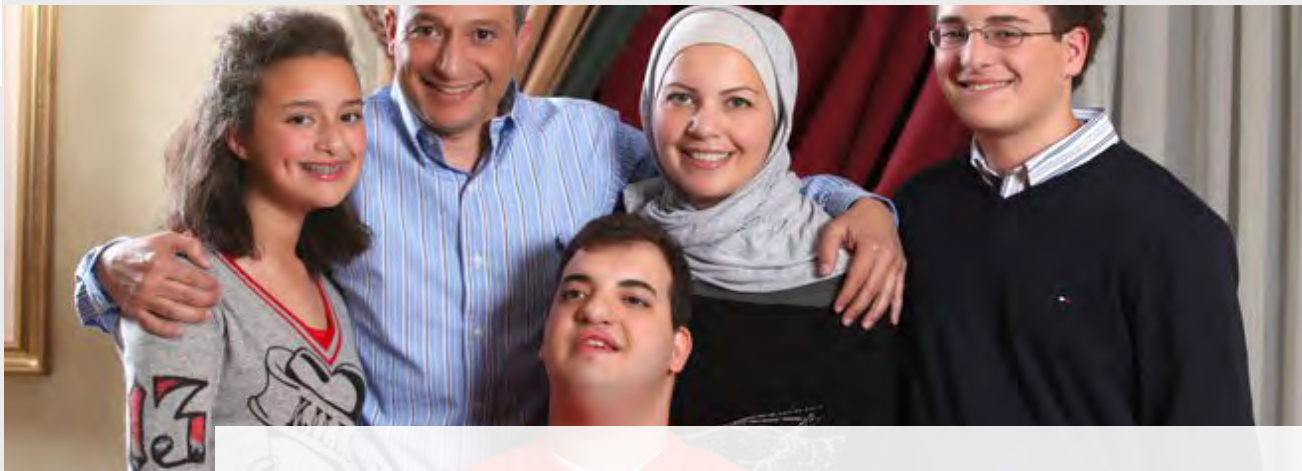
### Testimonies



#### SINA ATA

*Artist*

I have always viewed my art as a humanitarian vehicle of expression. Having lived in Iraq for 35 years, I have had to endure many losses on varying levels. Injustice was always a driving force behind my art and expression. Working with Ruwwad and doing voluntary community work has given me a way to contribute to creating a more equitable just world. I enjoy my interactions with my students in the graffiti workshops I conduct at Ruwwad and I am amazed at how disciplined they are.



#### MONA HALAWA

*SANA Founder*

I heard about Ruwwad's Silsal workshop that engages young adults with disabilities in creating ceramic art. I wanted to extend our services to Ruwwad's community and bring our Parents Support Program at SANA – a support and empowerment program that allows parents to share knowledge, experience, and learn more about self-help and parenting skills – to the mothers of Ruwwad. My experience has been one of mutual learning and empowerment, the most important of which is the knowledge that simple acts can truly change lives. I always talk to people about my volunteer work at Ruwwad, and I regularly invite people to join me to our events there, specially mothers from Amman PSG (Parental Support Group) to meet mothers from Ruwwad PSG. We already have a great connection between them, and they have a very positive mutual effect on each other.



## IN THEIR OWN WORDS

### Testimonies

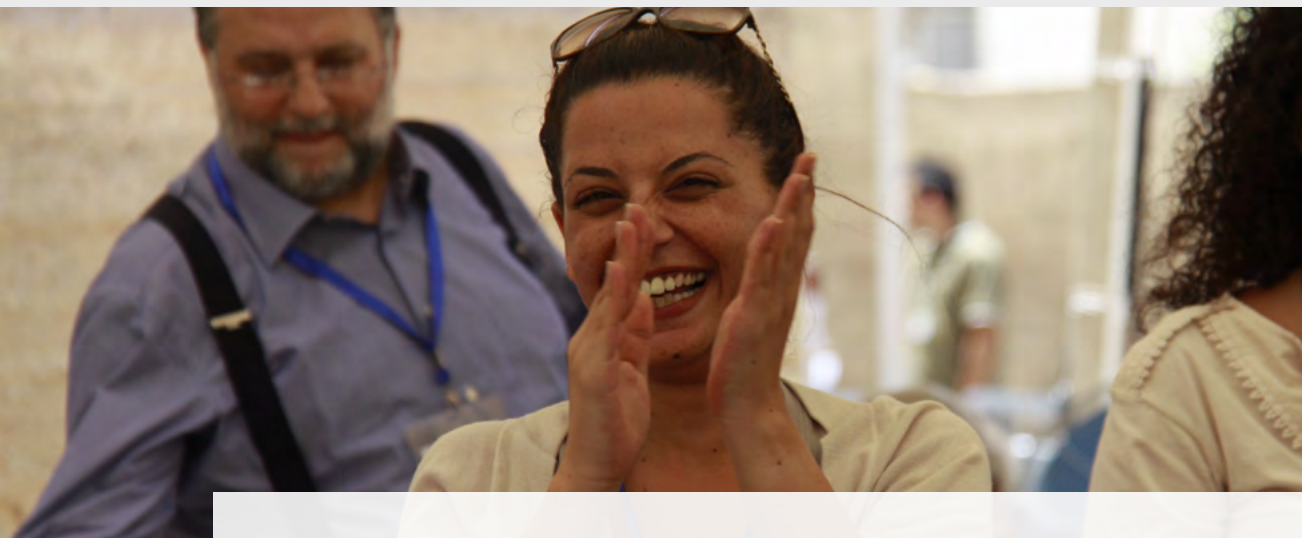


#### **NISREEN ABU DAIL**

*Artist/Designer*

I began to volunteer at Ruwwad because of a desire to give back to people in need, what we do is work with local ladies to generate income through embroidery. But my work with Ruwwad is not only about giving, I get a lot of satisfaction from knowing that I was able to impact people's lives in a way that makes them happier and more fulfilled; that is in addition to seeing the amazing work they produce. My work with Ruwwad is filled with special moments and incidents.

I recall one time when we were distributing the funds earned from the work completed by the participants from Ruwwad community. One of the women with meager financial resources refused to receive her money and told me that she wants to contribute it as a gift for my newborn baby. I was so touched by the spirit of generosity in the face of her financial challenges. I continue to tell everyone in my personal and professional circle about my engagement at Ruwwad, and relay to them the beautiful stories I come across to encourage them to give some of their time to community development and empowerment.



#### **REEM KHOURI**

*Board Member - Aramex*

I have always had a passion for development and community work; and I am particularly impressed by the Ruwwad model of development that emphasizes local empowerment as opposed to charity and handouts. Moreover, as a member of the private sector, I firmly believe that community support and development is essential for the sustainability of businesses.

As an individual, I gain a lot from volunteering at Ruwwad. The experience gives me knowledge, perspective, and self-growth. It helps me understand my own limitations and provides the experience necessary to expand my horizon. Most importantly, through my work with the Ruwwad community I learned the true meaning of empowerment, how every citizen has assets and can make a difference. Women in Ruwwad inspire me the most, their strength, resilience, curiosity, and their continuous search for opportunities.

# IN THEIR OWN WORDS

## Testimonies



### JAN KASSAY

#### Photographer

Years ago, when I first walked through the doors of a newly opened public library at Jabal al Natheef to donate some children's books, I tried to invite some seven year old boys curiously standing outside to come in to the library. I was stunned at the aggressive answer "There are girls inside; we will not go in." This incident is now a distant memory from the cultural revolution that has taken place in Jabal al Natheef since. The community has reinvented itself on all levels.

My involvement with Ruwwad is not merely volunteering time; I was invited to participate in the privilege of fusion with an intelligent, well informed and challenging audience. I worked with various groups at Ruwwad, first teaching photography, then esthetic awareness of looking at a picture and reading into a photograph. In 2012, I was invited to participate in the gender campaign; a well-studied and structured long term plan that eased the introduction of a traditionally "untouchable" topic.

I attended lectures, discussion groups, movies, and media presentations, and watched colleagues and volunteers being rebuked, and challenged. I lived with them the invigorating ups and downs. My contribution was to reap the aftermath of emotions through artistic expression. We progressed from learning the mechanics of how to use the camera and learning the composition of a photograph, to using images as a means to express thoughts, emotions, and preconceived ideas, and to capture the transformation, emotional and intellectual, that the gender campaign effected. Then, I felt we needed tools alongside beginners' photography for a broader self-expression. So I introduced the art of mixed media, which is totally nonexistent in our public schools' art programs. With mixed media they had a free hand to express their emotions with an array of mediums, in particular the written word. I watched transformations amongst the most radical, and we all bonded with a sigh of relief. I go back to Ruwwad to be amongst friends and family every opportunity I get.



SUMMARIZED BALANCE SHEET

As at 31 December 2012

	2012	2011
	JD	JD
<b>Assets</b>		
Non-current Assets	197,765	221,411
Current Assets	127,572	94,929
<b>NET ASSETS</b>	<b>325,337</b>	<b>316,340</b>
<b>LIABILITIES &amp; OWNERS EQUITY</b>		
<b>OWNERS EQUITY</b>		
Paid-in Capital	50,000	50,000
Compulsory Reserved	35,571	35,571
Accumulative Surplus	214,965	202,428
<b>TOTAL OWNERS EQUITY</b>	<b>300,536</b>	<b>287,999</b>
<b>LIABILITIES</b>		
Other Accounts Payable	24,801	28,341
<b>TOTAL LIABILITIES</b>	<b>24,801</b>	<b>28,341</b>
<b>TOTAL LIABILITIES &amp; OWNERS EQUITY</b>	<b>325,337</b>	<b>316,340</b>

SUMMARIZED INCOME STATEMENT

As at 31 December 2012

	Year to 31-Dec-12	Year to 31-Dec-11
	JD	JD
<b>INCOME</b>	<b>821,911</b>	<b>869,407</b>
<b>EXPENSES</b>		
Youth Program Expenses	(297,631)	(305,390)
Community Program Expenses	(93,011)	(90,036)
Child Program Expenses	(98,855)	(101,060)
Anna Lindh Project Expenses	0	(83,453)
Global Change Maker Expense	(850)	(6,437)
GSF Expense	0	(16,247)
Women Empowerment Expense	0	(5,008)
Kindergarten Expense	0	0
Sci Girls Project Expenses	0	(13,437)
Liberate The Voice Expenses	(86,727)	(3,467)
Child Literature Expenses	(4,681)	(4,740)
English Lab Expenses (Rosetta)	(27,648)	(27,058)
Youth Engage in Gender	(13,362)	(13,598)
Debate Project Expenses	(3,909)	0
Citizenship Project Expenses	(820)	0
Administration Expenses	(181,880)	(193,227)
<b>TOTAL EXPENSES</b>	<b>(809,374)</b>	<b>(863,158)</b>
<b>TOTAL SURPLUS (DEFICIT)</b>	<b>12,537</b>	<b>6,249</b>
<b>VOCATIONAL TRAINING EXPENSES</b>	<b>0</b>	<b>0</b>
<b>NET SURPLUS (DEFICIT)</b>	<b>12,537</b>	<b>6,249</b>



**SUMMARIZED INCOME \***

*As at 31 December 2012*

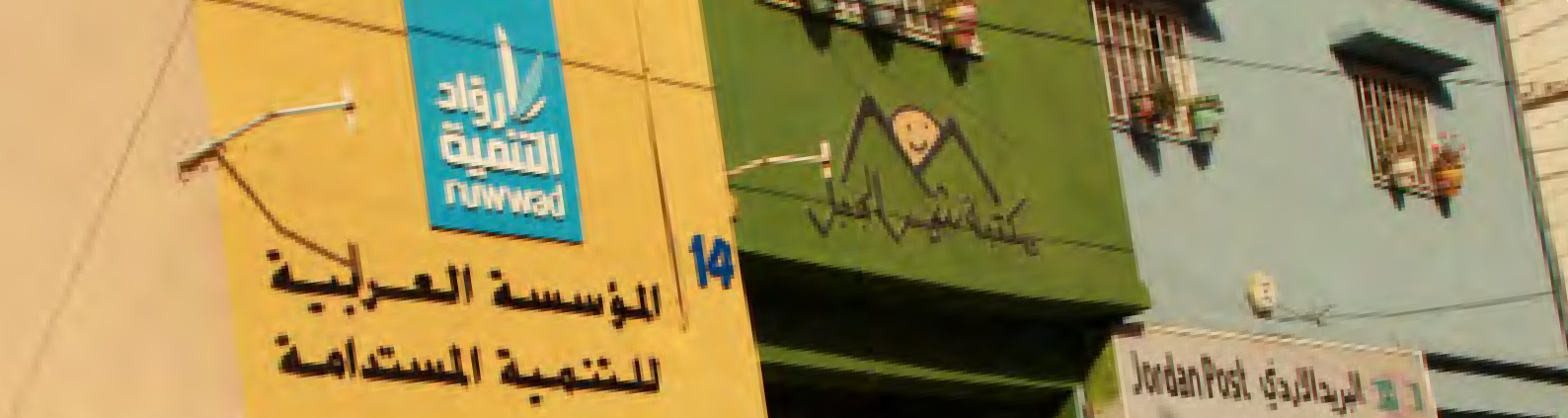
	<b>2012</b>
	JD
<b>CONTRIBUTIONS</b>	
Fadi Ghandour	108,000
Aref Naqvi	199,589
Aramex	116,458
Khaled Al Masry	100,000
Cairo Amman Bank	100,000
Hala Fadel	29,990
Ali Al Hussary	20,990
Aram Co.	25,000
Scholarship Refund	338
Other Donations	24,589
<b>TOTAL CONTRIBUTIONS</b>	<b>724,954</b>
<b>PROJECTS INCOME</b>	
Liberate The Voice	49,414
English Lab / Rosetta	29,014
Youth Engage in Gender	13,210
Debate Project	4,385
Citizenship Project	934
<b>Total projects Income</b>	<b>96,957</b>
<b>Total Income</b>	<b>821,911</b>

SUMMARIZED CASH FLOW STATEMENT

*As at 31 December 2012*

	2011	2012
	JD	JD
Net Cash flow from operating activities	29,387	40,878
Add : Net cash flow from investing activities	(7,843)	(5,007)
Add : net cash flow from financing activities	(1,800)	(1,800)
Surplus (Deficit) in cash	19,744	34,071
Add : cash at the beginning of the year	51,459	71,203
<b><i>Cash at the end of the year</i></b>	<b>71,203</b>	<b>105,274</b>





### Ruwwad Board Members

- Fadi Ghandour - Founder & Chairman
- Khalid Al Masri - Deputy Chairman
- Frederic Sicre
- Majdi Yaseen
- Reem Khouri
- Raji Hattar

### Ruwwad Advisors

- Amal Ghandour / Communications and Strategy Advisor
- Ebba Augustin / Monitoring & Evaluation Consultant
- Dr. Hala Hammad / Expert in Early Childhood & Child Safety
- Nisreen Haj Ahmad / Expert in Community Organizing
- Mais Iriqsusi / Community Organizing Specialist
- Reem Abu Kishek / Expert in Creative Arts Therapy & Psychosocial Support

### Mousab Khorma Youth Education & Empowerment Fund Advisory Committee

- Dr. Salman Shobaki
- Hala Ghosheh
- Iyad Kamal
- Mariam Abu Adas
- Samar Dudin

### Special Initiatives & Projects

- Dutch Embassy / Our Voices
- The Annah Lindh Foundation / Arab Child Literature Project
- The Canadian International Development Agency / The Gender and Social Fund
- The Spanish Embassy / Women Empowerment
- The British Council Global Change Makers
- Ahel for Community Organizing
- Art Medium / Ruwwad Day

### Corporate Partners

- Aramex
- Cairo Amman Bank
- Abraaj Group

### Pro bono Technical Support

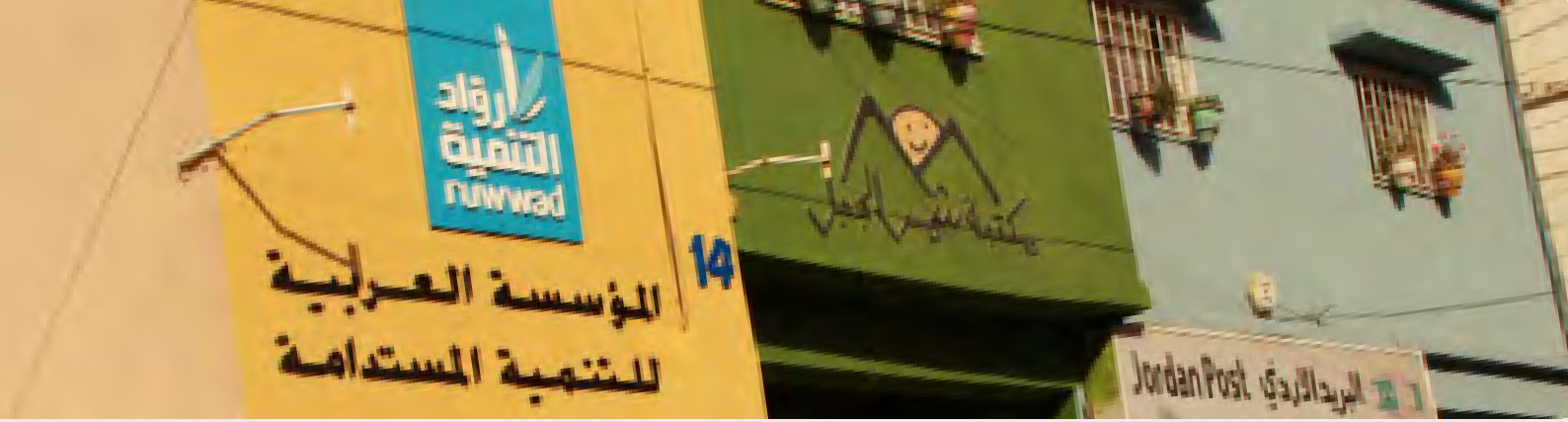
- Saed Karajah & Partners Law Firm
- Randa Jabaji Graphic Design
- The Royal Film Commission
- Aramex - IT team, Communication & Marketing team, Finance & Auditing team, Sustainability team and Operations team
- Aramex Palestine/ Aramex Egypt/ Aramex Lebanon

### Social Entrepreneurs

- Under My Olive Tree - Ali Dahmash
- Erada Team – Aramex, Hassam Barqouni
- Nakhweh - Kamel Al Asmar
- Zawayed - Mohammad Hajji
- Ta3leeleh – Rawan Zeine
- Al Jabal Click – Rawan Da'as

### Governmental Partnerships

- Ministry of Education
- Ministry of Social Development
- Greater Amman Municipality
- Ministry of Health
- Ministry of Labor



## Partnerships

- Silsal Arts Workshop for Persons with Special Needs – Rula Attalla
- Ali Sharif Al-Zoubi Legal Aid Fund operated by the Justice Center for Legal Aid
- Abdul-Aziz Al-Kuhaymi Foundation – Mrs. Lama'a Madi
- Purdue University – The Global Design Team
- SANA for Special Individuals
- SCI Girls – Yara Sifri & Rama Sifri
- Jubilee School Robotics Program
- Jordan Football Association
- House of Tales and Music
- Fertile Crescent Films – Basel Ghandour
- Goethe Institute
- Al-Balad Theater
- Jordanian Library Association
- The Arab Foundations Forum
- The Society of Majida Bin Abdul-Aziz for Development and Social Services
- The Jordan Museum
- Al-Hussein Cultural Center
- Hayutna Project

## Key Community Partners

### In Jabal Al-Natheef

- 17 neighboring schools including Al-Shifa Secondary School, Ateka Primary School first & second shifts, UNRWA School for Girls, UNRWA School for Boys, Omar Al-Barghouthi School for Boys, Salaheddin Secondary School for Boys and Halima Saedy School.
- Natheef Orphans' Center
- Al-Natheef Charitable Organization

### In Beida (Little Petra)

- Ammarin Cooperative Association
- Ammarin Camp
- Beida School for Girls
- Beida School for Boys

### In Izzbeit Khairallah / Cairo, Egypt

- Etijah For Youth Development
- Khatawat School and Crafts Center

### In Budrus / Ramallah, Palestine

- Budrus City Council

## CORPORATE PARTNERS

**aramex**



بنك القاهرة عمان  
CairoAmmanBank

**THE  
ABRAAJ  
GROUP**