



*Fulfilling Dreams*  
**OVERCOMING FEARS**

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**OVERCOMING FEARS**  
ANNUAL  
REPORT **2014**

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## Chairman Letter

"My measure of impact is that you are addressing a pain in society, with clear commitment of continuation. That's impact as far as I'm concerned... "Take what you do and extend it to society. It's not about having a huge budget. Be a mentor; take on interns. If you're a big company, devote 10 to 15 per cent of your procurement to SMEs. This is your community and you know the challenges as well as anyone else. "I don't want to complicate it... "It's not about changing the world. It's about changing your corner of it. That's social activism – and it works." [June 2014](#)

**Fadi Ghandour**  
Chairman and founder



## *Regional Director Letter*

“Ruwwad is a journey that enhances the youth’s understanding of themselves, through exploring different perspectives, and seeing things in different ways. Empathetic listening is at the heart of this journey; youth, children, and their parents engage in social change, in safe spaces where freedom of expression is respected. Youth are our co-workers; they give us unlimited numbers of community service hours and volunteerism to enhance the wellness of their neighborhood, and to exercise their agency in creating change everyday”

**SAMAR DUDIN**  
*Regional Director & Head of Programs*



2014 At a glance





*Youth*  
Organizing Program



## A New Component Comes to Life

### *Ruwwad established two new components in 2014:*

the Counseling Component and Life Coaching Component help children students nurture life skills, such as listening, stress management, facilitation, respect, self-discovery and empathy. The sessions, which function as a foundation for behavioral and cognitive changes, are conducted either in group settings or as one-on-one counseling to address specific cases. The counseling and life coaching sessions have also proved successful in facilitating community service and promoting a positive relationship between the youth and program leaders. Over **100** one-on-one counseling sessions took place in 2014, benefiting a total of **25** students.



# Mousab Khorma Youth Empowerment Fund (MKYEF)

**163** Students  
benefited from the MKYEF  
in Jabal Al Natheef in 2014

98 females  
65 males

**58** new Students  
were accepted in 2014

34 females  
24 males

## Orientation

for the new students involved, over the course of two days, painting Al Natheef School for Girls over, where **40** of Ruwwad's youth assisted with the student orientation

## Education & Training

- With the support of Aramex, business skills courses were conducted for the fourth year running, training **88** students on key job market skills
- With 7iber, **15** students received training in investigative journalism
- For English language support, **60** students enrolled in Ruwwad's English language courses while three students enrolled in courses offered by Berlitz Jordan
- **107** students attended International Computer Driving License (ICDL) and AutoCAD (computer-aided design software) training courses in 2014





## Film Club

### *Film Club members were recipients of fellowship opportunities in:*

- Filmmaking and Production: **9** members
- Kharabeesh: **4** members
- Jordan Star: **4** members
- Visual Laundry: **1** member

### *Film Screenings*

- With the support of 7iber, Ruwaad screened **4** movies for youth
- Driving to Zigzigland and Rawan Al Damen's films about the Palestinian Exodus were screened in



## The Great Debaters

2014 witnessed the official launch of the Debate Club, which reached out to **4** public schools, **120** adolescents and **12** teachers who participated in **65** different debate topics. Following **150** hours of debate training, the club held the very first debate championship. Volunteer Phillip Alyofi helped Ruwwad in conducting a four-day training course and developed training material for Ruwwad's Debate Club members.



## *Dardashat – Some Special Guest Speakers*



*Our Saturday's Dardashat for the year 2014 hosted a number of remarkable speakers, including:*

- Dr. Anis Al Qasem, former Chairman of the Legal Committee of the Palestinian National Council, who lead a discussion on Palestinian-Israeli Conflict
- Dina Bataineh and Reef Fakhoury, founders of Taghmees Social Kitchen
- Laith Al Qasem and Fawaz Al Zoubi, the creators of Jordan's first automobile, Badiya: Screening and interactive discussion about the documentary Innovation, Design, Fabrication by the Center for the Study of the Built Environment (CSBE)
- Ahmad Al Damen, director of Forbidden Pilgrimage: screening and discussion
- Mais Al Irgusi, Board Member of the Arab Education Forum
- Jasad magazine founders: Gender in Public Places



# Regional / Youth Organizing Program

The following illustrates the number of students, community service hours, graduates, Dardashat sessions, and business training that took place in 2014





*Child*  
Development Program



## A Highlight - Ways for Learning

From “remembering and understanding” to “evaluating and creating,” **150** of our children became part of a “Searching for Myself” journey. During 2014, child literature and creative arts formed the basis for The Inquiry Based Learning Unit; a new concept for enriching children’s knowledge, skills and attitudes. Children’s cognitive skills are developed using Bloom’s Taxonomy (a classification of the different learning objectives).

## Highlight of Accomplishments at Jabal Al Natheef



Library Automation



**376**  
sessions of

- children’s literature
- creative arts
- creative science
- sports

were conducted over the course of the year  
(two sessions per week in each area),  
benefitting **250** repeat children



**4** workshops

were held on personal hygiene,  
how to preserve the  
environment and healthy food

# Highlight of Accomplishments at Jabal Al Natheef



## CHILDREN'S LITERATURE

**6** "Story Walks"

sessions with 35 students were conducted by volunteer Shaheera Qudsi from Aramex



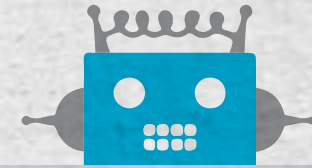
**70** Girls of Al Natheef School for Girls attended 4 workshops on social relations with the surroundings

Over **900** books were loaned out throughout the year



Reading and writing workshops were conducted, benefitting

**45** repeat children



## SCIENCE AND ROBOTICS

**9**

of Ruwwad's girls participated in the National Robotics Championship



# Highlight of Accomplishments at Jabal Al Natheef

## SPORTS



In parallel to Winter Camp, **Sports Championships Week** included football, ping pong, taekwondo, chess, karate and a marathon



**10 female and 3 male adolescents** participated in the Dead Sea Marathon as part of the sports exchange program with the American Community School (ACS)



**3** of Ruwwad's children participated in the ACS Football Championship, winning first place and the best team award



# SCHOOL OUTREACH



**94** outreach sessions at different schools per year (two per week) benefited **1,000** children

The Inquiry Unit benefited **200** children, including 100 new students



**10** workshops with three local schools involved **143** of Ruwwad's children in child literature, art, games and analysis and discussion of visuals





# Highlight of Accomplishments at Jabal Al Natheef



## ACADEMIC SUPPORT

- Academic Support benefited **65** REPEAT CHILDREN and adolescents through **44** workshops on math, physics, English, computer science and chemistry
- **65** ADOLESCENTS ATTENDED **22** WEEKLY WORKSHOPS to help students who are academically weak in English, Arabic and Science

## CAMPS



### SUMMER CAMP

benefited  
**165** children  
through  
**42** workshops



### WINTER CAMP

benefited  
**170** children  
through  
**49** workshops  
on children's literature,  
art, drama and music

# Highlight of Accomplishments at Jabal Al Natheef

## CAMPS



Sounds that make us happy: Rain .. Trees..  
Mom.. Silence.. End of school day bell



- I do not like purple; it is a composite of many colors



- Worrying has no color; it is inside of us and we cannot see it  
- I love transparent, because it is the color of water



-The thing that makes me sad the most is  
when the teacher hits me



## Regional/Child Development Program

The following illustrates the number of students who benefited from the Child Development Program in 2014:



**645**  
Repeat Children

Lebanon	<b>340</b>
Jordan	<b>120</b>
Egypt	<b>60</b>
Palestine	<b>125</b>



**1510**  
Repeat Children

Lebanon	<b>1180</b>
Jordan	<b>330</b>
Egypt	<b>0</b>
Palestine	<b>0</b>





*Community*  
Support Program



# Partnerships

## • A general View

- The Justice Center for Legal Aid (JCLA) benefited **661** people through consultations and another **433** people through legal aid in court cases
- **15** youth with disabilities benefitted from Bayt Silsal
- **12** mothers who have children with learning disabilities benefitted from SANA's Parents Support Group

**200 families**

benefitted from Jeeran Station, which provides in-kind donations to families living in extreme poverty

**150 adolescents**

benefitted from psycho-social support



**PARTNERSHIPS**

**100 women**

benefitted from the women advancement component

**466 visitors**

benefitted from the Community Help Desk



# Accomplishments

## Bayt Silsal

- 9 males and 7 females with disabilities were trained on making their beds, tying their shoes and washing their hands
- Artist Hani Alqam worked with children on drawing 10 pieces, which were displayed in "Fannan" exhibition
- Two exhibitions for Bayt Silsal exhibition were held; one at Wadi Finan Art Gallery, and another at Fann Wa Chai Café, at which 7 pieces were sold



## SANA for Special Individuals In Partnership with Bayt Silsal

- Started the Employment Project for youth with disabilities
- Provided financial aid to two of Ruwwad's youth with special needs, enabling them to be admitted into schools
- Transferred one mother and her two children to Dentist Nadine Hasweh for all required therapy
- Donated two wheelchairs to two students in need
- Transferred a student to Endocrinologist Dr Abdulkareem Khawaldeh for required therapy
- Transferred one of Ruwwad's youth to Orthopedist Dr Amro Yasser to treat a disc injury
- Facilitated the volunteer efforts of Ophthalmologist Dr Ibrahim Saeidat at Bayt Silsal, where he examined Ruwwad's students with disabilities
- Prepared a medical file for youth with disabilities and networked with the Ministry of Social Development (MOSD)
- Transferred one child with quadriplegia to Neurologist Dr. Azhar Daoud



## Community Help Desk

In 2014, Ruwwad's Help Desk coordinated financial, in-kind, health and social assistance to Jeeran families as well as helped with employment opportunities



## Psycho-Social Support

- 145 adolescents benefitted from Psycho-Social Support
- Provided Self-defense courses for female adolescents
- Conducted 84 Sports workshops for male adolescents in their schools throughout the year
- Conducted 150 Sports workshops for female adolescents in their schools throughout the year
- Conducted activities with adolescents in the areas of art, space and self-exploration, and human rights
- 9 male and 9 female adolescents benefitted from Self-expression through rap workshops
- 19 adolescents benefitted from Dabkeh dancing workshop a means of self-expression
- Worked closely with 3 children with learning disabilities caused by social and economic conditions
- Held Hakaya Festival: Theater and storytelling with the participation of 20 adolescents in psycho-social support circles
- Summer camp for 48 adolescents
- Completed Children Literacy Program in cooperation with Equitas and Anhor Organization. 5 youths received training on human rights. The training resulted in the "Astor Initiative for Child Literacy" in - Jabal Al Natheef and other areas in East Amman.



# Women's Advancement

## Income Generating Projects

### Zawayed

Initiative worked with **6** youth volunteers and **25** of the women who produced art pieces (photo frames and coasters). During Ramadan, **200** trays were produced

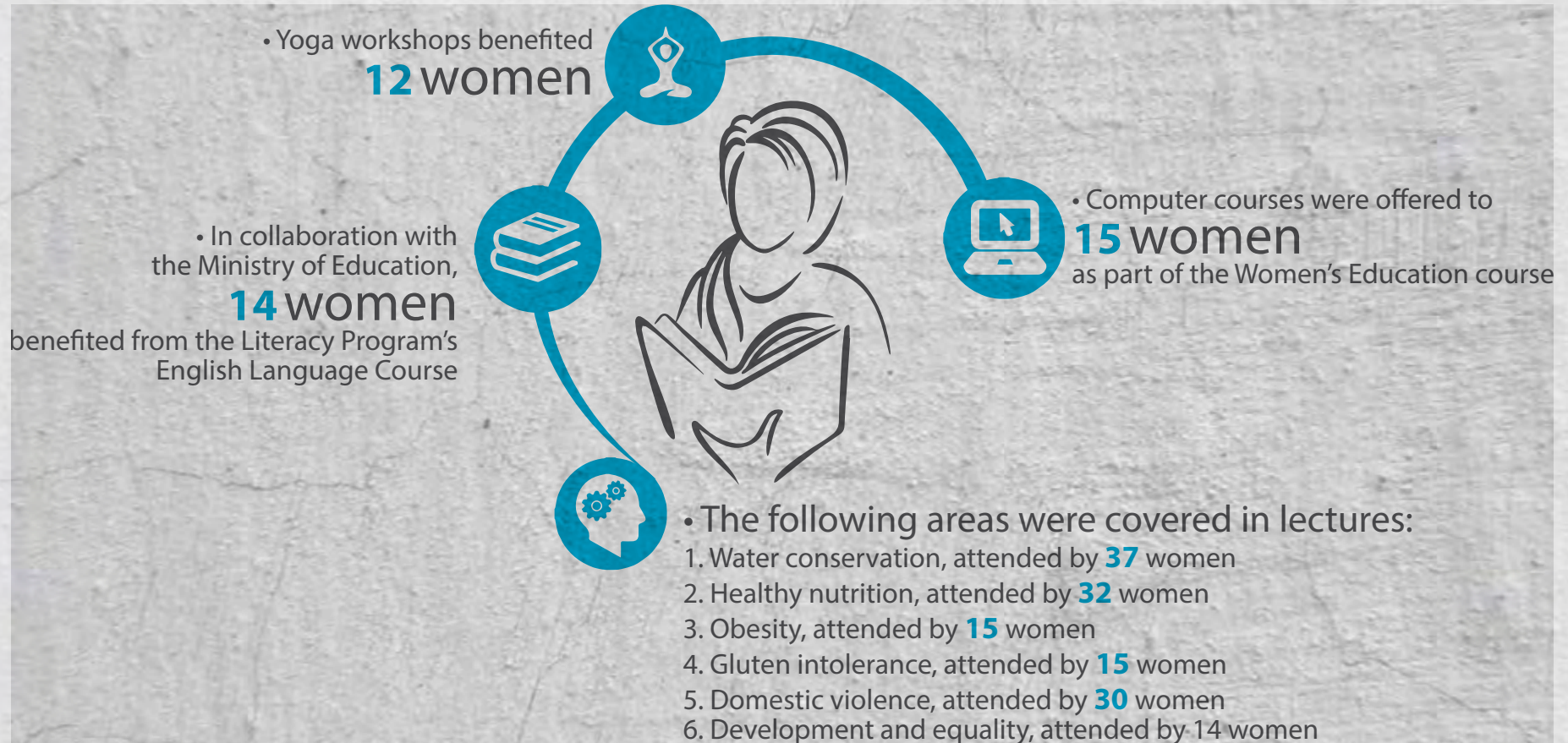
### Micro-ventures

- Worked with **6** women from the local community with Naqsh Design House and artist Nisreen Abu Dail on producing iron pieces, sieves, and other materials which Abu Dail later turned into furniture
- **3** women in Kufi worked with artist Fa'eq Oweis and the "Lamsat Ummi" project on poetic embroidery for hangings and pillows. Products were later sold to generate income for them and their families
- Conducted workshops with women on quality control with Ayman Taqatqa, and some additional workshops on various topics, including marketing.
- During this year's Ruwwad Day, one of the notable stations was "A Souvenir from our Families", which displayed various handmade items, accessories, desserts and pickles produced by **24** women from Jabal Al Natheef, which gave them the opportunity to sell their products and broaden their market





## Education Initiatives





## Success Story

*A woman abused by her husband succeeded in getting a divorce and moved in with her disabled brother. She managed to get employed in one of Ruwwad's sewing workshops and today is able to support herself and her brother.*

## Regional/Community Support Program



**228**  
**WOMEN**  
**BENEFICIARIES**

Lebanon **100**  
Jordan **63**  
Egypt **0**  
Palestine **65**



Ruwwad Jordan  
*Main Events*



# Ruwwad Day “Fe Al Jabal Ahlam”



Ruwwad Day, held annually, promotes social and cultural engagement, celebrates the social responsibility efforts of individuals and private companies and serves as a platform for communication that brings together local community members, entrepreneurs and social and cultural activists. On 7 June, 2014, hundreds of entrepreneurs, social and cultural activists and community members embarked on a -12hour tour. Al Heina residence's garden served as a starting point for the tour of eight stations in the area encompassing residences' gardens, alleyways and streets. The stations included:

**Memories from Our People Station:** Exhibition of 24 community women's homemade food, embroideries and accessories

**Bayt Silsal Station:** Exhibition of products by Ruwwad's students with disabilities

**The Road Tale Station:** Six adolescents presented their “social map” – issues they face and the road that will get them to their dream society by 2024

**Zawayed Station:** Presentation of frames and coasters produced by local women



# Youth Graduation – A Labor of Hope

50 of Ruwwad's youth graduated from Jordanian universities and vocational colleges. The 50 graduates are all recipients of Ruwwad scholarship funds: Mousab Khorma Youth Education & Empowerment Fund (MKYEF) in Jabal Al-Natheef in Amman, Ruwwad Al-Tafileh Scholarship Fund, Ruwwad Al-Beidha Scholarship Fund.

Graduates received training in 'Enhancing Job Opportunities through the Discovery of Places, Networking and Valuable Relations' in collaboration with the online platform Jeeran.



**Anas Qadoura:** // I was a stranger. I heard about Ruwwad from a stranger. I walked on that strange Ruwwad road. I met strangers. I entered Ruwwad a stranger, but graduated a citizen //



**Anas Qadoura:** // Dardashat Sessions... My real fear was that I find out I was living my life wrong, looking at life from a wrong perspective. The idea of being wrong scares me. I never got used to being wrong. But you know what? It turned out I am not wrong, and the person in front of me is not wrong either.

Mistakes are a shared experience. We all commit mistakes. We view life all while turning our backs to each other. This is why we don't see what others actually do, what their role in life is. Ask me what is the thing I miss the most after graduation and I would tell you the two hours, every Saturday, when my brain used to breathe freedom; used to breathe change //



Highlights from the  
*Region*



# LEBANON



## Youth Organizing Program | Youth Led Initiatives

### *Emergency Action in Tibbaneh*

Following political unrest and violence in October of 2014 between the Lebanese army and insurgents from Bab Al-Tibanneh, Ruwwad secured food and water for affected families and distributed them through fixed local sites. Ruwwad's 68 students from Tebbeneh and Jabal were the only ones carrying out emergency relief, consisting of debris removal from apartments, shops and rooftops. Through their work, the youth debunked stereotypes about animosity between the two communities. Solidarity among the youth from the two areas reflected their stand against violence and discrimination.

## Child Development Program

### *Mighty Growth*

It was a very productive and better structured year for the Child Development Program. The inquiry-based learning incubator was enhanced with more activities based on a multidisciplinary approach using child literature and creative arts as main learning mediums. The number of children who benefitted from the activities on a weekly basis increased to 300. Through the School Outreach component, we reached out to local public schools and developed a partnership with the Ana Riyadi ("I am a sportsman/sportswoman") Program. The Academic Support component was active daily after school. Moreover, two summer camps were conducted for the children: Ana Aqraa ("I Read") camp and a recreational camp. 2014 was a year of mighty growth for the Child Development Program.

# LEBANON

## Community Support Program | Income Generation | Atayeb Tarablos Kitchen

### *A Pioneer Initiative by the Local Community*

2014 was a significant foundation phase for Atayeb Tarablos Kitchen. Through this initiative, women from both Jabal Mohsen and Bab Al-Tibanneh, who have suffered difficult living conditions and armed conflict, developed their cooking and managerial skills in order to create an income generating venture. A strategic partnership was also developed with the International Committee of the Red Cross (ICRC).

During the year, another strategic partnership was developed with Souk Al Tayeb, through setting up a kitchen, recruiting 38 women and conducting theoretical and practical training for them.

Once the work began, catering was split into two lines: the first is the “ready to eat food” line which includes daily dishes at certain times for specific partners and projects, seasonal cookies for holidays, catering for social and corporate events, and more. The second line is the “preserves» line, which focuses on producing marmalade and juice from local bitter oranges. As the food is prepared in the kitchen at the community center, all work is done according to established food safety standards and strict quality control guidelines.







## Youth Organizing Program

### *An Authentic Spontaneous Journey*

2014 was the year of growth for Ruwwad Egypt as well, specifically within the Youth Organizing Program, but also with the overall journey itself. Since 2011, Ruwwad Egypt has had its ups and downs due to challenges related to the revolution and legal permits. By the end of 2012, the first scholarships were given and by end of 2013 and beginning of 2014, two youths that benefitted from the scholarships joined Ruwwad's team, setting the wheels in motion: Asmaa joined Ruwwad as librarian and is now the full-time Child Development Program Officer and Ehab joined as the Youth Program Coordinator.

The first step for the new team was to activate Dardashat, the weekly cultural sessions with students. In February of 2014, new students joined Ruwwad and Dardashat was activated simultaneously, with 43 sessions taking place during the year. They covered human rights, women's rights as well as local culture, local history and local literature. 2014 also witnessed the launch of 'Fel 3ezba Entrepreneurship' as part of the Enrichment Program. 'Fel 3ezba' conducted three sessions with students on business and entrepreneurship skills in partnership with Aramex.

The work of Ruwwad Egypt throughout its journey was spontaneous, not planned, but was nonetheless authentic and effective. The team that planted the seed benefitted from the scholarships and grew to lead the programs are a true example of what can be achieved even in the midst of political and socio-economic adversity.



# PALESTINE



## Child Development Program

### *New Safe Spaces for Our Children*

In the summer of 2014, a new safe space for children was established in partnership with Give Palestine Association in the village of Qibya, 32 kilometers northwest of Ramallah. The library was given the name "Give Palestine Library", as the Give Palestine Association furnished it and supplied it with around 400 children's books and other essential tools. Ruwwad's Palestine team runs the library and nine of the youth benefitting from scholarships conduct their community service activities in the library with the children. 25 repeat children benefit from this new library, raising the number of children and adolescents benefitting from Ruwwad's Palestine Project to 125 in Budrus, Ni'lin, Der Qiddis, Shiqba and Qibya.



Ruwwad Jordan  
*Financial Statement*

# Summarized Balanced Sheet

As at December 2014 31

	2014 JD	2013 JD
<b>Assets</b>		
Non-current Assets	208,025	196,535
Current Assets	377,104	648,423
<b>Net Assets</b>	<b>585,129</b>	<b>844,958</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	214,425	213,112
<b>Total Owners Equity</b>	<b>299,996</b>	<b>298,683</b>
<b>Liabilities</b>		
<b>Unurned Revenues - Projects</b>	183,069	294,798
<b>Unurned Revenues - Raghida Ghandour</b>	0	182,500
Other Accounts Payable	102,064	68,977
<b>Total Liabilities</b>	<b>285,133</b>	<b>546,275</b>
<b>Total Liabilities &amp; Owners Equity</b>	<b>585,129</b>	<b>844,958</b>

# Summarized Income Statement

For the year ended 31 December 2014

	Year to <b>Dec 31, 14</b> JD	Year to <b>Dec 31, 13</b> JD
<b>Income</b>	<b>1,517,536</b>	<b>1,043,932</b>
<b>Expenses</b>		
Mussab Khorma Fund Expenses	-250,754	-278,983
Community Program Expenses	-107,823	-115,092
Child Program Expenses	-138,381	-114,989
Tafeeleh Project	-76,299	-49,472
Global Change Maker Expense	0	0
UNDP Mitigating Project Expenses	-318,598	-185,702
UNDP Youth Project Expenses	-324,057	-115,196
UNDP 3x6 project expenses	-96,915	0
Liberate The Voice Expenses	0	-1,925
Child Literature Expenses	0	0
English Lab Expenses (Rosetta)	0	0
Youth Engage in Gender	0	0
Depate Project Expenses	0	0
Citizenship Project Expenses	0	0
Administration Expenses	-203,396	-184,426
<b>Total Expenses</b>	<b>-1,516,223</b>	<b>-1,045,785</b>
<b>Total Surplus (Deficit)</b>	<b>1,313</b>	<b>-1,853</b>
Vocational Training Expenses	0	0
<b>Net Surplus (Deficit)</b>	<b>1,313</b>	<b>-1,853</b>

# Summarized Income \*

For the year ended 31 December 2014

	2014 JD	2013 JD
<b>Donations</b>		
Fadi Ghandour	0	107,965
Raghida Ghandour	373,660	0
Aref Naqvi	0	199,619
Aramex	115,000	115,877
Khaled Al Masry	100,000	100,000
Cairo Amman Bank	100,000	100,000
Hala Fadel	30,000	29,861
Majdi Yaseen	0	15,000
Aram Co.	25,000	25,000
Scholarship Refund	833	5,000
Other Donations	33,473	43,347
<b>Total Donations</b>	<b>777,966</b>	<b>741,669</b>
<b>Projects Income</b>		
UNDP Mitigating Project	318,598	185,702
UNDP Youth Project	324,057	115,196
UNDP 6*3	96,915	0
Youth Engage in Gender	0	1,365
<b>Total projects Income</b>	<b>739,570</b>	<b>302,263</b>
<b>Total Income</b>	<b>1,517,536</b>	<b>1,043,932</b>

# Summarized cash flow statement

For the year ended 31 December 2014

	2014 JD	2013 JD
Net Cash flow from operating activities	-347,260	40,878
Add : Net cash flow from investing activities	-32,443	-5,007
Add : net cash flow from financing activities	-1,800	-1,800
Surplus (Deficit) in cash	-381,503	34,071
Add : cash at the beginning of the year	608,444	71,203
<b>Cash at the end of the year</b>	<b>226,941</b>	<b>105,274</b>

## CORPORATE PARTNERS

**aramex**



بنك القاهرة عمّان  
CairoAmmanBank

**THE  
ABRAAJ  
GROUP**



*Fulfilling Dreams*  
**OVERCOMING FEARS**