



NURTURE IT



10 *Years*

of **Youth** organizing,
child development &
community support



Embrace the citizens that have decided to make a difference on the ground.

Put your **skills, expertise, resources and networks** at the service of citizens and partner with them.


Look at the **partnership opportunities** that are creating shared values for both your business and society.

Use your creative mindset to develop innovative solutions and inclusive models of development.

Opportunities across the region are ample, and citizens across the region are reaching out... I hope that you are listening to them.

GET ENGAGED

Fadi Ghandour
charman and founder



2004

AN IDEA WAS BORN
*Entrepreneurship in the Service
of Community Development*

Fadi Ghandour, Founder of Aramex, discussed his long-term vision with the Corporate Social Responsibility (CSR) department of Aramex based on his belief that the private sector has a fundamental role in the development of society. While Aramex already had a long standing record in its commitment to social initiatives as part of its CSR, Ghandour wanted to go beyond a project based approach to CSR. He wanted to see a comprehensive community based initiative with youth at the center, which he believed could only be achieved through the long-term support, commitment and full engagement of private sector actors.


Thus, in 2004, the seed of "Ruwwad" was planted in Jabal Al Natheef.



Spring of
2005
TAKING ROOT
The Journey Begins

Registration of Ruwwad, purchase and upgrade of the buildings and meeting with community leaders and representatives, heads of schools and local families all took place in the spring of 2005. Businesspeople, civil society groups and social activists also participated in this initial phase of identifying needs and establishing a strong connection with the community in Jabal Al Natheef.

Mousab Khorma, a Jordanian entrepreneur and close friend of Fadi Ghandour, lost his life along with more than 60 other Jordanian citizens in November 2005 when three hotels in Amman were hit simultaneously by suicide bombers. In December 2005, Fadi Ghandour sprung to action, meeting with friends and business partners to raise a total of USD1.2\$ million in donations. Khalid Masri, Chairman of Cairo Amman Bank and Fadi Ghandour from Aramex, personally contributed two thirds. In honor of Mousab and his entrepreneurial spirit, Fadi Ghanour established the Mousab Khorma Scholarship Fund, which remains to be the cornerstone of RUWWAD's work with youth and the local community to this day.



2006

Needs Based Services


Based on the needs assessed in Jabal Al Natheef, services were set up through partnerships with government, civil society, and Amman Municipality, which included a police station, post office, health clinic and legal aid services. Neighborhood schools were renovated and partnerships were created to serve these needs. The Ruwwad building was set up, and the Shams Al Jabal Library was established, along with the start of the Youth Dialogue Forum called "Dardashat" (Arabic for informal discussion).



2008/2007

Continuation and Expansion

The work and services continued in Jabal Al Natheef, providing scholarships for students in East Amman, enabling them to continue their education in exchange for community service hours. Expansion to include scholars from different parts of Jordan started with granting six individuals from Al Beidha (Little Petra) scholarships to pursue their education.



2009

From Services to Community Ownership

By 2009, Ruwwad had established its presence in the community, the infrastructure for its programs was in place and core services were set up. In late 2009, an overall assessment of the organization was launched, marking the strategic shift from a service providing organization to a community centered foundation. As a result Ruwwad moved from investment in infrastructure to investment in people.

After four years since its establishment, Mousab Khourma Youth Education Fund underwent some restructuring. The Youth Enrichment and the Psycho-Social Support programs were introduced as part of the students' journey.



"It's been **10 years** of creating hope, knowing that what needs to be done can be done if we all exercise our civic initiative and relentless commitment to the wellness and freedom of our Youth children and families"

Samar Dudin
Regional Director &
Head of Programs



2010

Women: Agents of Change

The assessment and introduction of new programmatic components, such as the Psycho-Social Support, became a driver of change focusing on adolescent youth and their families.

The year 2010 also witnessed a great focus on women, through the introduction of the Women's Support Track and the Gender Mainstreaming Initiative. The Community Organizing Methodology was also introduced, which also focused in large part on women and their involvement in community-led campaigns.

2011 to 2014

Regional Expansion

Proven successful, the essential elements of the Ruwwad – Jabal al Natheef – East Amman model started to be replicated all around the region. Expansion efforts took place in Egypt at Ezbet Khairallah, one of the largest haphazard slum areas in Cairo. In 2011, Ruwwad and Aramex assessed the needs of the community and in 2012, a community center was established.

In TEDxRamallah in 2011, Fadi Ghandour paved the way for Ruwwad's expansion into Palestine. With the support of Aramex, a small youth fund in Budrus was created, enabling youth in the village and four neighboring villages to have access to education in Budrus.

The journey of expansion to the south of Jordan began in 2012 in cooperation with Royana Association with a need's assessment for Tafleh. As a result, in the summer of 2012, a scholarship fund was established, granting scholarships to 24 of Tafleh's youth.

Efforts to establish a Ruwwad community center in the Jabal Muhsen and Bab El-Tebbaneh areas, north of Tripoli, Lebanon, began in 2012. They are two poverty-stricken and marginalized neighboring communities with sectarian and political conflict.



10 Years

of **Youth** organizing,
child development &
community support





10 *Years*
of Education and Enrichment
YOUTH PROGRAMS

NUMBER OF **SCHOLARSHIP** RECIPIENTS

2005

2015



• The number of scholars that benefitted from the Education and Enrichment Program through 2015

2015 ACCOMPLISHMENTS - Jabal Al Natheef

144 **Students** benefited from the MKYEF in Jabal Al Natheef

118 benefitted from the **Business Skills Training**

35 new students (17 males and 18 females) **were accepted in 2015**

M K Y E F
M o u s a b K h o r m a Y o u t h E m p o w e r m e n t F u n d

36 youths **graduated** from MKYEF

Application to MKYEF was **AUTOMATED** in the first quarter of 2015

EDUCATION & TRAINING



- Up until 2015 **581** scholars benefited from the Business Skills Training – 118 benefitted in 2015
- **40** new scholars were trained on Debate
- **20** benefited in the first quarter from English language training
- International Computer Driving Licence (ICDL) – **11** benefited in first quarter of 2015 (5 males, 6 females)
- Training on misconceptions, stereotyping and social change through the Psychosocial Support Program (Benefited **25** scholars)

RUWWAD ALUMNI CLUB

Establishment of the Alumni Club to assess the needs of Ruwwad Alumni and help in their job search






DARDASHAT SPECIAL GUESTS IN 2015

- Mr. Raji Hattar, Ruwwad Board of Directors
- Mr. Issa Al Marazique, Justice for Legal Aid Center
- Mr. Salah Al Bashir, Jordan's Minister of Justice
- Ms. Hala Ahed, lawyer and advocate of women's rights
- Mr. Samer Al Sharif, Ruwwad Palestine
- Mr. Nassim Alwan, Hakaya Festival
- Ms. Laila Khan, documentary filmmaker
- Mr. Alaa Saoudi, Head of Aramex, Amman Station



REGIONAL YOUTH ORGANIZING PROGRAM

The number of students, community service hours, graduates, Dardashat sessions and business training in 2015:

| | <i>Jordan</i> | <i>Lebanon</i> | <i>Egypt</i> | <i>Palestine</i> | TOTAL |
|--|---------------|----------------|--------------|------------------|----------------|
|  STUDENTS | 182 | 107 | 68 | 28 | 585 |
|  COMMUNITY SERVICE HOURS | 34,216 | 20,116 | 12,784 | 5,264 | 109,980 |
|  GRADUATES | 52 | 14 | 18 | 32 | 116 |

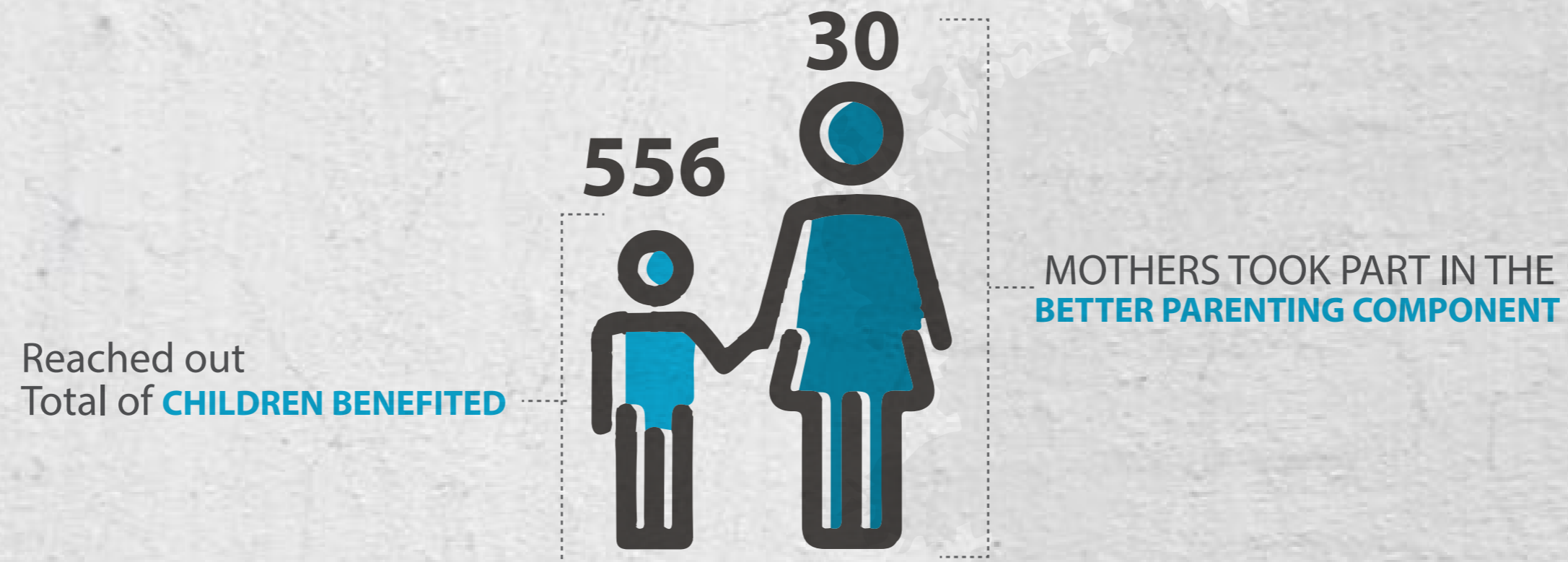


10 *Years*

of Child Support

Child Development Program

HIGHLIGHT OF ACCOMPLISHMENTS AT JABAL AL Natheef



CREATIVE ARTS

- 26 workshop on arts, focusing on water colors sensitivity and the importance of shade and light
- 66 workshops on free drawing, collage and handicraft
- 24 workshops on “How we organize ourselves” with 68 children
- 12 workshops with the participation of 100 children on the effect and feel of different materials and how to use these in creating art pieces
- 12 workshops on upcycling – reusing cups to turn them into houses, castles and boats, stirring the imagination of 150 children
- Arts workshop on Amman by Rana Bairouti and Haya Abdulhamid with the participation of 11 children exploring the city of Amman in an artistic way



CHILDREN'S LITERATURE

- 100 children repeats, including 65 females and 35 males
- 6 workshops with 10 children in each workshop, utilizing stories and drama to reinforce cooperation, teamwork and problem solving
- 21 sessions of story reading with a total of 40 children benefiting, reinforcing the role of stories in children's education and development. The theme of the sessions revolved around values, positive behavior and how colors relate to self-expression
- 24 learning sessions on planning and prioritizing with a total of 32 children, which also incorporated using scientific research for knowledge and inquiry-based learning while reinforcing the principles of diversity and differences in building societies
- Worked with 39 children through organizing 52 workshops, using stories to enhance listening and conversation skills
- 40 workshops targeted 60 children with focus on using literature to enhance listening and conversation skills as well as visual skills through the use of puppets



SCIENCE AND ROBOTICS

- A total of 20 beneficiary children (16 females and 4 males)
- 12 workshops for 13 children and 7 adolescents, including training in robotics
- 3 workshops on basic programming skills with the participation of 11 children
- 16 workshops with the participation of 20 children engaged in intensive training on robotics and their design in preparation for competition
- 6 workshops with the participation of 15 children on the basics of robotics



SPORTS

8 chess workshops with the participation of 10 children

26 children participated in the 5K Independence Marathon

52 training sessions of Marathon for 75 children

A total of **21** beneficiary children (11 females and 10 males)

56 training sessions in Taekwondo and fitness for 64 children



Fadel Abu Rmeileh got second place in the 5km race for all age groups



Mohammad Moneer got second place in the 5km race for the 18-29 age group



Bayan Mustafa got second place in the female race for the 8-12 age group

ACADEMIC SUPPORT



benefitted from academic support with 10 sessions held per week



Academic Support Sessions

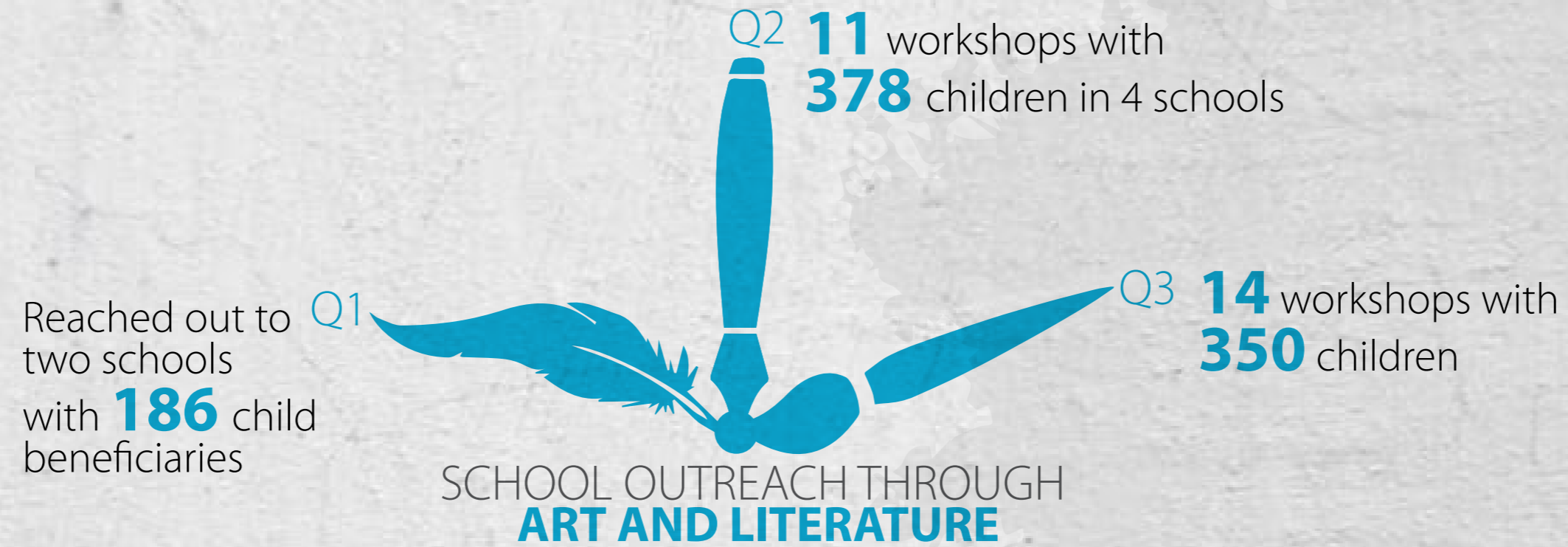
with an average of 12 workshops on a weekly basis for 60 adolescents for the purpose of supporting students in their school studies



Academic Support Sessions

with an average of 12 workshops on a weekly basis for 75 adolescents

SCHOOL OUTREACH THROUGH ART AND LITERATURE

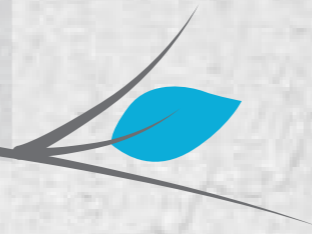


SUMMER CAMP



- **16** workshops with the participation of **50** children on how we organize ourselves and manage our feelings, thoughts and differences in addition to our positive role in organizing our community
- **50** children benefited from **14** sessions of storytelling to reinforce the role of literature in children's education and development
- Worked with 60 children through **24** workshops on cultural diversity



REGIONAL CHILD DEVELOPMENT PROGRAM



Number of students who benefited from the Child Development Program in 2015:

| | <i>Jordan</i> | <i>Lebanon</i> | <i>Egypt</i> | <i>Palestine</i> | TOTAL |
|---|---------------|----------------|--------------|------------------|--------------|
|  REPEAT CHILDREN | 430 | 120 | 160 | 50 | 760 |
|  OUTREACH | 886 | 487 | 249 | 50 | 1,672 |



10 *Years*

of Community Support

Community Support Program

ACCOMPLISHMENTS IN 2015

HELP DESK

| | |
|---|-----|
| Total number of community help desk beneficiaries | 325 |
| Total number of people employed through the help desk | 28 |
| Total number of Jeeran station beneficiaries | 197 |

BAYT SILSAL

| | |
|---|-----|
| Number of youth beneficiaries | 16 |
| Number of Silsal sessions implemented | 288 |
| Number of arts sessions implemented | 144 |
| Number of support circles for bayt silsal mothers | 2 |
| Number of mothers who benefitted from support circles | 7 |

Community Support Program ACCOMPLISHMENTS IN 2015

LEGAL AID CENTER

| | |
|------------------------------------|-----|
| Total number of counseling cases | 590 |
| Total number of court representing | 227 |

WOMEN'S ADVANCEMENT

| | |
|--|----|
| Total number of women benefiting from income generating projects | 38 |
| Total number of income generating projects | 3 |
| Total number of women attending awareness sessions | 80 |
| 2015 Total number of awareness sessions conducted in | 11 |

PSYCHO-SOCIAL SUPPORT

- 24 youth scholars\volunteers graduated from the Life Coaching program
- 40 adolescents benefited from psycho-social support
- 500 students from the neighboring schools benefited from psycho-social support delivered in schools
- Provided 61 one-on-one counseling sessions with Ruwwad volunteers
- 35 adolescents took part in the summer club
- 25 youth benefitted from "Hayatuna Al Jadeedah"
- 447 students from four neighboring schools benefitted from "I Evaluate my Options/Decisions" workshops



Bayt Silsal Exhibition - Nabad

Bayt Silsal at Ruwwad's May 30 to June 2015 ,6 art exhibition "BUSTAN" (Arabic for garden) celebrated the artwork of young people with disabilities. Using clay to create art, Bayt Silsal at Ruwwad exhibition in the garden of Nabad Art Gallery featured clay pots and paintings on cloth that were made into pillows and bags, all of which were produced during weekly art workshops led by Jordanian artist Hani Alqam at Bayt Silsal.

Bayt Silsal at Ruwwad was established in 2006 as a creative space for young people with disabilities. It was founded, supervised and supported by Jordanian artist Rula Atallah.



REGIONAL/COMMUNITY SUPPORT PROGRAM



Jordan

Lebanon

Egypt

TOTAL

118

100

20

238

Ruwwad Jordan
Main Events



Ruwwad Day: "NURTURE IT"

On June 12, 2015, hundreds of individuals from the local community as well as businesspeople and social and cultural activists attended a celebration of Ruwwad's milestone achievements, held in the Hina family's garden in Jabal Al Natheef.

The theme "Build It Up" captured what Ruwwad has built inside every individual who embarked on this remarkable journey: what did the journey awaken and what social change did it bring about.

The celebration involved sharing the experiences of children, adolescents and parents from Ateka Public Primary School, which was the first school to be rehabilitated by Ruwwad scholars back in 2006.

Youth scholars spoke about their challenges, fears and dreams and gave a visual presentation of the community they wish to create.

One hundred and fifty trees were planted in Al Hina garden with the support of Amman Municipality and the generosity of the Hina family, symbolizing the seeds planted for further achievements.





'My name is Rameem.

I am 10 years old and in third grade at Afrika School. I became part of Ruwwad's Child Development Program three years ago. I made many friends, such as Sally, Mohammed, Zeyad and Muhammad. Before Ruwwad, all my friends were from my family. I did not have many friends but now Sally and I are always together. Mohammad and I have so much fun in Ruwwad's activities, and Muhammad and I sit and draw together and read stories. My favorite story is *The Red Line*; it talks about how the body is a red line, how my belongings are a red line and how there are parts of my body that are also a red line. I learned how to draw a bird; I never knew before how to draw a bird. There were boys that used to terrify me and I used to stay away from them all the time, but when we all joined Ruwwad, we started to talk to each other and even play with each other. I am no longer afraid.'

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NUMBER OF YOUTH BENEFITTING
FROM RUWWAD THROUGH

2015

Jordan

Jabal Al Natheef

893 youth benefited from the Scholarships Fund (up until the end of 2015)

Tafleh

119 youth benefitted from the Scholarships Fund (up until the end of 2015)

Following are the number of new scholars over the years:



Al Beidha

22 youth benefited from the Scholarships Fund (up until the end of 2015)

Following are the number of new scholars over the years:



NUMBER OF YOUTH BENEFITTING
FROM RUWWAD THROUGH

2015

Lebanon

TARABLUS

160 youth benefitted from the Scholarships Fund (up until the end of 2015)

Following are the number of new scholars over the years:



Egypt

Ezbet Khairallah

139 youth benefitted from the Scholarships Fund (up until the end of 2015)

Following are the number of new scholars over the years:



NUMBER OF YOUTH BENEFITTING
FROM RUWWAD THROUGH

2015

Palestine

Qibya, Ni'lin, Der Qiddis, Shiqba

155 youth benefitted from the Scholarships Fund (up until the end of 2015)

Following are the number of new scholars over the years:





Ruwwad Jordan

**FINANCIAL
STATEMENT**

**20
15**

Summarized Balanced Sheet

As at December 31 2015

| | 2015 JD | 2014 JD |
|--|----------------|----------------|
| Assets | | |
| Non-current Assets | 196,946 | 208,025 |
| Current Assets | 295,118 | 377,104 |
| Net Assets | 492,064 | 585,129 |
| Liabilities & Owners Equity | | |
| Owners Equity | | |
| Paid-in Capital | 50,000 | 50,000 |
| Compulsory Reserved | 35,571 | 35,571 |
| Accumulative Surplus | 267,304 | 214,425 |
| Total Owners Equity | 352,875 | 299,996 |
| Liabilities | | |
| Unurned Revenues - Projects | 68,656 | 183,069 |
| Unurned Revenues - Raghida Ghandour | 0 | 0 |
| Other Accounts Payable | 70,533 | 102,064 |
| Total Liabilities | 139,189 | 285,133 |
| Total Liabilities & Owners Equity | 492,064 | 585,129 |

Summarized Income Statement

As at December 31 2015

| | Year to Dec 31, 15 JD | Year to Dec 31, 14 JD |
|----------------------------------|------------------------------------|------------------------------------|
| Income | 1,279,557 | 1,517,536 |
| Expenses | | |
| Mussab Khorma Fund Expenses | (216,351) | (250,754) |
| Community Program Expenses | (83,812) | (107,823) |
| Child Program Expenses | (112,764) | (138,381) |
| Tafeeleh Project | (57,427) | (76,299) |
| Global Change Maker Expense | 0 | 0 |
| UNDP Mitigating Project Expenses | (242,577) | (318,598) |
| UNDP Youth Project Expenses | (11,446) | (324,057) |
| UNDP 3x6 project expenses | (291,025) | (96,915) |
| Citi Foundation project expenses | (21,429) | 0 |
| Al Beida Project | (1,291) | 0 |
| Liberate The Voice Expenses | 0 | 0 |
| 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 | (188,556) | (203,396) |
| Total Expenses | (1,226,678) | (1,516,223) |
| Total Surplus (Deficit) | 52,879 | 1,313 |
| Vocational Training Expenses | 0 | 0 |
| Net Surplus (Deficit) | 52,879 | 1,313 |

Summarized Income *

As at December 31 2015

| | 2015 JD | 2014 JD |
|------------------------------|------------------|------------------|
| Donations | | |
| Fadi Ghandour | 266,330 | 0 |
| Raghida Ghandour | 0 | 373,660 |
| Aref Naqvi | 0 | 0 |
| Aramex | 100,000 | 115,000 |
| Khaled Al Masry | 100,000 | 100,000 |
| Cairo Amman Bank | 100,000 | 100,000 |
| Hala Fadel | 30,000 | 30,000 |
| Majdi Yaseen | 0 | 0 |
| Aram Co. | 25,000 | 25,000 |
| Scholarship Refund | 4,616 | 833 |
| Other Donations | 87,138 | 33,473 |
| Total Donations | 713,084 | 777,966 |
| Projects Income | | |
| UNDP Mitigating Project | 242,577 | 318,598 |
| UNDP Youth Project | 11,444 | 324,057 |
| UNDP 6*3 | 291,024 | 96,915 |
| Citi Foundation Project | 21,428 | 0 |
| Youth Engage in Gender | 0 | 0 |
| Total projects Income | 566,473 | 739,570 |
| Total Income | 1,279,557 | 1,517,536 |

Summarized cash flow statement

As at December 31 2015

| | 2015 JD | 2014 JD |
|---|----------------|----------------|
| Net Cash flow from operating activities | 51,869 | (347,260) |
| Add : Net cash flow from investing activities | (9,357) | (32,443) |
| Add : net cash flow from financing activities | (1,800) | (1,800) |
| Surplus (Deficit) in cash | 40,712 | (381,503) |
| Add : cash at the beginning of the year | 226,941 | 608,444 |
| Cash at the end of the year | 267,653 | 226,941 |

CORPORATE PARTNERS

aramex



بنك القاهرة عمّان
CairoAmmanBank