



ANNUAL REPORT 2021

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Dear Friends,

The NGOs in Lebanon have been very much the active government, helping the nation to stand on its feet, helping Lebanon to survive. The unfortunate and tragic flow of catastrophes don't seem to have an ending.

Lebanon has been grappling with an economic and financial meltdown, the COVID-19 pandemic, the consequences of the Beirut Port blast and the continued impact of the Syrian crisis since 2019. The social impact of the crisis is catastrophic, as the poverty rate in Lebanon doubled from 42 per cent in 2019 to 82 % of the total population in 2021, with nearly 4 million people currently living in multidimensional poverty. This situation, compounded with the currency depreciation and severe inflation, have hit Lebanese households very strongly, limiting purchasing power, access to healthcare and education. Consequently, the majority of the families living in Lebanon cannot afford to meet their basic needs or those of their children.

Adamant to **our vision, “working together to inspire, aspire and sustain a healthy community”**, Ahla Fawda has been on the ground to see things through. We have helped in the rebuilding of Beirut, in creating jobs, in providing food and shelter, in medical care and general support to individuals and families. We are also working on environmental and sustainable projects to support our community. We are all individually, and as a whole, deeply affected by what is happening and living the pain of the nation. We continue to abide by **our mission, “to stand with those affected by hardship, providing essential support, empowering talents, and instilling positive change.”**

As 2021 ends, we cannot move on without sending our supporters, donors, and friends our sincere ‘thank you’. We would like to share a moment of reflection, to look back at this year and what Ahla Fawda has achieved as an organization dedicated to helping its community through these extreme, difficult times. **Our community is the why we do what we do, but YOU are the how.**

We are proud to have the hands in helping so many of those in dire need of support.

Regards,
Imane Assaf & Ahla Fawda Team

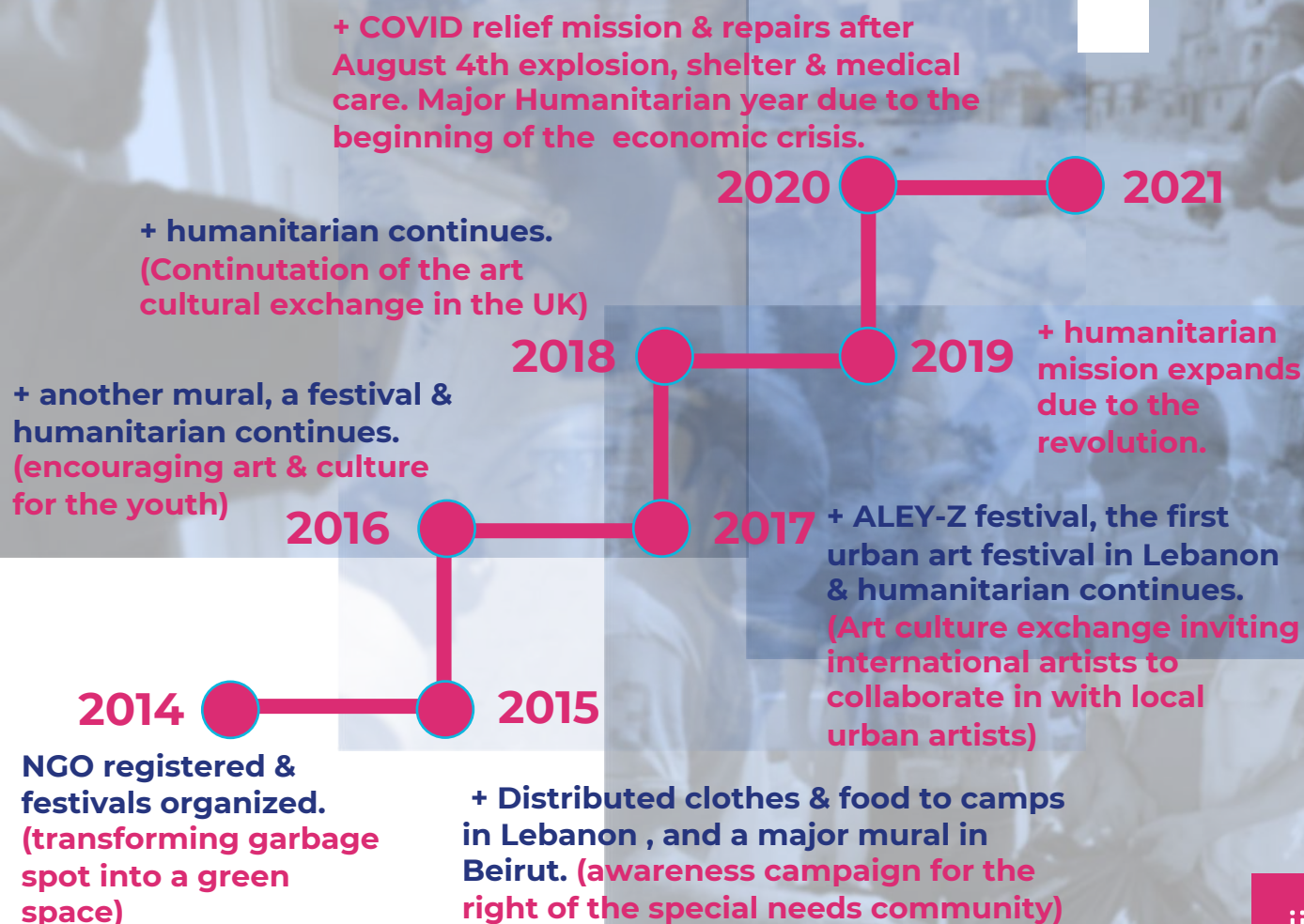


First of all, here's a little background!

In 2006, Ahla Fawda's founder, Imane Assaf, would organize Halloween events from her home for the neighborhood children. The families, friends and community began to look forward to these events. Hence, a group of moms, created a public Halloween parade in 2013 on Hamra Street, the proceeds of which were allocated to an environmental project, transforming a trash filled area into a small green space. Considering the success of the initiative, they were encouraged to register as an NGO to curate cultural events & projects on an annual basis to uplift the streets of Beirut and support the local economy. At that first event, even though the streets were closed and there was police attendance for security, more people arrived than was anticipated. This created a chaotic atmosphere. **It was chaos, but a beautiful chaos, which was how the name "Ahla Fawda" came to be.**

Ahla Fawda carried on with these events and its humanitarian mission to underprivileged communities for the following years, until the revolution of 2019. At that critical moment, Ahla Fawda started to prioritize humanitarian support. For Ahla Fawda, a brighter Lebanon begins with a sustainable approach from the people, starting from the environment, up to the support of small businesses and growing talents within the country.

Today, Ahla Fawda is led by a core team who have organized projects all over Lebanon, working organically and on the ground with the people. Ahla Fawda's **objective is to support people in need through responsible, sustainable and eco-friendly projects and initiatives. To work towards positively engaging our beneficiaries in reducing negative environmental impact. To raise awareness and spread joy.**



Meet the core team:



Imane Assaf
Founder & Director



Hala Nasreddine
Communications



Zeina Makarem
Executive Assistant



Rania Soubra
Finances



Ziad Daouk
Operations
Manager



Tarek Saab
Inventory
& Distribution



Leonardo Moqdad
Media & Development



Irene Hodges Abdallah
Distribution



Sonia Kousan
Distribution



Joyce Talhouk
Database &
Distributor Officer



Jawad Maktabi
Database Assistant



**Gloria Cattafesta
Zeidan**
Distribution



Fadi Salaheddine
Operations
& Transport



Nour
Office Keeper

2021 Budget & Expenditure



HUMANITY
\$246,151



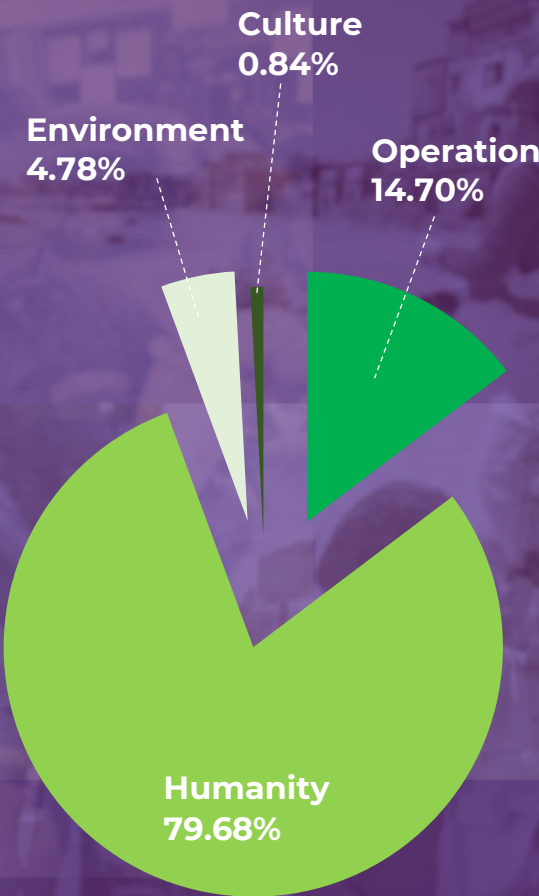
ENVIRONMENT
\$14,760



CULTURE
\$2,600



OPERATION
\$45,400



HUMANITY



-  Housing/Rent
-  Family Support
-  Food Support
-  Home Repairs
-  Medical Support
-  Educational Support

Give & You Shall Receive

Ahla Fawda's main objective in all its projects, initiatives, and campaigns, is to support vulnerable people. Our concern first and foremost is to seek, assist, and promote human welfare. Ahla Fawda aims to ensure that its community meets the basic human needs of food, health, medical support and shelter. Our distribution center, "Hamra Bella", is supplied with food parcels, clothes, shoes, and home goods. **This year we have registered a record in distribution benefiting over 16,520 beneficiaries!**

Our focus in 2021 also included support in terms of tuition fees and school supplies.

HOTLINE:

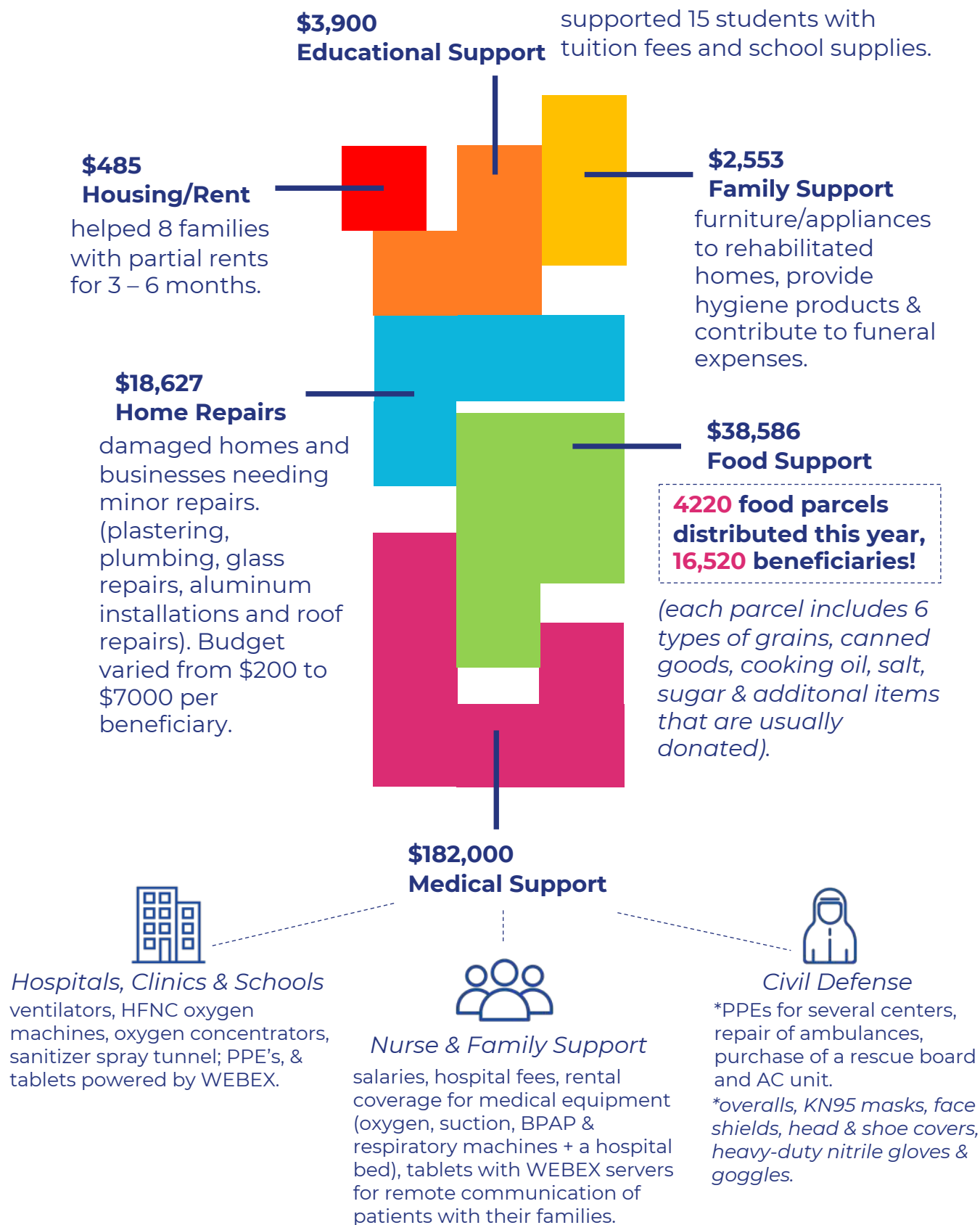
+961 1 211 355

Mon-Fri from 10:00 to 16:00

Beneficiaries call our Hotline and register for food parcels, clothes, hygiene products, diapers & baby milk. Our new initiative includes an exchange of eight clean, recyclable domestic waste (plastics, cans, glass...) for any of the above items. This combines our Humanitarian and Environmental efforts in one, injects a mindset of no waste, and allows a sustainable solution to continue providing food parcels.

Our Humanitarian operation has extended to include full medical care to our beneficiaries, a new initiative that began in August of 2021, after the explosion in Akkar. We have partnered with other NGOs to put together all donated medicines in one HUB, one inventory list, and distribute to those in need. This allows for a larger registry of medicines, bigger area of distribution, and more people reached.

\$246,151 Reporting on 'Humanity' for 2021



Ahla Fawda also distributed countless face masks, sanitary gels and guideline leaflets to remote communities around Lebanon, as well as registered beneficiaries for our food parcels.



A special thank you to our sponsors and partners in our humanitarian mission for 2021!



A sincere 'thank you' goes to **CISCO Systems, Inc** for its support in helping us fight the COVID-19 Pandemic!

Founded in 1984, CISCO has gone to become one of the top technology brands globally, ranking 63 among the top 500 tech companies for 2021! It is such an honor & privilege to be vetted by CISCO and to be on their Bright Funds. They share our vision and believe in our cause!

Through them, Ahla Fawda was able to provide oxygen machines to hospitals, PPE's to clinics and the Civil Defense, support with hospital fees for those fighting COVID, helping in salaries to nurses on the frontlines, and providing assistance to at-home COVID patients with portable medical equipment. We were also able to distribute tablets powered by WEBEX for hospitals so that patients could communicate remotely with loved ones during their stay.

Our big thanks also go to **Soles4Souls & Skechers** for the donation of over 50,000 pairs of bob's shoes to distribute to those in need. Covered, protected feet is as essential as a warm tummy!

**SOLES4
SOULS**





A special thank you to our sponsors and partners in our humanitarian mission for 2021!

Ahla Fawda is a **founding partner** in a medical hub based on collaborative efforts to provide medicines & supplies to beneficiaries **across Lebanon, regardless of race, political or religious affiliations**. Since its initiation, **more than 17 countries in different continents** have supported us in this cause. The medical hub has 2 hotlines & 1 call center for the partnering organizations (**Lebanon-DC Lifeline, Sa3ed Tas3ad & Barbara Nasser Foundation**), creating jobs & **exceeding expectations in just 4 months!**

5,954

**Medications
in Stock**

2,945

**Medications
Provided**

916

**Beneficiaries
Served**

**70 various examinations and
hospitalization services provided!**



**HOTLINES: 78/846618
70/023376**

**LEBANON - DC
LIFELINE**



Barbara Nasser
FOR CANCER PATIENT SUPPORT

To **SEAL, Gift of Life, Sa3ed Tas3ad, Charity Hub & Mission Joy**, thank you for the support of goods that added more value to our beneficiaries' baskets!

seal



CHARITY HUB
Hosting Those Who Help



**We spread our support in
many areas across Lebanon!**

A big thank you to our private donors for their kind donations in **funds, clothes, food and other**.

Warm gratitude to the volunteers who supported Ahla Fawda.
The world is a better place with people like you!



**Ahla Fawda's
Geographical Coverage:**
Tyre, Saida, Beqaa, Bechamoun, Aley, Baabda, Beirut, Ajaltoun, Jbeil, Batroun, Tripoli, Akkar, Hermel

"It seems that this place is so busy, everytime I come to volunteer there is something new to do."

Samira Maan - Volunteer



"We would like to thank you for all the efforts that you are putting to bring donations and buy all the essentials for the families in Lebanon... May God bless you and give you more so you'll be able to help more people in this country."

Baby Fahed Sisters - Beneficiaries



"Thanks to Ahla Fawda and some of the many NGOs in Lebanon that work tirelessly to make up for the failures of a state completely absent in guaranteeing basic services to its citizens..."

Francesca Volpi – photographer/journalist

لقد توسعت مهماتنا الإنسانية
بشكل كبير منذ شهر آب الماضي.



"Thank you for all that you do for Lebanon."

Humanity Unites Us – Jordanian medical team

Our humanitarian chapter has
expanded greatly since last
August.



ENVIRONMENT



Urban Clean-up

Recycling/
Upcycling

Beach Clean-up

Don't Refuse; Use & Reuse

Ahla Fawda has always adopted an environmental stand. This year we passed it on to our beneficiaries! The importance of recycling/upcycling and sustainability is the key to a healthy world. We have asked our registered beneficiaries for an exchange of services; food and other in return for recyclables!

This initiative provides the beneficiaries with a positive mindset to recycle (give & you shall receive), minimize waste (use & reuse), and allows Ahla Fawda a way to sustain its services (receive & give back).

Part of the community engagement that Ahla Fawda takes part in is the cleaning of shared spaces, shorelines, beaches, and streets. Communities and volunteers are encouraged to participate in these activities in an effort to raise awareness & help preserve the surroundings. A beautiful Lebanon begins with everyone's will to care.



Proud to have recycled **+1,200kg** of waste since the initiation of our food parcel **exchange** program
(August – December)

\$14,760

Reporting on 'Environment' for 2021

Partnering with **Bahr Bala Plastic**, sponsored by the **EU**, in a countrywide clean-up of the shoreline of Lebanon, Ahla Fawda adopted the **Saint Simon** beach area in Ghobairy. Our approach was to motivate the local community of fishermen to clean their beach on a regular basis in exchange for the repair of their boats, a football field for the youth, recyclable bins for the community and regular supply of essential needs in food and other. It is an ongoing beach clean-up, creating a new routine & changing mindsets of people.



بيروت نظيفة



جمعية المقاصد الخيرية
الإسلامية في بيروت
وحدة المتطوعين المقاصديين



Makassed Philanthropic
Islamic Association of Beirut
Makassed Volunteering Unit



The Neighborhood Initiative
مبادرة حُسن الجوار



جمعية الكشاف اللبناني
Lebanese Scout Association

With **Clean Beirut**, a collaborative project with **Al Makased School, AUB Neighborhood Initiative** & other partners, we scraped and cleaned the walls, turned them into artwork wherever it was feasible, involving students from schools to turn public bins into artwork as a community service.



"Thank you for cleaning up Hamra! I like living here but it's gotten so run down in the last 2 years! I am on my way back next week so will definitely join in the fun."

Anita Williams - beneficiary



"Beirut-based humanitarian group Ahla Fawda has been inspiring youth-led community clean-ups since 2006. For Call to Earth Day, the group led a huge beach clean, and a program where people were given food parcels in exchange for recyclables. It also organized a litter-picking day across 12 districts of Beirut – which collected at least 220 pounds of rubbish and turned the city's trash bins into works of art to encourage responsible waste management."

CNN Article – Call to Earth Day



CULTURE

\$2,600

Reporting on 'Culture'
for 2021



Lighting a Path

The pandemic and economic crisis have almost destroyed the cultural aspect of the country. Ahla Fawda has always played a role in encouraging cultural events. This year we were involved in various activities that brought life back to the streets, such as parades, supporting the street art scene, scraping the walls of the city for artwork, and revamping bins.



We aimed to inject a bit of joy through our Halloween and Xmas Parades. We are grateful for the smiles and overjoyed community joining our parade, which included a decorated truck, hand-out of candies, shoes and toys for the young ones, as well as hygiene products for the adults. 'Thank you' to everyone for participating in delivering moments of joy!



3 street events
took place to revive
Ras Beirut and
bring joy to the
community.





“أحلى ميلاد مجيد! انتو الخير، المحبة والأحترام. انتو أحلى فوضى”
“The best Christmas! You are peace, love and respect. You are the best chaos!”
 Valid Amouni – beneficiary

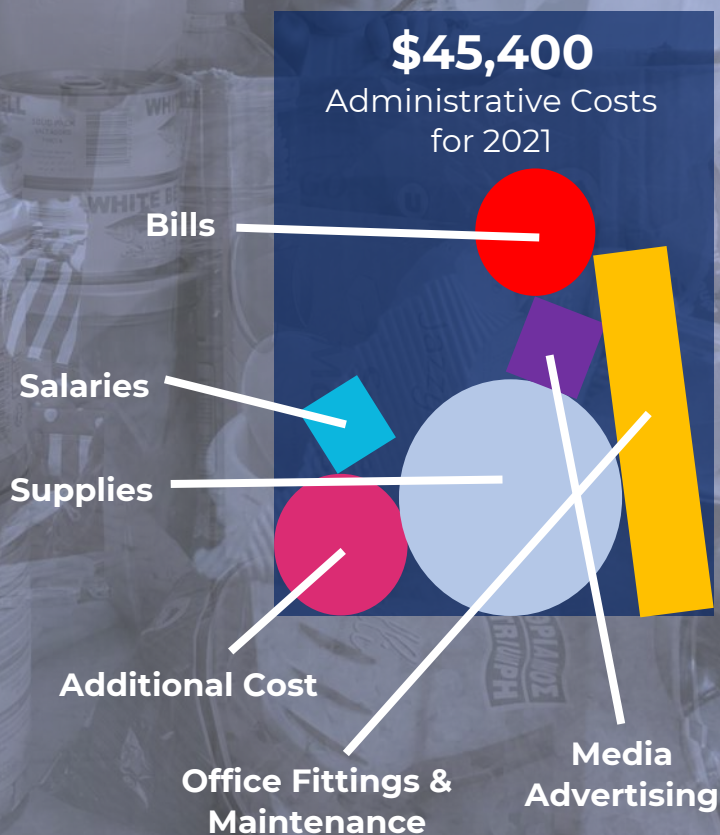


“...and reading your feedback is really enlightening. Ahla Fawda’s reach is immense... Again, we are very grateful to have intersected with you to serve the people of Lebanon.”
 Tiffany Turner - Soles4Souls



OPERATION

Your support has allowed for a **functional distribution center**, it has helped us **reach out** to many that need help, it has **sustained** Ahla Fawda's **year-round** operation, and above all, you have been our partners in supporting the community. Together, we are one mission!



"All the best Imane & the full Ahla Fawda team. Heartwarming efforts in much needed situations... seems like the need for support grows by the day if not by the hour. A beacon of hope is much needed. Thanks again."


Fouad El Solh - Cisco



“I would love to add that Ahla Fawda was one of the 7 selected NGOs among the entire EMEAR region... and the reason is simply because it is “well deserved”! One of my favorite quotes is from mother Theresa - ‘It is not how much we give, but how much love we put into giving,’ and this is exactly what differentiates Ahla Fawda from many other NGOs... The love Imane and the team put into giving.”

Maha Akkari - Cisco





We are proud of our achievements for 2021, and we are also proud to be a support system with and within our community! We would like to share with you our plans for 2022:

OUR MOTTO FOR 2022

TRASH THE WASTE



- *Continuing our humanitarian efforts with sustainability in mind.**
- *Adapting & evolving our support based on the circumstances of Lebanon and the people.**



- *Recycling/Upcycling more waste, plant more trees & initiate clean-ups.**
- *Sharing guidelines with schools and universities to start a “green network”.**



- *Organizing more seasonal events sustainably, bringing more joy.**
- *Launching our small business support initiative to promote local and eco-friendly products!**

OUR PROJECTED PLANS FOR 2022

TRASH THE WASTE

1

SUSTAINABLE GARDEN

In every urban setting, it is important to have a space where locals can drop their recyclables, see vegetation grow and also volunteer in activities that promote sustainability. Beirut is in dire need of a place like this.

Composting is a strong solution for Lebanon's organic waste issue. Not only is it essential for Lebanon's agriculture, but it is also a great way to spread awareness on the benefits of composting, both for the environment and for social improvement!

2

TAILOR WORKSHOP


Our distribution center, "Hamra Bella", receives donated clothes for beneficiaries who need them. We have noticed that some clothing items in bad conditions would rather be upcycled than given away, and we would like to create a workshop that does just that. We would be fixing clothes, creating new items, and above all, offering new job opportunities.

3

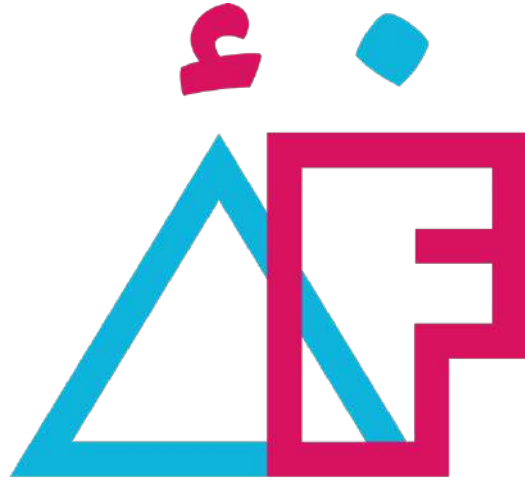
UPCYCLED/ECO PRODUCTS

We are looking forward to setting up a station that would produce MARKET-FITTING items that are eco-friendly (recycled, upcycled and chemical-free consumables).

Also, Upcycling unwanted items is a great way to manage waste, and we are planning to host workshops aimed to produce such items!



**THIS YEAR IS FULL
OF NEW PROMISES,
NEW CHALLENGES,
AND WE (YOU AND
US) CAN MAKE THIS
YEAR A SUCCESS
STORY.**



ahla fawda
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