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# **FOREWORD**

### 2023, a year of reflection on what has transpired in the realm of humanity, a year to discern right from wrong.

As we move into 2024, it is a year to fight for humanity, for justice to prevail, and hopefully, for the end of the sad psychological, emotional, and ground war that we have endured since 2023, with a hope for peace before the year's end.

We are still witnessing the tragedy of infants perishing with no raised eyebrow, no condemnation, no reaction—a threat to the basis of humanity. The profound question lingers: why the silence? The countless sacrifices made for the greater good often go unanswered. When I ponder God's will, I am reminded of a young Palestinian praying and accepting their fate, their resilient faith echoing in my mind. This unwavering faith humbles the rest of the world. A resilience that resonates deeply with Ahla Fawda's mission and purpose, reflecting its commitment to the community.

Even though at Ahla Fawda, we are not indifferent to our surroundings and live the pain of people every day, we refuse to let these dark feelings bring us down. Ahla Fawda is always about moving forward, making positive change, and implementing a feeling of hope. It remains steadfast in its commitment to humanitarian principles and missions. We pledge to support and care whenever we could make a difference, even on a small scale. Distancing ourselves from politics, we could never distance ourselves from our humanitarian duty.

In 2023, Ahla Fawda felt compelled to be part of the relief missions to Syria after the tragic earthquakes at the beginning of the year, as well as the ongoing humanitarian crisis in Gaza that began in October. Lebanon, of course, especially the displaced families in the south, remains at the heart of all our operations as well as our weekly distributions to beneficiaries.

Yet, Ahla Fawda is not just about the present; it's about the future, about art, culture, and the positive changes that can liberate us from the labels of beneficiaries and dependency. We aim to contribute to independence and productivity and play a small role in preserving Beirut's cultural heritage.

Proudly launched in June 2023, phase one of the EcoHub is now fully operational. At the Eco Hub, we envision a vibrant, forward-directed community committed to a sustainable future. Here, we not only unite and empower diverse communities but actively cultivate a mindset shift, fostering community-based advancement and a new innovative practical approach to sustainability that inspires positive global change.

Our dream is still in progress, turning different streets of Beirut into public art streets.

In Beirut or anywhere in Lebanon, the term "fawda/chaos" is frequently heard. I believe we have succeeded in transforming a negative term into something beautiful and constructive.

We have started 2024 with a heavy feeling but we will deliver what we can with joy and warmth that brings kindness and a reminder to the world of the essence of life, our humanity. We will in our way keep on fighting injustice and spread peace and love. May humanity prevail in the headlines, allowing us to breathe freely, enjoy time with our kids, and rest in warm beds without guilt. May we return to appreciating and being grateful for the rain without worrying about the millions displaced without shelter from the cold or bombs.

### **Imane Assaf**

Founder & President Ahla Fawda





# **OUR CORE PRINCIPLES**

# **OUR STORY**

Ahla Fawda is a Lebanese NGO founded in 2014, supporting and empowering individuals through collaborative humanitarian, environmental and cultural programs and active civic engagement.

### **HOW WE WORK**

We approach our work with empathy and respect; embracing a partnership-based mindset in all of our projects. By engaging our beneficiaries, we actively co-create projects and programs that bring about meaningful change and sustainable impact.

### WHAT WE DO

Ahla Fawda caters to community needs by organizing activities that foster community development, enhance cohesion, and promote youth engagement in positive change. We consistently distribute essential items to our beneficiaries weekly, promote circular design and economy through hands-on activities, and offer civic engagement opportunities through regular volunteering opportunities.

We are committed to shaping a future where compassion, inclusivity, and sustainability thrive.



We value empowerment and strive to provide tools, resources, and opportunities to shape active change-makers in communities.



We believe in co-creating projects and initiatives that are sensitive to our community's needs and aspirations, and foster a sense of shared responsibility.



We prioritize sustainable practices in our work, and aim to preserve natural resources, minimize waste, and promote social equity.



We focus on transparency, and accountability in all our operations, and work to continuously improve our effectiveness and ethical conduct.



# **PILLARS**

Ahla Fawda works across three intersecting pillars; humanitarian, environment and cultural, bolstered by our foundation of engagement.

# HUMANITARIAN

At the heart of our organization lies a deep humanitarian commitment. In response to the multifaceted crises impacting Lebanon, we are unwaveringly dedicated to distributing essential goods to our beneficiaries and offering emergency assistance in the region whenever feasible and necessary.

# **ENVIRONMENT**



Amidst the increasing urgency to tackle global and local environmental issues, we are actively designing sustainable action plans. We try to shift perceptions, rebranding waste as a valuable resource. We advocate for reusing, repurposing, and implemented both upcycling and recycling programs to maximize resource efficiency.

# ARTS & CULTURE



Rooted in the vibrancy of events, street art, and joy, our organization holds a deep connection to Arts & Culture. We firmly believe that creativity is paramount in all our projects, as we place great emphasis on nurturing local talents and empowering our community. We are engaged in transforming streets into art galleries

### **ENGAGEMENT**

Despite being a small NGO, we prioritize impact. In our pursuit of ambitious goals and the amplification of our social and environmental footprints, we view our community as indispensable partners. They are integrated into every aspect of project design, implementation, and as beneficiaries. Throughout all project phases, we provide civic engagement opportunities, empowering the community with skills, experiences, connections, and avenues for growth and learning.



# **2023 IMPACT AREAS**

### **HUMANITARIAN**

### **Distribution Center**

Hamra, Beirut

### **National relief missions**

- Batroun
- Nabatiyeh

### **Regional relief missions**

- Aleppo & Latakia, Syria
- Gaza, Palestine

### **Becky's Button**

- Beirut
- Bekka
- Tripoli

### **ENVIRONMENT**

### **Distribution Center & EcoHub**

Hamra, Beirut

### Beach clean-up

Damour

### **Tree planting**

Aramoun

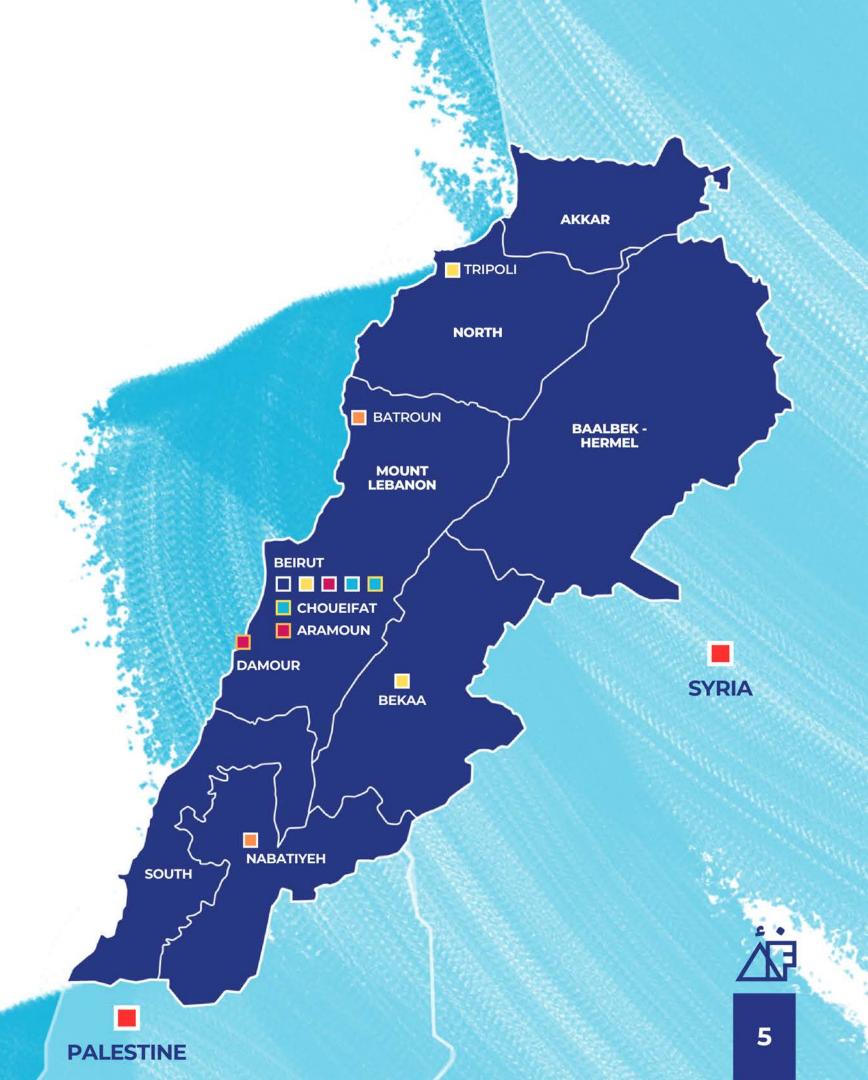
### **ARTS & CULTURE**

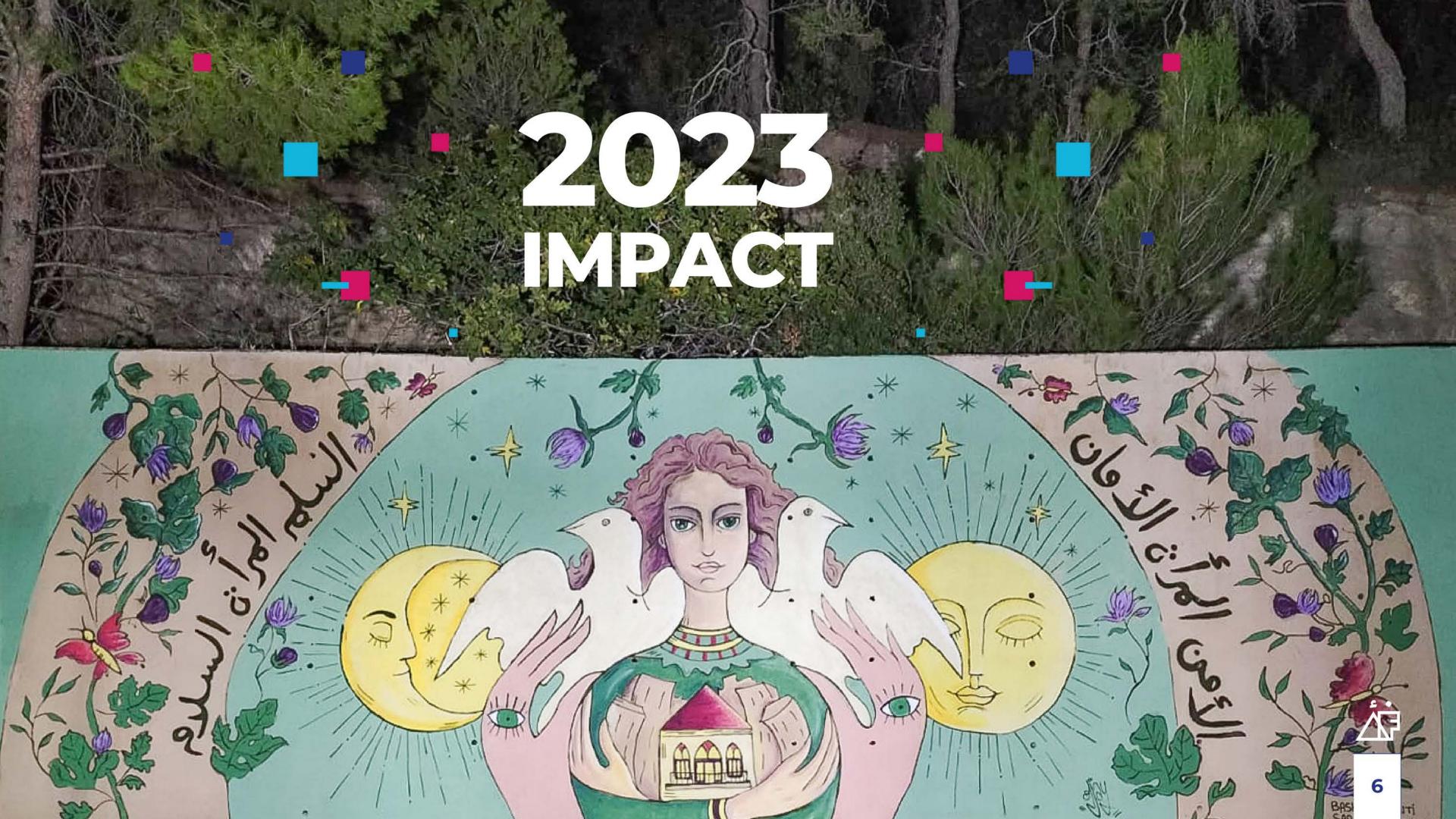
### **Events**

3al Mashi wa 3al Balcon Festival, Beirut

### **Urban Canvas**

- Beirut
- Choueifat





# 2023 IMPACT IN NUMBERS

**HUMANITARIAN Relief missions** Food parcels distributed 7,315 Clothes and food donations distributed

**ENVIRONMENT** 11,252<sub>KG</sub> **Recyclables collected** 3,364 KG 683.2 KG Fabric re-used and repurposed

**ARTS & CULTURE ENGAGEMENT 699 Art installation/Murals Volunteers Events organized Volunteer activities 152** Volunteers upskilled in upcycling **Partners** 

# **DISTRIBUTION CENTER**

### **OVERVIEW**

Our Distribution Center opened in 2020 and is the core of our humanitarian operations. Through it, our beneficiaries gain access to essential necessities in a dignified shopping experience.

The center offers food, clothing, shoes, books, toys, and homeware items but also serves as a place for social interaction. We ask beneficiaries to collect and donate household recyclables in exchange for our services — turning waste into a valuable currency.

### **IN 2023**

In 2023, the distribution center welcomed families every week, feeding more than 7000 people and receiving about 7 tons of waste from our beneficiaries. The distribution center also hosted several activities for young volunteers to help pack food and sorting clothes.

1,438

Food parcels distributed

7,315

People benefitted from food parcels

4,724 KG

Clothes and food donations distributed

### VISION

### **Amplify our Reach**

Each year, we strive to extend our impact on beneficiaries. While diversifying our revenue streams helps sustain the program, our current capacity surpasses the support we are presently providing. We are always looking for ways to offer our service to a larger audience.

### **Broaden Product Range**

We aim to expand our product offerings for beneficiaries by forging partnerships with prominent entities in wholesale, grocery stores, or agricultural sectors.

### **SDGs TARGETED**









### **OUR PARTNER**









# **BECKY'S BUTTON**

### **OVERVIEW**

Ahla Fawda's collaboration with Becky's Button empowers their commitment to fostering a more equal society by actively engaging in the protection of women through innovative and impactful solutions against harassment.

Becky's Button is a compact device designed to protect women from harassment. With a simple click, the alarm which emits 125 decibels serves as a deterrent to potential attackers and signals nearby individuals in case of an emergency. This innovative button has been distributed to women through collaborative efforts with organizations combating gender-based violence, as an integral part of awareness training.



### VISION

### **Continued distribution**

Distributing Becky's Button to more women is key to increasing the impact of the device. Diversifying the recipients' profiles is an objective in the long term..

### Advocacy

Through partnerships and awareness campaigns, our goal is to ensure that women across diverse communities have access to this innovative tool, thereby taking a step forward in reducing instances of genderbased violence.

### **SDGs TARGETED**









### **OUR PARTNERS**











### **IN 2023**

In collaboration with various women's rights organizations, we engaged in distribution and training initiatives aimed at empowering women, raising awareness about gender-based violence, and advocating for women to speak out and report instances of violence. Through these efforts, over 280 women received training.

### **BECKY'S BIKE RIDE**

With over 300 people in attendance, we took to the streets of Beirut to make a powerful statement: women's safety is a collective responsibility, and every person has a role to play in creating a safer world for women. On that day we remembered Becky who lost her life to violence in 2017.

We don't want to carry weapons, we don't want to have to walk with a man everywhere.

Becky's Button makes us feel empowered to do things by ourselves."

Salma, 23 Project Participant, Tripoli



# **RELIEF MISSIONS**

### **OVERVIEW**

In times of humanitarian crises, our team works with local organizations on the ground — the experts in such situations. Through direct assistance, fundraising, or coordinating donations, we ensure the support reaches the affected areas. This year, we participated in two relief missions, in Northern Syria and in South Lebanon.

### 7.8 RELIEF CAMPAIGN - NORTH SYRIA | FEB 2023

In response to the 7.8 earthquake in North Syria, we decided to work hand in hand with Caritas Syria and other partners and gather donations. We collected basic necessities from the US, Belgium, Jordan and Lebanon.

We made two trips to North Syria to deliver the donations (food, shoes, clothes and toys) to the victims of the earthquake in the regions of Aleppo and Latakia.



winter clothes distributed (for babies, kids, adults)

### **GAZA & SOUTH LEBANON | DEC 2023**

In December, Ahla Fawda organized a charity comedy night to raise funds for the Ghassan Abu Sittah Children Fund and collected clothes to be sent to Gaza in partnership with Fabric Aid and Aramex.

Following the fundraising, Ahla Fawda launched another campaign to aid displaced families in the Nabatieh area. We delivered essential supplies and offered a range of clothing and shoes to displaced families.

Raised for the Ghassan **Abu Sittah Children Fund** 





### **SDGs TARGETED**









**SYRIA RELIEF PARTNERS** 





















### **ECOHUB**

### **OVERVIEW**

Ahla Fawda's EcoHub, launched in 2023, is a community-centric space that combines environmental services with educational activities, promoting a circular economy and eco-awareness.

The EcoHub is located in Hamra, at the heart of a lively neighborhood and offers a one-stop experience with a recycling facility, an educational space, an upcycling atelier, and a public eco-playground. The EcoHub is mostly used to host events, activities and workshops that encourage civic engagement and sustainable practices.

### **IN 2023**

In June 2023, the EcoHub was inaugurated, marking the beginning of a series of community-centered initiatives focused on sustainability, education, and creativity. Among these activities, the upcycling atelier has started repurposing glass into new cups. ReFuse's recycling facility operates daily, receiving numerous tons of waste monthly. The hub has also been the vibrant venue for events attracting hundreds of attendees, fostering engagement and collective action.

### **VISION**

### Upgraded shopping experience

The Dekkenit initiative will provide an empowering and dignified shopping opportunity for individuals in need. By trading recyclables for points, our beneficiaries will be able to purchase essential food and hygiene products at our Dekkene.

### **Growing our services**

We want to diversify opportunities at the EcoHub, by including more hands-on activities for and from our community, and by encouraging exchanges and learning opportunities.







### **SDGs TARGETED**













### **OUR PARTNERS**









### **SUPPORTED BY**





# **GREEN HEROES**

### **OVERVIEW**

The Green Heroes Program is a pioneering program designed to empower local businesses in championing responsible waste sorting and recycling efforts.

By encouraging and guiding local businesses to take an active role in waste sorting, we are diverting a substantial amount of recyclable materials away from landfills. Since August 2023, we have been able to collect 3364.0 kg of recyclables that were sent to adequate recycling facilities.

### **IN 2023**

In August 2023, the program kicked off with a team of dedicated interns, tirelessly knocking on doors throughout Hamra. The outreach efforts proved fruitful, with 12 businesses coming on board within the first month. Subsequently, we've sustained our outreach efforts through phone calls and word-of-mouth referrals, resulting in over 30 entities now contributing their recyclable waste on a weekly basis.

### VISION

### **Expanded outreach**

Our team is proactively seeking to establish new collaborations with businesses and organizations, aiming to boost recyclable participation and consequently enhance revenue for the Food Program.

### Awareness raising

The convenient accessibility of our recycling drop-off enables us to offer a viable solution to the community's recycling intentions. Through awareness sessions provided to community members, we strive to educate and promote sustainable practices.





# BUSINESSES AND ENTITES INVOLVED IN THE GREEN HEROES PROGRAM

# **OUR 2023 HEROES**

- Cafe Younes
- Maliks
- Hawa Chicken
- Bedivere
- Beit Aam
- Beirut Box

- Bemo Bank
- Deir Qoubel
- Hani Nassar Association
- H&H Gym
- Khuri Hospital
- Twister Technology

### **Benefits for your business**

- Free and easy weekly pick-ups
- Supporting AF food program & families in need
- Participate in a collective efforts to recycle more

**BECOME A GREEN HERO - CALL 01 355 211** 



# **UPCYCLING PROGRAM**

### **OVERVIEW**

Our Upcycling Program is a creative and community-based initiative committed to transforming plastic, fabric, and other waste materials into a diverse range of durable products.

By actively engaging volunteers and students, we not only harness their creativity but also provide a dedicated space for eco-education.

### **IN 2023**

In 2023, a series of impactful plastic workshops were conducted, providing students with valuable skills in upcycling plastic and fostering empowerment. Approximately 70 volunteers participated in these workshops, creating stunning items through their newfound expertise.

Furthermore, a partnership was established with LAU Architecture and Design, expanding the Program's reach by involving fashion students in upcycling endeavors. These students transformed donated clothes, deemed unsuitable for direct donation, into innovative and wearable fashion pieces. The culmination of their efforts was showcased in a remarkable fashion show featuring the upcycled items.

### VISION

### **Upcycling progress**

Our goal is to make the Upcycling Program even better by working with experts and teaming up with different partners to use a variety of materials

### **Empowerment with upskilling**

By offering educational opportunities, we aim to continue empowering our community with upcycling skills and equip them with the tools to transform waste into valuable resources





# SUCCESS IN OUR COMMUNITY

In July 2023, Ahla Fawda started a partnership with Odd by AJ, the winner of the <u>STAND Up!</u>

<u>Textile Eco-Innovation Challenge</u>, launched by Berytech. The objective of the challenge was to support creators who would come up with innovative solutions to fabric waste. The fashion designer has collected about 8 kilos of fabric waste from Ahla Fawda's distribution center to create a couture dress that is currently displayed in a rental fashion store.











### **OUR PARTNERS**











**SUPPORTED BY** 







# **URBAN CANVAS**



### **SDGs TARGETED**









### **OUR PARTNERS**





### **OVERVIEW**

Engaging both artists and communities, our collaborative art projects work towards enhancing urban spaces while expanding access to culture and arts. We believe that urban art holds transformative power in communities, fostering social interaction, engagement, and a sense of responsibility.

### PEACEBUILDER WALL, CHOUEIFAT

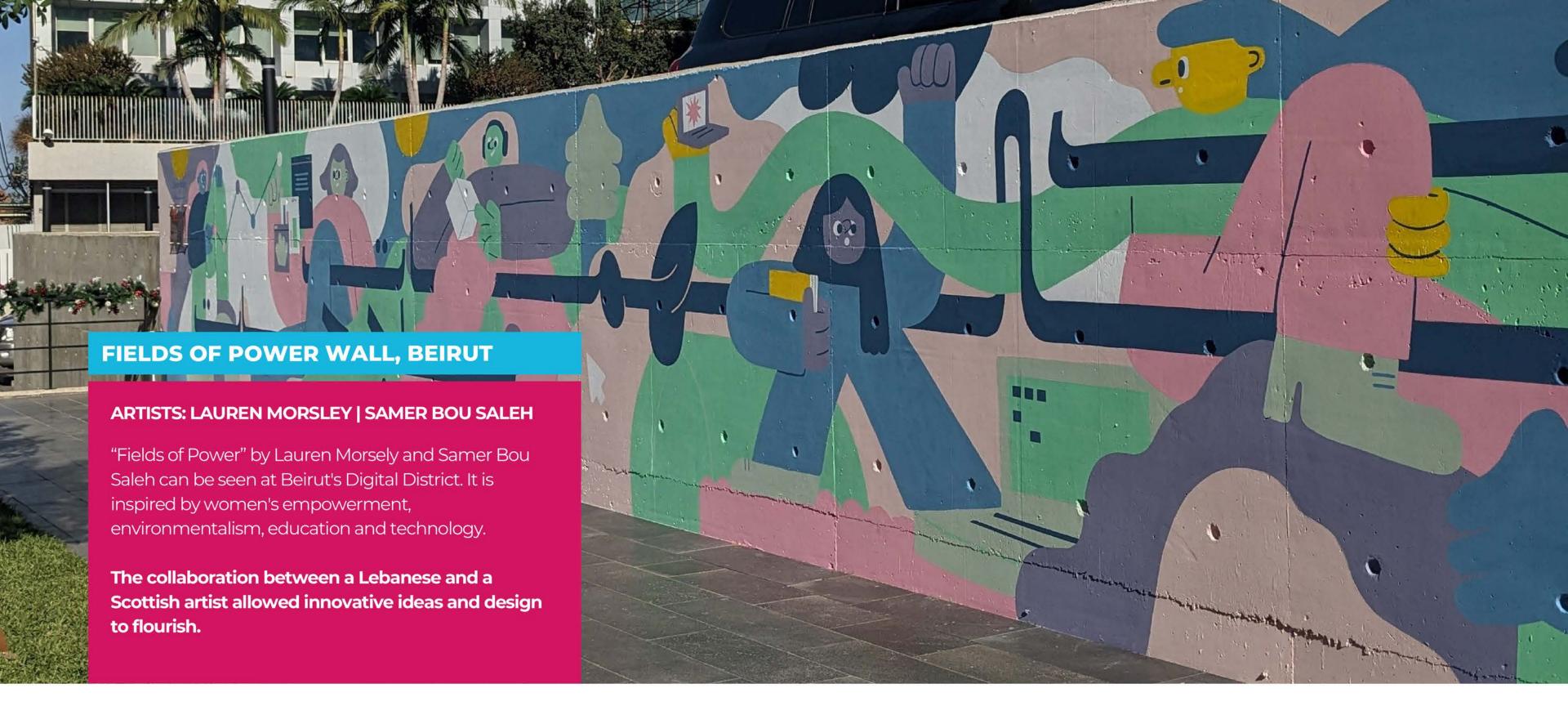
### **ARTIST: MARIE JOE AYOUB**

"The peacebuilder" mural was executed by Marie Joe Ayoub, as part of the campaign promoting UN resolution 1325 for the protection of women, their role as peace builders and partners in the economic rebirth of Lebanon.

The project was launched by the Global Netork of Women Peacebuilders.







### **SDGs TARGETED**









### **OUR PARTNERS**











# **OUR VOLUNTEERS**

### **OVERVIEW**

Our community-focused strategy involves volunteers at every level of our work. Through diverse opportunities for skill development, education, and active event participation, we nurture a strong sense of civic engagement. We are convinced that this approach ensures that our programs are tailored to community needs and innovative.

Additionally, over the summer, we brought on board six interns to assist with marketing, content creation, admin, outreach, upcycling, and logistics. Their commitment showcased that dedicated youth can make insightful and creative contributions to our initiatives.

### **IN 2023**

Our volunteers are supporting our projects and activities at all stages! In 2023, we offered many opportunities for civic engagement, including environmental actions, manual activities, event support, or content creation. Some volunteers even became part of the team, offering support over several months and suggesting creative activities and events for their fellow community members!

### **VISION**

### **Catalyst for Youth Innovation and Impact**

Our vision is to create a dynamic space that encourages youth to create and implement ideas that impact the community positively. We aspire to be more than an organization; we aim to be a driving force that empowers the youth to shape their visions into reality.





### **SDGs TARGETED**









### **OUR PARTNERS**











# **EVENTS**



Ahla Fawda hosted an iftar dinner in April at the Ras Beirut Civil Defense team's headquarters during Ramadan. Thanks to the assistance of the Rotary Club, we had the opportunity to express our gratitude to the dedicated team of volunteers working for the community. This annual iftar tradition is set to persist in the years to come!



In December, in partnership with International College students, Ahla Fawda hosted lunch for our beneficiaries. The event featured lively activities such as games, music, and engaging children's activities, adding to the joyful atmosphere.



# **EVENTS**



As part of an initiative funded by the EU "Promoting Community Policing in Lebanon", in partnership with TERRE Liban, we participated in an afforestation day Aramoun. A presentation about the importance of wildlife preservation and protection was held and volunteers planted about 300 trees! They all went home with a tree to plant somewhere else!



As part of a clean-up of Damour public beach, volunteers from various organizations and the local community came together to remove litter and debris from the beach, raising awareness about the importance of maintaining a clean and healthy coastal environment. They proved the power of collective action in creating positive change.



# **EVENTS**



In May, Ahla Fawda teamed up with various organizations such as Silver Sun, Garage Souk, and Witty Can to organize the Festival 3al Mashi wa 3al Balcon in Gemmayze, Beirut. The event featured performances by Lebanese artists including Jad Shwery, Maya Diab, and Joseph Attieh. Across two days, participants exploreed fantastic products, experienced captivating performances, indulged in delicious food, and danced the night away.



Through its Momentum initiative, the British Council supported a collaboration between Ahla Fawda and theater practitioner Julien Boutros. We worked together on The Fake Plastic Tree initiative, training 36 students in the art of storytelling. The students later performed expressing their viewpoint on climate change.



# THEY TALKED ABOUT US

### **AWAN FESTIVAL**

Ahla Fawda joined the Awan Festival as a keynote speaker at Rich Mix to present on the Ahla Fawda's initiatives, as well as showcase a selection of unique recycled artisan products made by the artists

### **FABRIC POSITIVE**

Ahla Fawda partnered with the United Nations Environment Programme (UNEP) and the Lebanese American University (LAU) to work with fashion design students to use recycled materials to upcycle garments.

### **PLASTIC LAB TALK**

Ahla Fawda was invited to the V&A Dundee design museum to present on Ahla Fawda's initiatives and more specifically on using plastic waste to support Beirut's communities through Lebanon's crises.

### **UNITY EARTH**

Ahla Fawda joined a panel discussion with Unity Earth on the organisation's initiatives, creative spaces, street events, festivals, and distributing food items and clothes.

### **BECKY'S BUTTON PARTNERSHIP WITH RDFL**

The Lebanese Women Democratic Gathering implemented an awareness session on sexual harassment in partnership with Ahla fawda and Beckys Buttons.

### BERYTECH TEXTILE UPCYCLING CHALLENGE

Ahla Fawda teamed up with Berytech to launch an up cycling challenge, an initiative to apply innovative upcycling techniques to donated fabrics and related materials.

### **Anthony Rahayel - NoGarlicNoOnions**

Anthony Rahayel of NoGarlicNoOnions produced a short-form documentary to present an overview of the initiatives and projects being led by Ahla Fawda in Lebanon.

### **ECOHUB'S ECOPLAY**

Ecoplay is an eco-friendly playground intervention as part of the EcoHub, a space set up by Ahla Fawda NGO, Catalytic Action and IGP's research team at the Prosperity Co-Laboratory for Lebanon (PROCOL Lebanon).



# **FINANCIALS**

EXPENSES 2023 (\$)	
1) PAYROLL	38,715
2) OPERATIONAL OVERHEADS	8,937
3) HUMANITARIAN PROGRAMS	20,205
4) ARTS & CULTURAL EVENTS & PROJECTS	16,338
5) ENVIRONMENTAL PROGRAMS* (*98% ECOHUB EQUIPMENT & INFRASTRUCTURE)	68,793
TOTAL SPENT	152,988

REVENUE 2023 (\$)	
1) PROCEEDS FROM EVENTS & PROJECT Arts & Culture Environmental (EcoHub)	48,609
2) DONATIONS For humanitarian Programs For EcoHub Solar System Unspecified Donations	26,431 7,000 19,911
3) GRANTS For Arts & Culture Environmental EcoHub Overheads	10,167 11,157 6,800
LOAN	10,000
5) CARRIED OVER FROM 2022*	19,556
TOTAL REVENUE	159,631



# TO OUR PARTNERS & SUPPORTERS























































































**THANK YOU!** 



# MEET OUR TEAM - MAKING OUR WORK POSSIBLE



Imane Assaf Founder



Hala Nasereddine Events Manager



Hoda El Kara Board Member



Sana Labelle Board Member



**Ziad Daouk**Operations Manager



John Rbeiz
Transformations &
Programs Manager



Zeina Makarem Project Lead



Camille Mayoraz
Programs Manager





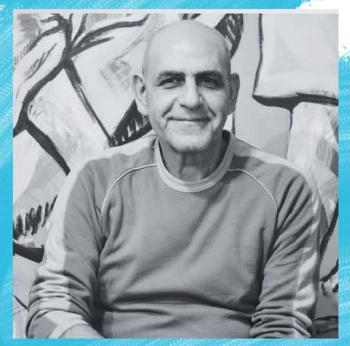
**Don Wright**Project Lead (Upcycling Artist)



Joyce Talhouk
Distribution Officer



Rania Soubra Accounts Officer



Fadi Salaheddine Logistics

### **HAMRA BELLA**



Irene Abdullah



Gloria Zaidan



Sonia Koussan



Monique Baud



Marya Al Nawakil



# **GET INVOLVED**

### **DONATE**

### **MONETARY**



### **CAMPAIGN DONATION**

Support our Go Get funding campaign to help us support our food program Hamra Bella, distributing food to those in need.

**DONATE** 

### PHYSICAL (IN-KIND)

For physical donations please contact us on 01.355.211 or email us at ahlafawda@gmail.com





**RECYCLABLES** 

**HYGIENE PRODUCTS** 





**FOOD** 

Revenue generated from the sale of recyclables directly goes to our Food Program!

### **JOIN US**



### **VOLUNTEER WITH US**

Are you looking to make a meaningful impact by dedicating your time to Ahla Fawda? We invite you to join as a volunteer!



### **PARTNER WITH US**

We are always looking for new ideas and believe in the strength of partnerships. If our work resonates with you, feel free to contact us!





# **GET IN TOUCH**

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