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A LETTER FROM OUR FOUNDER

As we welcome 2025, we leave behind a year of turmoil and fear, stepping into a hopeful chapter rooted in resilience, humanity, and hope.

2024 was a year marked by challenges that tested the strength of our communities. Ahla Fawda stood alongside families facing displacement, loss, and uncertainty, responding swiftly to provide relief and dignity where it was most needed.

The EcoHub became a lifeline, transforming into a full-time support center where individuals could access essential items and find a sense of comfort and hope. Despite the hardships, we found inspiration in the unwavering resilience of the people we serve. Mothers carefully choosing clothes and books for their children, the youth volunteering, and neighbors rallying to support one another reminded us why we do this work.

This year, we expanded our Green Heroes network to include over 100 partners, reinforcing our commitment to sustainability and environmental stewardship. Alongside this, we grew our upcycling programs, introducing new workshops on fabric, plastic, and glass while launching our upcycling production line to give waste a second life. Through our vibrant mural projects, we celebrated the power of art to heal and bring communities together. Each initiative reflected our belief that community engagement is the foundation for meaningful and lasting change.

As we look to 2025, we remain dedicated to fostering sustainability, environmental awareness, and community empowerment. With gratitude for the lessons learned and the support of our partners and stakeholders, we are ready to continue this journey of transformation, hand in hand with our community.

Thank you for being part of our story. Together, we turn challenges into opportunities and build a future filled with hope, resilience, and positive change.

Imane Assaf

Founder & President Ahla Fawda



OUR STORY

Ahla Fawda is a Lebanese NGO founded in 2014. Our mission is to promote a circular economy that transforms waste into opportunity, empowers individuals through cultural and environmental initiatives, and delivers impactful humanitarian support to build stronger, more resilient communities.

WHAT WE DO

From distributing essential resources to fostering environmental responsibility, we meet community needs with compassion and action. Our programs promote upcycling, civic engagement, and handson learning, empowering individuals to become agents of positive change.

HOW WE WORK

We believe in the power of partnerships and collaboration. By listening to our beneficiaries and stakeholders, we design tailored solutions that create long-lasting, sustainable impact.

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

OUR CORE PRINCIPLES

EMPOWERMEN



Providing tools and opportunities for active community involvement.

CO-CREATION



Designing projects that reflect community aspirations and needs.

SUSTAINABILITY



Minimizing waste and promoting circular practices.

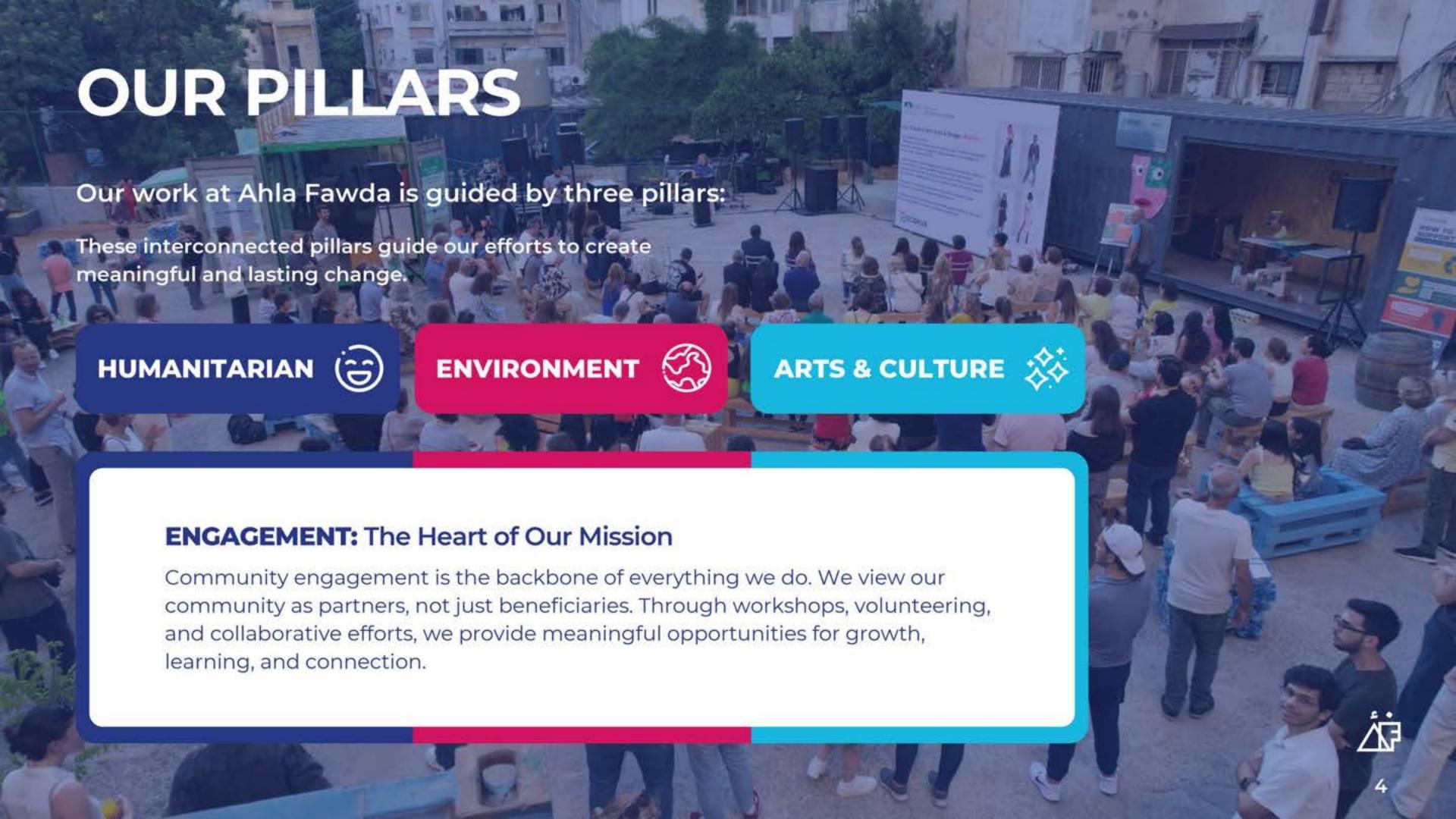
TRANSPARENCY



Upholding accountability and ethical conduct in all our operations.







PILLARS

HUMANITARIAN (3)



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 whenever feasible and necessary.

Relief missions

4,066

Food parcels distributed

136,176

People fed

23,251_{KG}

of Clothes distributed

11,361

Shoes distributed



PILLARS

ENVIRONMENT (5)

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 implementing both upcycling and recycling programs to maximize resource efficiency.

29,029_{KG}

Recyclables collected

4,862_{KG}
From beneficiaries

21,374_{KG}
From Green Heroes

2,386_{KG}

185 Products Upcycled ىلاستىك ش

PILLARS

ARTS & CULTURE

Rooted in the vibrancy of events, and street art, 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 committed to transforming streets into public art galleries.

5

Art installation/Murals

25

Events organized

3

Art workshops

2024 IMPACT AREAS

HUMANITARIAN

Distribution Center

Hamra, Beirut

National relief missions

- Beirut
- Beqaa
- South
- North

Regional relief missions

Gaza, Palestine

ENVIRONMENT

EcoHub

Hamra, Beirut

Eco-Events

Hamra, Beirut

Upcycling Workshops

Hamra, Beirut

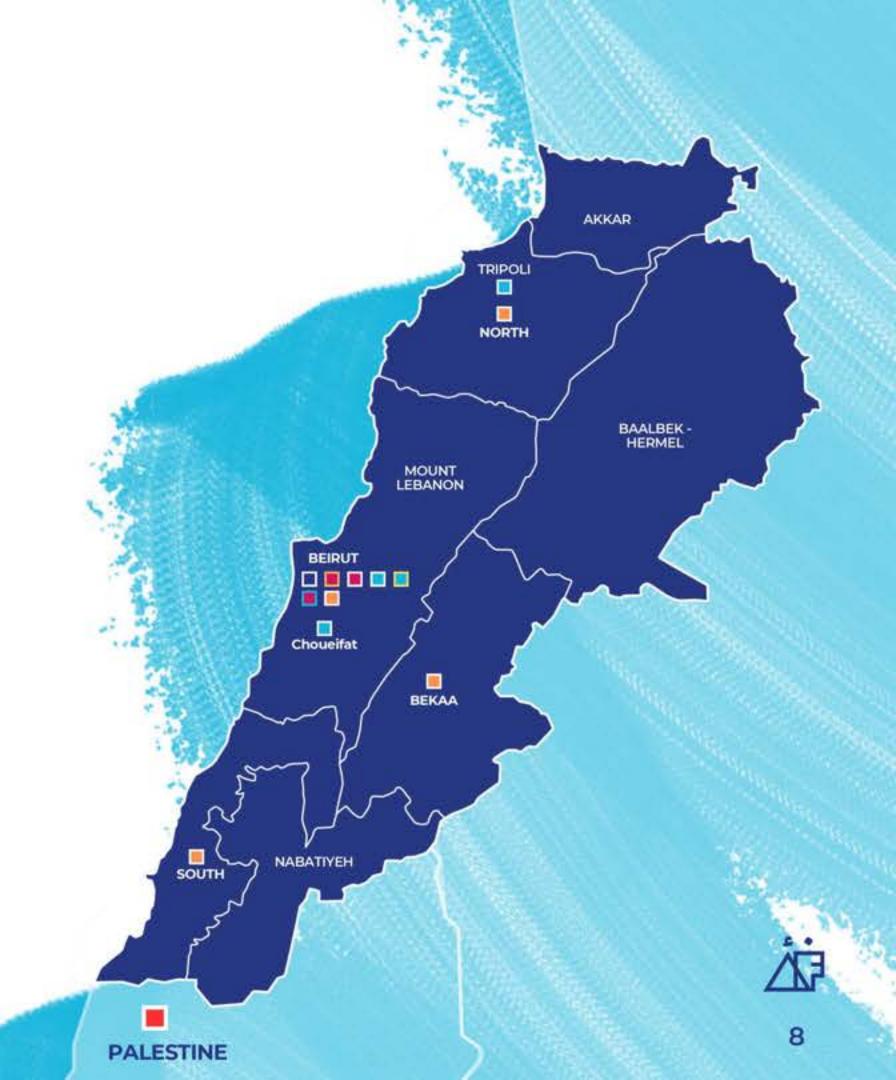
ARTS & CULTURE

Events

- Hamra Street Market, Beirut
- Christmas Bazaar, Beirut

Murals

- Beirut
- Tripoli
- Choueifat



ECOHUB







OVERVIEW

Launched in 2023, our EcoHub is a community space dedicated to sustainability and waste reduction. We envision a thriving and engaging community built on a circular economy where waste becomes a resource.

The EcoHub offers a unique and dignified shopping experience, empowering individuals to choose essentials with their accumulated Eco-Currency.

SDGs TARGETED























DEKKENET **AHLA FAWDA**



HAMRA BELLA BOUTIQUE





RELIEF MISSIONS



OVERVIEW

- Swift crisis response: Providing urgent support to those in need.
- Emergency relief: Assisting individuals and families facing conflict, economic hardship, or natural disasters.
- Essential aid distribution: Supplying food, shelter materials, and basic necessities.

Our mission is not just about meeting basic needs; it's about preserving human dignity and offering hope in the face of overwhelming hardship. It is through this unwavering commitment that we bring hope, dignity, and a sense of belonging to those facing unimaginable challenges.









RELIEF MISSIONS



SOUTH RELIEF MISSION - OVERVIEW

Since October 8, 2023, thousands have been forced from their homes due to ongoing bombardment due to Israeli aggression. In early January, we mobilized to aid displaced families in Nabatieh and surrounding areas along Lebanon's southern border. We provided warm clothing and essential food parcels to support those facing difficult circumstances.

65

300 shoes

Food parcels

680

Clothing

SOUTH LEBANON & NABATIEH RELIEF MISSION PARTNERS









RELIEF MISSIONS



WAR RELIEF MISSION - OVERVIEW

The war on Lebanon displaced over 1.2 million people, leaving many in desperate need of shelter, food, and basic supplies. Families were living in overcrowded schools, cars, abandoned buildings, and makeshift tents.

At Ahla Fawda, we were committed to providing immediate relief to those most affected. Through the EcoHub, we distributed vital resources to families in both registered and unregistered shelters.

This mission wouldn't have been possible without the generous support of our partners:



























WAR RELIEF MISSION - ECOHUB | SEP-DEC 2024

Our EcoHub was transformed into a central relief and distribution hub for displaced families during the war. Operating Monday through Saturday, it provided essential aid to those seeking refuge in cars, abandoned buildings, and makeshift shelters. Volunteers played a crucial role in managing distributions, restocking the Dekkene, and ensuring that families' immediate needs were met.

The EcoHub, a community center at its core, continued to operate at full capacity during the crisis, offering a safe haven for our team, volunteers, and those in need, while providing essential aid and moral support.

4,064

Food parcels (including hygiene kits)

bedding material

580

364

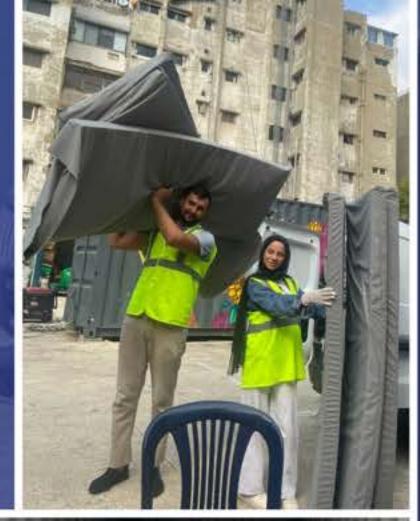
volunteers

38,260 clothing and shoes















2024 RELIEF MISSION AREAS

Majdelyoun Saida El Mahleh Aadloun Qana Jebchit Meiss El Jabal Bodai Maroun El Ras Kfarkela Bint Jbeil Chiyah Nagoura Choueifat Ein Qana Nabi Chit Arab Salim Nabativeh Majdal Selm Maarakeh Jouaiyya Rweis Chagra Saghbine Aintoura Beit Lifi

Tyre

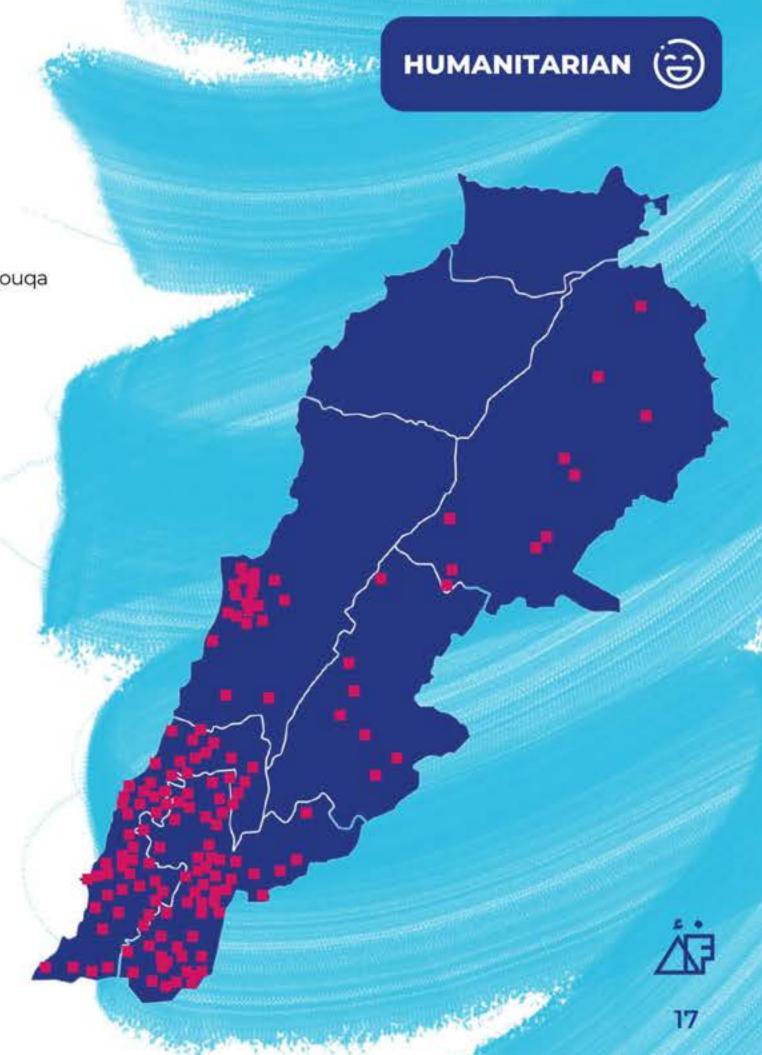
Marjaayoun Harouf Ramyeh Baraachit Tebnine Aangoun Khiam Hay el Sellom Haret Hreik Bir Al Abed Houmine El Tahta Ghobeiry Chebaa Kharayeb Tefahta Ain Aana Mrayjeh Selaa Maisat Hawla Chehabiyeh Kfar Melki Qaaqaaiyet El Snoubar Skesakyeh kawnin

Toura

Borj Qalaouiye Zibain Taybeh Chehime Aitaroun Maaroub Kfarchouba Halaniyeh Deir Qanoun Damour Kaouthariyet El Saiyad Aabbasiyyeh Rachaiya Hannine Blida Markaba Hallousiyyeh Hasbaiyya Deir El Zahrani Zboud Qsaybeh Tahwitat Al Ghadir Laylaki Deir Servan Chehour Riyaq

Azze Zeftar Zawtar El Chargiyeh Marwanieh Brital Taraiyya Deir Mimas Zrariyeh Qsarnaba Kafra Oabrikha Arnoun Hariz Makneh Bnaafoul Tayr Debba Laboueh Sayed Hadi Ain Bourday Babliyeh Sarafand Borj El Brajneh Tallouseh Srifa Hermel Ouzai

Touline Deyrintar Houmine El Faouga Chargiyeh Zawtar Maifadoun Ansariyeh Maamoura Ain El Delb Younine Aaitat **Qlaileh** Boustane Kfar Sir Habbouch Beit Yahoun Doueir Mansourieh Ain El Helwe Aaramta Rihan **Qnaitra** Froun Jezzine Biyyadah Aaramoun Ebba





WAR RELIEF MISSION - SHELTERS | SEP-NOV 2024

During the war, we extended our relief efforts to registered shelters, primarily schools housing displaced families. In partnership with Barzakh Space and Chef E, we provided daily meals, feeding 2,000 people over 65 days.

Beyond meals, we organized activities like movie nights, games, and celebrations to bring joy to displaced families, especially children, creating a heartfelt bond, reinforcing our commitment to stand by them in difficult times.

136,700

meals served

27
activities for kids organized







WAR RELIEF MISSION - COMMUNITY RELIEF KITCHENS IN SHELTERS | NOV 2024

Recognizing the importance of familiar, home-cooked meals for displaced families, we established community relief kitchens in schools serving as shelters. Supported by external grants, including FHI360 USAID, these kitchens were equipped with kitchen equiments and fresh ingredients, empowering families to prepare their own meals.

This initiative restored a sense of autonomy and dignity, fostering resilience during a time of displacement. It also promoted sustainability by reducing food waste and packaging, transforming the act of cooking into a source of comfort and community rebuilding.











GREEN HEROES





OVERVIEW

The Green Heroes Program focuses on both environmental and humanitarian impact by empowering local businesses, schools, and community members to take action through responsible waste sorting and recycling. Launched in August 2023 with 12 participants, it grew to 120 by the end of 2024, diverting 21,374 kg of waste from landfills.

Each Green Hero receives an impact report showcasing their contributions, the waste diverted, and the number of vulnerable families supported through their efforts.

VISION

Raising awareness:

Fostering a culture of social and environmental responsibility among corporations and communities.

Community impact:

Recycled contributions sustain the Food Security Program. By expanding partnerships with businesses and organizations, we enhance recycling efforts and food support.

SDGs TARGETED













21,374 KG

Recyclables collected from Green Heroes





OUR GREEN HEROES

Wardieh Pharmacy

























































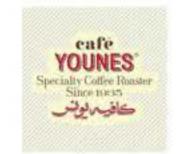














UPCYCLING PROGRAM



OVERVIEW

Our Upcycling Program transforms plastic, fabric, wood, and other waste materials into durable and functional products. By actively involving volunteers and students, we offer a creative space for ecoeducation and hands-on learning, empowering participants with skills to repurpose waste creatively.

2024 Highlights

In 2024, we expanded our efforts by introducing glass upcycling creating new products such as candles, cups and glass holders.

VISION

Upcycling progress

As we move forward, we are working on launching an upcycling production line and e-commerce platform to make our creations accessible and continue promoting sustainable practices.

Empowerment through upcycling

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



Volunteers trained on upcycling skills

OUR WORKSHOPS:

Fabric Positive Workshop Positive Plastic Workshop Upcycling Vinyl Project Re-Glassify Workshop



FABRIC POSITIVE











POSITIVE PLASTIC











RE-GLASSIFY















OVERVIEW

Engaging both artists and communities, our collaborative art projects inspire 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.

OUR PARTNERS





















Breaking The Barriers

Created by Roula Abdo and Elias Zaarour

Syria Street, Tripoli

The visual represents a woman sewing the sides of the building together with a thread from her scarf. It shows the women's role in uniting a conflicted area by giving and sacrificing herself, all while trying to go higher places and bring more light to the society.



Stairs of success

Created by Roula Abdo and Elias Zaarour

Cairo Street, Beirut

The visual represents that through empowerment, women are not just aiming for success; they are architects of a future where their achievements redefine what is possible.



Dream to achieve

Created by Roula Abdo and Elias Zaarour

Haret Al-Oumara, Choueifat

The visual represents that through her dreams, women weave a narrative of resilience, breaking through societal constraints, inspiring others to cast aside limitations and dance freely to the rhythm of their ambitions. Women empowerment is the celebration of every women's right to manifest her dreams.



Adolescent Girls

Created by Roula Abdo

Karantina, Beirut

In August 2023, girls from the Karantina community worked with the artist in small groups to create posters that would inspire the mural. The final design incorporated their ideas, capturing their shared vision. As one girl put it, "The best thing about this mural is that it represents us and what we've been discussing together."



Little Heores, Big Dreams

Created by Roula Abdo

Clemenceau, Hamra

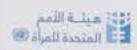
A heartwarming mural at St. Jude's Hospital showcases artwork created by young patients, brought to life by artist Roula Abdo. Sponsored by AUB Neighborhood Initiative and AUBMC and facilitated by Ahla Fawda, the mural symbolizes hope, resilience, and the power of creativity in healing.

















أصوات نساء يكسرن الحواجز

جداريات تحاكي تطلعات النساء في المشاركة و التقدم













WOMEN'S VOICES BREAKING BARRIERS

MURALS REFLECTING WOMEN'S ASPIRATIONS
FOR PARTICIPATION AND PROGRESS

The best way to find yourself is to lose yourself in the service of others."

Fatima, Volunteer



CIVIL DEFENSE COLLABORATION

Emergency Response Support:

Ahla Fawda has stood alongside the Beirut Civil Defense during critical moments, including providing essential support during major fire emergencies and sea rescue missions.

Operational Assistance:

In past years, we contributed to the maintenance of ambulances and provided essential medical equipment, such as suction machines, to enhance their life-saving capabilities. Our continued partnership underscores Ahla Fawda's commitment to supporting first responders who play a vital role in protecting and serving the community.



BECKY'S BUTTON

OVERVIEW

Ahla Fawda continues its collaboration with Becky's Button, reinforcing our shared commitment to protecting women through practical and accessible safety solutions against harassment.

This compact alarm, emitting 125 decibels with a single click, serves as both a deterrent and a call for help in emergencies. Over the past two years, Becky's Button has been distributed through partnerships with organizations addressing gender-based violence. It is integrated into awareness programs, empowering women with both a tool for protection and knowledge on personal safety.

Becky's Buttons Distributed

VISION

Expanding Reach

We aim to distribute Becky's Button to more women, ensuring accessibility across different communities.

Advocacy & Awarness

Through partnerships and awareness campaigns, we continue to promote women's safety, integrating Becky's Button as a key tool in the fight against gender-based violence.

SDGs TARGETED











OUR PARTNERS



OVERVIEW

Volunteers are crucial to Ahla Fawda's efforts, contributing to both our environmental and humanitarian initiatives. Through meaningful engagement, we provide opportunities for skill development and personal growth, empowering volunteers while strengthening our impact.

In 2024, 741 volunteers, including many who played a critical role during the war, providing indispensable support and fostering a strong sense of community.

Ahla fawda is the main source of hope, peace, and life. No words can really describe Ahla fawda because we still feel that there's a lot of words missing to describe it."

Shatha wansa, 18 Volunteer

VISION

Empowering Community Engagement and Impact

We aim to be a space where people of all backgrounds feel empowered to contribute and create change.

741

37

3

Volunteers engaged Activities organized

Interns trained





OUR PARTNERS



















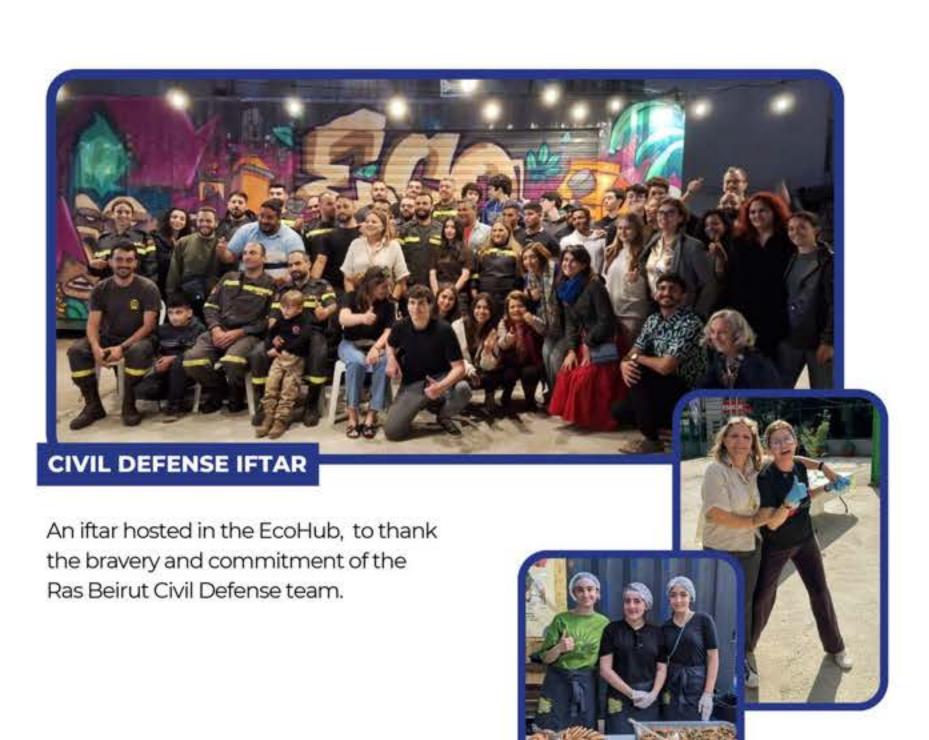








Celebrating Ramadan, with a joyful iftar dinner at our EcoHub for over 60 of our beneficiaries, including many children. Thanks to a generous donation from LAU, each child left with a gift.







We organized our first Eco-Birthday, making a 3-year-old's special day both fun and meaningful. The celebration included games, entertainment, and hands-on activities where kids learned about recycling and got creative decorating upcycled gifts. A small step toward raising eco-conscious generations, starting young.



We hosted a fun-filled event at the EcoHub for Dent de Lait kindergarten's summer camp. Young toddlers enjoyed creative painting sessions and educational activities designed to spark curiosity and build new skills.







MINI STREET FESTIVAL



Despite the challenges this year, we were determined to do what we do best, bring joy to the streets. The Hamra Street Festival featured 90 stands showcasing handmade creations and local Lebanese products, along with games and entertainment for kids. It was a celebration of community, supporting artisans and encouraging foot traffic back to the heart of Hamra.



As part of Beirut Art Days, we showcased "Trashed & Treasured," an exhibition highlighting the power of recycled materials in art. The event celebrated sustainability, creativity, and community, with all proceeds supporting the artists. Through this initiative, Ahla Fawda continues to inspire positive change and raise environmental awareness.



Global events



We were invited to participate in the Green Growth Summit in Tunisia, an inspiring gathering of start-ups and environmental organizations. The summit offered great insights into innovative practices, helping us explore ways to improve operations at the EcoHub and drive a just green transition.



Along with the We Deserve Better foundation, we co-hosted a global fundraising event in Los Angeles. As one of our longstanding partners, We Deserve Better helped bring together supporters who share our mission to make a lasting impact. Through this event, we were able to raise much-needed support for relief efforts in Lebanon, offering a reminder that even from afar, solidarity can bridge gaps and provide essential support in times of crisis.





Global events



We were honored to be invited to the Holomovement conference in Ibiza, alongside Nobel Peace Prize laureates and global changemakers. The event explored the intersection of science and spirituality in service of humanity. Ahla Fawda was recognized for the impact of the EcoHub, highlighting its role in promoting sustainability and community-driven environmental action.



We had the opportunity to attend Purpose Earth's event in Chicago, where we showcased upcycled products and artworks. In collaboration with artist Kasia Kay, plastic sheets crafted by students in our workshops were transformed into a beautiful artwork displayed at the event. The auction and fundraiser raised essential funds to support our relief mission during the war and sustain our ongoing programs.



WORKSHOPS

YOUTH EMPOWERMENT - CALLIGRAPHY WORKSHOP



KINAMANIA WORKSHOP





WORKSHOPS

UP-CYCLING VINYL PROJECT



PLANTER WORKSHOP-GARDENING





THEY TALKED ABOUT US

RELIEFWEB

Ahla Fawda was featured in ReliefWeb's report on community-led care during crises, highlighting its role in supporting vulnerable communities through sustainable initiatives.

VOICE OF LEBANON

Imane Nasreddine Assaf, founder of Ahla Fawda, shared insights on environmental and humanitarian initiatives in an exclusive interview.

AUB FACTS & FIGURES 2024

The American University of Beirut included Ahla Fawda's work in its official 2024 report, recognizing its impact on sustainability and community development.

FRANCE 24 FEATURE

France 24 covered Ahla Fawda's humanitarian response, focusing on its work supporting displaced families through relief efforts, food distribution, and essential aid.

COLLECTIF SOLVO

Ahla Fawda was featured in a report discussing the challenges Lebanese NGOs face with donor fatigue and the need for sustainable funding solutions.

BEIRUT ART DAYS

As part of "Trashed and Treasured: Art for a Sustainable Tomorrow," Ahla Fawda showcased creative upcycling and sustainability in art.

AL JAZEERA FEATURE

Al Jazeera highlighted Ahla Fawda's efforts in sustainability and community empowerment, showcasing how the organization transforms waste into opportunity through upcycling and recycling initiatives.

DOCTORS WITHOUT BORDERS

MSF spotlighted Ahla Fawda's efforts in providing humanitarian aid and fostering community resilience in Lebanon.



FINANCIALS

| EXPENSES 2024 (\$) | |
|---|--------------|
| 1) PAYROLL | \$51,404 |
| 2) OPERATIONAL OVERHEADS | \$25,434 |
| 3) HUMANITARIAN PROGRAMS | \$109,158 |
| 4) ARTS & CULTURAL EVENTS & PROJECTS | \$3,166.99 |
| 5) ENVIRONMENTAL PROGRAMS* (*98% ECOHUB EQUIPMENT & INFRASTRUCTURE) | \$22,716.25 |
| TOTAL SPENT | \$211,879.24 |

| REVENUE 2024 (\$) | |
|--|--------------|
| 1) PROCEEDS FROM EVENTS & PROJECT Arts & Culture Environmental (EcoHub) | \$18,013 |
| 2) DONATIONS For humanitarian Programs For EcoHub Solar System Unspecified Donations | \$114,083.25 |
| 3) GRANTS For Arts & Culture Environmental EcoHub Overheads | \$88,461 |
| LOAN | \$0,00 |
| 5) CARRIED OVER FROM 2023* | \$12,011 |
| TOTAL REVENUE | \$232,568.25 |



TO OUR PARTNERS & SUPPORTERS



























































































MEET THE TEAM



Imane Assaf
Founder and Executive Director



Joyce Talhouk Distribution Officer



Ziad Daouk Operations Manager



Rania Soubra Accounts Officer



Wadad Assaf Programs Manager



Hanin Abou Ayed Communications Officer



Hala Nasereddine Events Manager



John Rbeiz Green Business Consultant

MAKING OUR WORK POSSIBLE



Irene Abdullah Hamra Bella Boutique Operator



Monique Baud Community Outreach



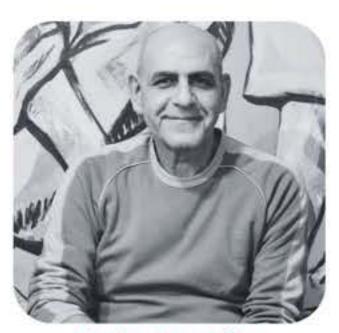
Gloria Zaidan
Hamra Bella Boutique Operator



Sonia Koussan Dekkene Operator



Amer Noumeir Logistics Manager



Fadi Salaheddine Concierge



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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