

Annual Report 2009

رواد التنمية
ruwwad



Making our mark

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Ruwwad, we are very happy to say, is today a very strong presence in the lives of the youth and children of Jabal Natheef, the underserved community in East Amman, Jordan, where our initiative began life. Much remains to be done and learned, of course, but 2009 was indeed a leap year in our efforts to shift the community discourse from “we need” to “we want and can help in creating what we need.” The main challenge was in transforming our programs and initiatives into ones that effectively empower the youth and their communities in addressing the chronic difficulties that act as feeders of their marginalization.

Towards this end, we have moved on many fronts, convinced that our approach has to be both holistic and multilayered. For example, the Community Help Desk no longer offers direct aid to individuals or families unless it is unavailable in any existing government or nongovernment service. Instead, the Desk connects applicants to available programs, among them the newly launched Literacy Labs, IT Literacy and English Language Labs and Communications and Arts Workshops. Parents also now request after-school tutorials by the scholars of the Mousab Khorma Scholarship Fund and enroll their kids in Ruwwad’s weekly sports activities. The families of the youth and children who participate in Ruwwad’s cultural programs also work with our teams to better understand and cope with parenting challenges.

The Mousab Khorma Youth Empowerment Fund and the youth community service directly linked to it were also restructured last year. We focused mainly on integrating program specific orientation training so that young people can step into community service with knowledge about the area in which they are volunteering. These training workshops include the developmental milestones on which volunteers/scholars need to concentrate when conducting the sports program with the kids in the neighborhood, how to engage with adolescents using creative arts as a medium for psychosocial support and the principles of social work that they need to be aware of when working with families and individuals who come to us seeking support.

Complementing these programs is Ruwwad’s nascent psychosocial support component, which has become an integral part of the Community Empowerment Program. As part of this new effort, 20 community and youth volunteers were trained in using creative arts as a medium for healing and social support for adolescents. The project, which was launched in September 2009, currently benefits 45 adolescent boys and girls who attend creative arts sessions on a weekly basis at Ruwwad.

Moreover, Ruwwad went legal in 2009—so to speak. We are partners now with one of Jordan’s leading law outfits, the Sharif Zu’bi Law Firm, which has launched the Ali Sharif Zu’bi Legal Aid Fund and manages our Legal Aid Center. The Fund offers free of charge consultations to the community of Jabal Natheef and conducts monthly awareness raising sessions that focus on labor law, human rights and citizenship.

But Jabal Natheef, as central as it is to Ruwwad, was only part of our scope of activism in 2009. In Jordan, we expanded our child library project, benefiting from The Anna Lindh Arab Child Literature Program. We also facilitated a capacity building program for these libraries to develop the librarians’ skills in using child literature as a medium for child development.

2010 will be the “deep practice” year. The creation of Ruwwad is an expression of our sincere commitment to our communities and our youth and 2010 has been devoted to deepening this commitment.

Fadi Ghandour
Chairman of Board



About Us





About Us

Ruwwad (The Arab Foundation for Sustainable Development) is a community empowerment initiative that helps disadvantaged communities overcome marginalization through youth activism, civic engagement and education.




Founded in 2005 by a group of entrepreneurs, Ruwwad operates through a network of partnerships with the private sector, civil society, government and target communities. It started by initiating an ongoing dialogue with Jabal Natheef, a severely under served urban area of approximately 50,000 residents in the heart of East Amman, Jordan, in order to address the needs and aspirations of the community. Ruwwad, along with other partners, has also launched initiatives in two rural communities and five other municipalities in Jordan.

Ruwwad's financial model is unique. Its founding shareholders, who form the Board of Directors, commit to an annual investment in the initiative, thus ensuring its flexibility and independence.



Our Mission

Ruwwad is passionately committed to:

-  Empowering marginalized communities through youth activism, civic engagement and education;
-  Fostering creative partnerships between the private sector, civil society, government and the communities themselves; and
-  Pursuing solutions whose impact is fundamental and life changing.

Our Method

Ruwwad embraces a youth-centric, community-organizing model for sustainable, long-lasting impact. It insists on the active participation of the community's youth and representatives in the planning, implementation and evaluation of its programs.

The youth of the community, of course, are at the heart of Ruwwad's purpose. They are beneficiaries of the Mousab Khorma Youth Empowerment Fund and are the regular volunteers who work daily on site to help with the operation. They are very active in giving feedback on every matter and issue that touches them and their community.

The Ruwwad team, in collaboration with the youth and representatives of Jabal Natheef, undertakes regular revisions and explorations of the community's needs and assets.



Summary

Since 2005, when the founders first put entrepreneurship in the service of community development, Ruwwad has worked hard at redefining corporate social responsibility.

From the moment of inception, Ruwwad's team started a dialogue with the people of Jabal Natheef, an underserved neighborhood in Amman, Jordan. Forging partnerships between the private sector, civil society, government and the community itself, the team worked in several areas at once, responding to requests and engaging the community in the solutions.

These early efforts secured essential community services and improvements, opened new educational and voluntary opportunities, introduced child development and youth activities, encouraged participation from beyond the neighborhood and revived community spirit.

By 2008, Ruwwad's major programs, including the Mousab Khorma Youth Education Fund and Jeeran Community Program and Shams Al Jabal Children's Library, were in place.



2009 was a transitional year. We took the time to assess and reposition all services, develop and add levels of depth to the programs' strategies and content and strengthen the links between them. For instance, we introduced new training schemes to better prepare those benefitting from the Mousab Khorma Youth Empowerment Fund for community service and activism. We also expanded the Shams Al Jabal model to Beida, a Bedouin town near Petra, where youth volunteers are eligible for university scholarships.

New partnerships were also formed in 2009. Collaboration with the Sharif Zu'bi Law Firm brought free legal aid services to Jabal Natheef and partnering with different international foundations allowed us to help upgrade the facilities and services for children at our own libraries as well as five municipal libraries across Jordan and to train Jabal Natheef staff and volunteers in creative arts techniques as mediums for psychosocial support for adolescents.

Strategic planning conducted in the summer of 2009 envisions clear program objectives for 2010, with a strong emphasis on community organizing, enriching youth program content to develop critical thinking, civic engagement, employability and leadership skills and building the organizational and operational capacity of Ruwwad itself.

As it looks to the future, Ruwwad is positioned to evolve into a regional, private sector-supported and citizen-led organization that empowers communities to take ownership of their lives. This model values experimentation, innovation and reflection. It is obsessively youth-centric because as the youth transform themselves, they also transform the organization, the neighborhood and the community.



Our Work



Youth Program

Mousab Khorma Youth Empowerment Fund (MKYEF)

One of Ruwwad's first initiatives in Jabal Natheef was to provide scholarships for university students from the neighborhood, who would in turn engage in voluntary service within their community. Just a few months after the program began in the fall of 2005, a young businessman, Mousab Khorma, was killed in the Amman hotel bombings of 2005. The scholarship fund was named after him as a living memory of his commitment to assisting marginalized communities in Jordan and Palestine. Since the creation of the Fund, 430 scholarships and grants have been provided, including 277 in 2009.

The purpose of the program is to work with and channel young people's ambitions, expose them to different ways of thinking and explore their talents and skills. Youth activities expanded in 2006 to include a weekly dialogue session among male and female program participants. During these Saturday Dardashat (Chats), youth engage in debates and meet different experts, business people and social entrepreneurs. Dardashat help participants gain self-confidence, nurture their debating skills and acquire knowledge. Scholars/volunteers also benefit from English language and information technology training workshops and other programs.

In turn, MKYEF's scholars volunteered in a range of services at Jabal Natheef, including afterschool tutoring, participation in civic improvement projects and leading sports or arts programs for children.

During 2009, the MKYEF program expanded to southern Jordan, where Ruwwad opened a small children's library in Beida in partnership with the Beida Amareen Cooperative. Beida's youth volunteer in the child library in exchange for university scholarships.

Ruwwad plans to combine and refine these core activities to create a steadily more rigorous series of programs that empower MKYEF beneficiaries, thus unleashing their full leadership potential as change agents in their communities.



AMMAN INTERNATIONAL MARATHON

1909
2009

AMMAN INTERNATIONAL MARATHON

11-15

7120

RUN TO THE BEAT OF AMMAN

بنك الأردن
ARAB BANK

1909
2009

AMMAN INTERNATIONAL MARATHON

11-15

7119

RUN TO THE BEAT OF AMMAN

بنك الأردن
ARAB BANK

2009 Highlights



Creation of Ruwwad Sports Program/July 2009

One hundred teenagers in Jabal Natheef benefited from new sports programs supported by a core group of 25 MKYEF youth volunteers and community sports activists. They chose from running, ping-pong, football, taekwondo, karate and fitness games. Thirty-seven girls were among those who joined the Ruwwad program. One of them, Bayan Abu Fardeh, won third prize in the Amman International Marathon, which took place in October 2009.



Young Global Leaders at Ruwwad/May 2009

Ruwwad received a group of Young Global Leaders from the World Economic Forum Delegation in May 2009. As a result of their visit to Jabal Natheef, they contributed to Ruwwad's school support program, sparked the development of a youth financial literacy program and donated books to Ruwwad's library.



GAZA AID/January 2009

Around 250 MKYEF scholars participated in several volunteer events to mobilize humanitarian relief for Gaza through the Aramex and 7iber.com campaigns and other Jordanian actions in support of Gaza.



Madrasati Summer School

Forty-five MKYEF scholars volunteered in the Madrasati (My School) summer school initiative, participating in sports and community service activities with students across Jordan. Madrasati is a private-public initiative to repair and restore Jordanian public schools and to make them safer and more inspiring learning environments for children.



Dardashat Forums

The question of diversity was the subject of most of the 2009 Dardashat (Chats) sessions, during which the MKYEF youth explored the notions of diversity of belief, lifestyles, ideologies and personal choices. Many chats were conducted in cooperation with Takween, a non-profit NGO that launched the Youth Identity Cultural Diversity project, focusing on expanding the boundaries of personal identity and citizenship. Every Saturday morning, Dardashat engages 70-100 youth in a shared space of ideas, a platform through which they can express their thoughts and be challenged by others' opinions.

Community Program – Jeeran

In 2005, Ruwwad visited families in Jabal Natheef to hear about their needs and aspirations then moved to help secure certain essential community services, foremost among them a post office, police station and health clinic.

By listening to their concerns, cooperating with relevant authorities and delivering on promises over time, Ruwwad built trusting relationships with leaders and members of the community. New programs developed in response to their requests.

In 2007, a home renovation program was launched to perform maintenance and repairs on local residences most in need of attention. A medical aid support program was established to support families whose children required urgent and expensive treatment. Physical improvements were made at local schools. As Ruwwad's approach and activities became better known across Amman, donations began to arrive from schools, families and companies beyond Jabal Natheef.

Today, the Jeeran (Neighbors) Program continues to provide social services in partnership with governmental, NGO and private sector entities. Among its activities are an employment help desk, a legal aid office and a ceramic workshop engaging people with special needs. It also focuses on providing psychosocial support through creative arts to empower youth, children and families.



Community Empowerment in Numbers

Facilitated

16 employment opportunities and helped

13 applicants access vocational training through an employment help desk operated in partnership with the Ministry of Labor

Offered clothes and toy donations to approximately

417 families in critical need

Developed a plan of action to support Ali Zu'bi Legal Aid Center, targeting

120 youth per monthly legal awareness session

Supported

6 special needs children

and **4** women who worked daily to create ceramic pieces at the Ruwwad-Silsal workshop

With the support of private business owners, initiated the renovation of the last

2 remaining homes in need of repairs in October 2009 (besides 8 renovated since 2007)

Paid school fees for

38 students in critical economic condition, to keep them in school

Renovated the local Atika Bint Zeid Primary School, employed a daily guard and installed a gate to make the schoolyard safe for

450 children



2009 Highlights

Creation of Ali Sharif Zu'bi Legal Aid Fund/March 2009

The inauguration of the Ali Sharif Zu'bi Legal Aid Fund in partnership with the Sharif Zu'bi Law Firm was a milestone in service to the Jabal Natheef community. By the end of 2009, the fund had offered 76 free legal consultations. Working with Ruwwad, the fund's legal aid center also conducted monthly legal awareness sessions targeting youth. Sessions focused on labor law, personal status and citizens' rights.

Creative Arts for Psychosocial Support/September-October 2009

A new program, introduced with a small grant from World Vision, focused on the creative arts as a medium for psychosocial support, targeting adolescent girls and families in Jabal Natheef. Twenty youth volunteers and staff members benefited from extensive training and the piloting phase, which took place during September-October 2009. The initial creative art therapy sessions reached 44 adolescent girls as well as their brothers and mothers, who participated in awareness-raising sessions.

Child Program

Shams Al Jabal Library and the Creative Workshop (Shababeek)

A children's library became the centerpiece of Ruwwad's work when it first opened in Jabal Natheef in July 2006. Sought by the community as a safe place for children to gather in their free time, the library quickly became a place where children brought new friends on each visit. They could read, do homework, listen to stories or chat with staff.

Named "Shams Al Jabal" (Sun of the Mountain) by the children themselves, it remains the only space outside of school for social and cultural interaction among neighborhood children ages 6-12. Open daily, it offers basic library services as well as an arts and crafts workshop, Shababeek (Windows), where children express themselves and explore the world through arts, crafts and games. Initiated by one of the MKYEF scholar-volunteers who started a "write and tell" project to break the monotony of reading, the workshop now engages children in drama, drawing, singing and doll making, in accordance with their interests and talents.

The library's 4000 books in Arabic and English have been carefully selected for both content and presentation and represent one of the country's best collections of children's books.

Through ongoing relationships with children at the library, Ruwwad's staff reaches out to adults in the community, hosting parenting chat sessions, arranging volunteer tutors, supporting needs of individuals or families and working with local schools to enrich the learning environment.

During 2008-2009, Ruwwad cooperated with the Anna Lindh Foundation, a Swedish foundation whose aim is to develop intercultural communication between Europe and the Mediterranean. The partnership focused on supporting children's libraries in Jordan and on building a strong network of advocates for children's literature and development through the library as a foundational pillar in community empowerment. The Shams library-workshop model was introduced in two southern rural communities: Beida, near Petra/Wadi Musa, and Fagough/Karak, where local MKYEF scholars participate in daily programs. Five municipal public libraries in other locations were also strengthened through this partnership.

Ruwwad is committed to the ongoing promotion of literacy, community libraries and children's literature across the region through its strong cooperation with the Anna Lindh Foundation and the Jordanian Association of Public Libraries.





2009 Highlights

Municipal Libraries: Partnership with the Anna Lindh Foundation Arab Child Literature Program

During 2008-2009, Ruwwad partnered with the Anna Lindh Foundation on a Regional Child Literature Project, which enriched the environment of five municipal public libraries in Jordan with new books, furniture and basic librarian training. Training targeted 17 librarians and covered basic child enrichment programs, developing librarians' skills and making reading for pleasure a daily encounter with children in the local communities. Ruwwad played a pivotal role in coordinating with different partners to secure the best quality books and materials. Libraries that benefited from the program were Al Karmel/Irbid, Wadi Al Hour/Salt, Al Alouk/Alouk, Martyr Ghzawi/Shuneh Shamalyeh, Yanmu Ma'a Al Keetab/Zarqa and the three Ruwwad libraries in Jabal Al Natheef, Beida and Karak/Fagough.

Children's Library Program in Numbers in Jabal Natheef

Conducted

24 storytelling sessions every month, targeting children 6-9 years old

Provided

25 children with regular afterschool tutoring by neighborhood MKYEF scholar-volunteers

Facilitated participation of more than

150 neighborhood children in learning experiences at the Children's Museum, Haya Arts Center and Zaha Cultural Center

Hosted monthly meetings of

30 neighborhood mothers to discuss issues that relate to their children

Engaged at least

50 neighborhood children in daily creative arts workshops

Ran a children's library program for

40 Beida children with the help of 7 MKYEF scholar-volunteers

Ran a children's library program for

50 Fagough children with the support of staff from Fagough Community



Our Partners



A major reason for the success of the Ruwwad model is the cultivation of active partnerships among all the components of what we call the “Ruwwad Eco-System.” These include our Ruwwad youth and MKYEF scholar-volunteers, community institutions, families, social entrepreneurs, private sector companies, NGOs, government ministries and authorities and our donors.

Our sincere thanks to all of these partners and countless other individuals, professionals, students, companies, schools and families who volunteer and contribute to our programs every year.

Corporations

Ruwwad thanks the following corporations for their monetary contribution and for continuously putting their skills, expertise and knowledge at the service of Ruwwad.

Abraaj Capital

Aramex International

Social Services through Partnerships

Ali Sharif Zu’bi Legal Aid Fund in partnership with **Sharif Zu’bi Law Firm**

Ruwwad-Silsal Ceramic Workshop in partnership with **Silsal**

Employment Desk in partnership with the **Ministry of Labor**

Community Health Clinic in partnership with the **Ministry of Health**

Professional Technical Support

Karajah & Associates Law Firm

7iber.com

Key Community Partners

Ateka Primary School Jabal Natheef

Amareen Cooperative Beida

Zikra Initiative

Special Projects

Anna Lindh Foundation and SIDA: Regional Child Literature Project

Madrasati: Summer School Club Project

World Vision: Creative Arts for Psychosocial Support Project

Ruwwad Board of Directors and Major Donors

The long-term commitment of funds by Ruwwad’s shareholders—our Board of Directors—allows us to be flexible, agile and decisive in our response to community needs and in our efforts to sustain ongoing activities that mobilize and strengthen communities.

Fadi Ghandour

Chairman, Ruwwad
Founder and CEO, Aramex International

Khaled Masri

Vice Chairman, Ruwwad
Chairman, Cairo Amman Bank

Main Donor

Arif Naqvi

Founder and CEO, Abraaj Capital

Board Members

Samir Murad

President, Murad and Sons Company

Majdi Yassin

Entrepreneur

Marwan Atallah

Middle East Aviation Near East Group

Raji Hattar

Sustainability Officer, Aramex International

Ruwwad Team

Samar Dudin

Regional Director and Head of Programs

Youth Empowerment and Mousab Khorma Youth Education Fund:

Mariam Abu Adas

Youth Empowerment and Mousab Khorma Youth Education Fund Officer

Samer Al Groum

Sports Officer

Loay Sabine

English Teacher

Community Empowerment:

Kefah Adnan

Community Empowerment Officer

Laila Azoum

Community Help Desk

Lubna Foudeh

Silsal Workshop

Child Development:

Noura Awwad

Child Development Officer

Creative Arts Workshop Team:

Maysoun Qussous

Creative Arts Workshop Supervisor

Manal Awadallah

Team Member

Amani Sahouri

Team Member

Shams Al Jabal Library Team:

Taghreed Naji

Library Supervisor

Enas Ebeidallah

Librarian

Abeer Abu Rouman

Team Member

Kholud Al Teebi

Team Member

Beida Library:

Fatmeh Al Amareen

Librarian

Fadah Saeideen

Team Member

Tamam Al Amareen

Team Member

Faghough Library:

Samaher Al Shaqaheen

Librarian

Eman Al Ma'aqbeh

Team Member

Nayfeh Al Ma'aqbeh

Team Member

Operations:

Najwan Shiber

Chief Operations Officer

Bshara Kopti

Chief Accountant

Randa Abdel Nabi

Accountant

Hanan Moghrabi

HR Officer

Tareq Faqih

IT Officer

Awad Louzi

Driver

Friyal Kanan, Naemeh Jibril,

Nabila Skafi

Housekeeping Team

Arabi Douleh, Nader Al Kout

Security Team

Our Supporters

aramex



Financial Report 2009



The Arab Foundation for Sustainable Development - Ruwwad

Summarized Balanced Sheet As at December 31 2009

Assets	2009 Jordanian Dinar	2008 Jordanian Dinar
Non-current Assets	220,393	213,045
Current Assets	199,705	197,416
Net Assets	420,098	410,461
Liabilities and Owners Equity		
Owners Equity	2009 Jordanian Dinar	2008 Jordanian Dinar
Paid-in Capital	50,000	50,000
Compulsory Reserved	35,571	35,571
Accumulative Surplus	330,669	316,908
Total Owners Equity	416,240	402,479
Liabilities	2009 Jordanian Dinar	2008 Jordanian Dinar
Other Accounts Payable	3,858	7,982
Total Liabilities	3,858	7,982
Total Liabilities and Owners Equity	420,098	410,461

Summarized Income Statement For the year ended 31 December 2009

	2009 Jordanian Dinar	2008 Jordanian Dinar
Income	842,213*	748,600

Income	2009 Jordanian Dinar	2008 Jordanian Dinar
Mousab Khorma Fund Expenses	376,772	300,679
Jeran Expenses	45,486	61,982
Madares Expenses	5,312	19,625
Shababeek Expenses	38,670	44,055
Shams Al Jabal Library Expenses	41,707	33,429
Al Beida Library Expenses	14,620	40,887
Anna Lindh Project Expenses	117,840	11,401
Other Projects Expenses	27,826	19,912
Administration Expenses	135,478	183,850
Bad Debt Accounts	24,602	0
Total Expenses	828,313	715,820

	2009 Jordanian Dinar	2008 Jordanian Dinar
Total Surplus (Deficit)	13,900	32,780
Vocational Training Expenses	139	238
Net Surplus (Deficit)	13,761	32,542

Summarized Income

For the year ended 31 December 2009

Donations	2009 Jordanian Dinar
Fadi Ghandour	95,000
Arif Naqvi	283,200
Aramex	100,000
Khaled Al Masry	190,000
Sameer Murad	25,000
Majdi Al Yasin	21,000
Marwan Attalah	25,000
Other Donations	42,686
Total Donations	781,886
Net Projects Income	2009 Jordanian Dinar
Net Income/Anna Lindh Project	20,178
Net Income/World Vision Project	3,397
Net Income/Madrasati Project	3,310
Total projects Income	26,885
Total Income	808,771

Ruwwad

The Arab Foundation for Sustainable Development

Tel. +962 6 4733313/4

Fax. +962 6 4733315

P.O. Box 610610, Amman 11161, Jordan

www.ruwwad.jo

