



## Who We Are

Ruwwad Al-Tanmeya is a regional non-profit community development organization that works with disenfranchised communities through education, youth volunteerism and grassroots organizing. Our approach encompasses an array of programs and initiatives that, together, strengthen agency and facilitate redress to problems prioritized by members of the community.

Ruwwad Lebanon is located in between Bab Al Tebbaneh and Jabal Mohsen areas in Tripoli. The Community Center enables 100 youths on a yearly basis giving them access to education, enrichment programs and civic engagement opportunities. It also is a platform for conflict resolution, peace building and bringing youths and children across sectarian borders to engage in learning, community service and entrepreneurial endeavors.

## Three main programs anchor Ruwwad:

### Youth Organizing



### Child Development



### Community Support

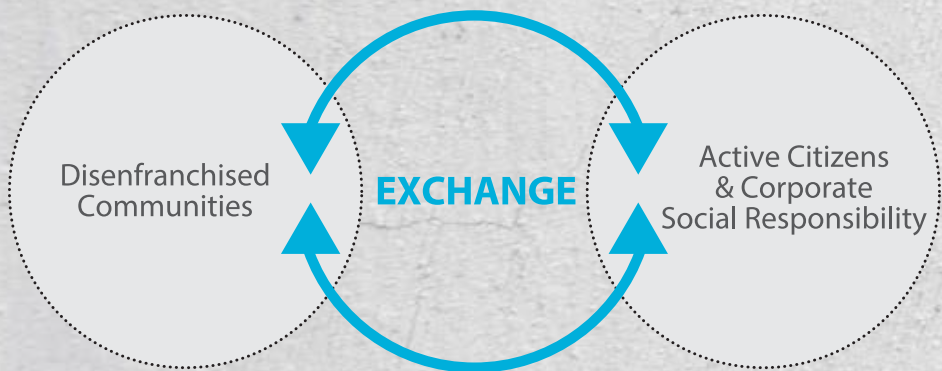


## Our Organizational Model

Ruwwad operates through an annual endowment from corporations and business entrepreneurs who are represented on its board. Their long-term commitment, social investments and knowledge sharing allow us to be at once flexible and decisive in addressing the communities' needs and in mobilizing their full participation. Our financial backers' experience and reach are put to use in advancing Ruwwad goals, foremost among them generating opportunities and leveling the playing field for the youth, nurturing 360-civic engagement and actively encouraging ground-up solutions.

Ruwwad, in effect, is a platform for engagement between proactive citizens, the youth scholars and the community. The majority of Ruwwad's team members are from the local communities. The youth scholars are brought onboard as interns. Upon completion of the internship, many opt to join Ruwwad fulltime.

Today, Ruwwad spans Jordan, Egypt, Lebanon and Palestine, and operates through a strong network of partnerships with the private sector and civil society and governmental agencies.



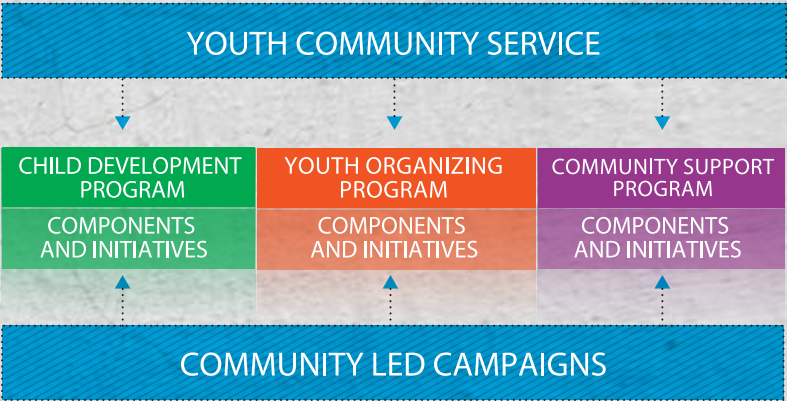
## Our Programmatic Model

Ruwwad is a citizen-led model. It utilizes the community service hours of the scholars to create safe learning spaces for children and adolescents; mobilizes the families to launch grassroots campaigns that help engender social change; and advocates for access to rights-based services through various partnerships within the private sector, governmental agencies and the civil society. Supportive action and intervention is developed in collaboration with specialists, where applicable, but always in conversation with the community.

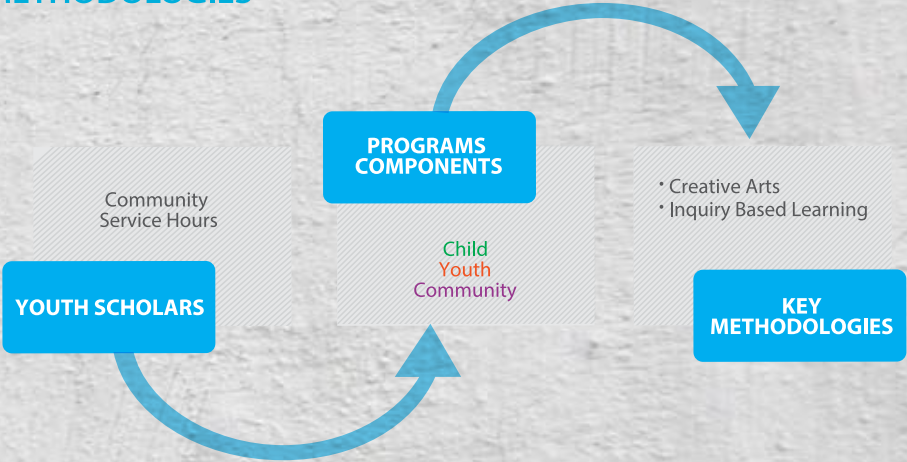
Ruwwad launches community led campaigns that adopt the "organizing methodology," which enables the campaign's community to tap into its own resources through a strong structure of leadership teams. Ruwwad's premise is that the people are the experts on the context and they have the insights needed to nudge change.



PROGRAMS MODEL



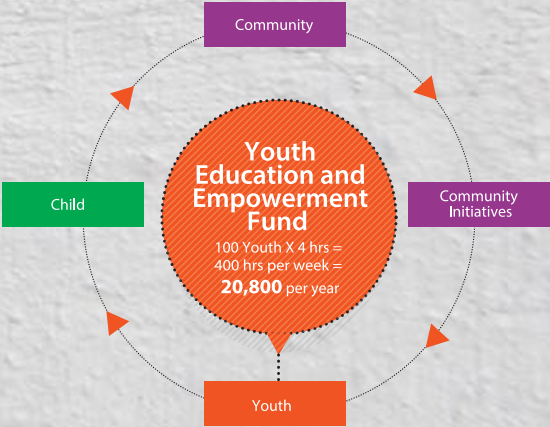
KEY METHODOLOGIES



KEY METHODOLOGIES



YOUTH CENTRIC MODEL



### Youth Organizing



#### A. Approach

The youth represent a vast and often untapped resource for immediate and long-term community development efforts. They are receptive to new ideas and are willing to invest more in change. When young people are able to access opportunities that spark their creativity and dynamism, they become a potent force for positive change in their communities.

In our partnership with the youth, we focus on education, participation and choice. We work together to even the odds by helping them access quality education, and by generating opportunities for personal growth, as well as skill and leadership enhancement. The weekly community service for the youth is at the heart of the program.

The end objective is scholars with skills and experiences that enable them to become change agents in their communities. The components that make up this program are the Youth Education and Empowerment Scholarship Fund and Cultural and Business Enrichment.

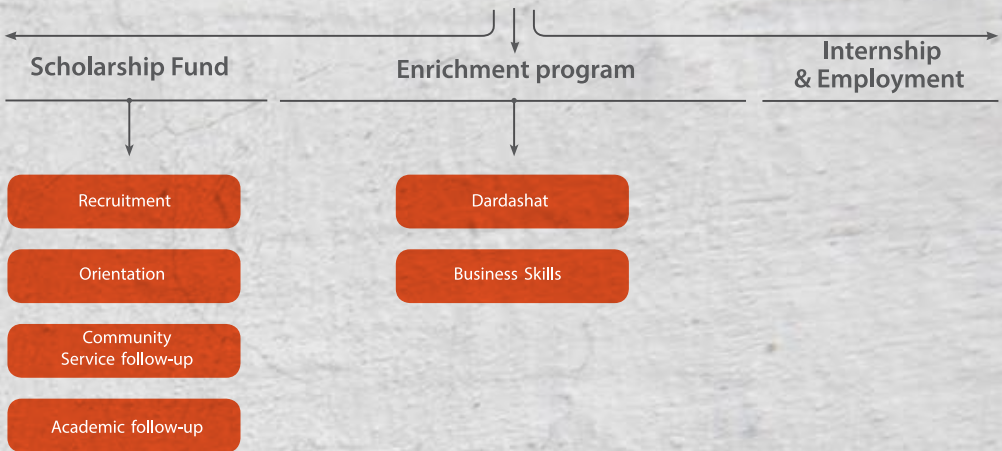
#### B. Components

**1. Ruwwad Youth Education and Empowerment Fund** provides scholars with higher education or vocational training scholarships at quality universities or colleges. Community service promotes activism, while counseling sessions enhance reflective skills.

**2. Cultural and Business Enrichment**, mainly through the cultural 'dardashat' weekly sessions, develops skills in active listening, dialogue, discussion and debate in an environment that respects diversity. To further improve the students' business related skills set, they receive entrepreneurial coaching and are provided with courses in the English language, IT, financial literacy and business ethics as well as internship opportunities both in-house and through a strong network of support from private sector corporations. Equally, the Ruwwad fellowship and youth-led initiatives promote youth activism and leadership.



## YOUTH ORGANIZING PROGRAM



### Areas of Impact

#### Child Development



#### A. Approach

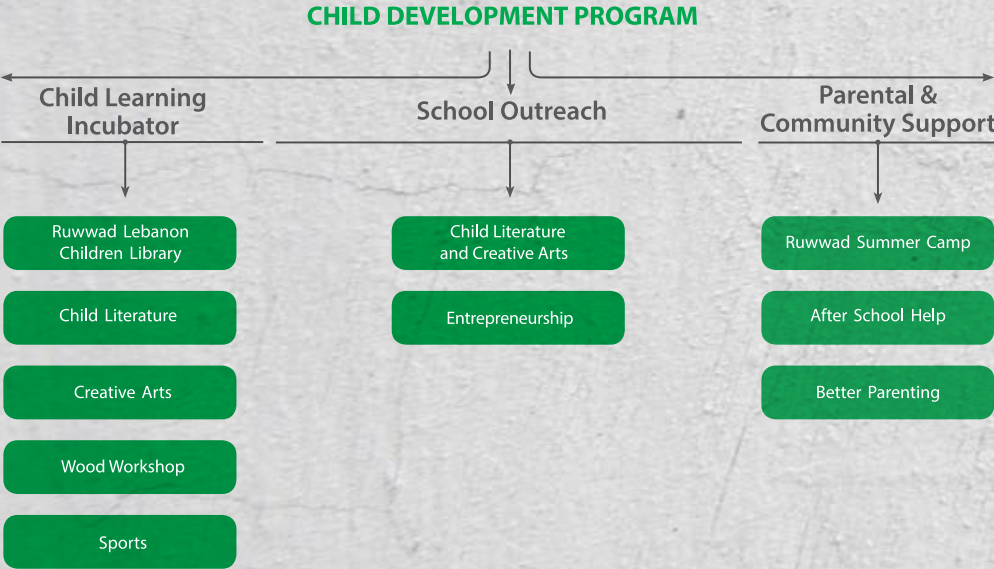
The children in the communities where we work often have no access to some of the most basic rights that every child should enjoy. As a result, many end up stumbling on a path that carries them further away from their potential.

The Child Development Program staff and volunteers, many of whom are from the community, dedicate themselves to answering questions, availing resources, and transmitting age appropriate knowledge and skills, guiding each child through a journey of personal, emotional and physical growth.

The program has three integrated components which promote practices that develop children's creativity and physical wellbeing: Inquiry-based Learning, Parental and Community Support and School Outreach Activities.

## B. Components

- 1. **Inquiry-based Learning** nurtures children's imagination, curiosity and appreciation of diversity through access to a children's library and other safe spaces for learning. The library acts as an incubator for child literary activities. The children also have access to an open space for artistic self-expression and science-based workshops that support the development of logic and critical thinking. Sports activities promote fair play, fitness and team building skills.
- 2. **Parental and Community Support** runs awareness raising sessions on safe learning environments for children. Ruwwad also provides tutoring lessons and informal learning opportunities through its summer camps which help keep the children away from unsafe streets.
- 3. **School Outreach Activities** provide assistance and outreach to surrounding schools, focusing on the creative arts, sports and child literature. Ruwwad also offers maintenance and logistics support to neighboring schools.



## Areas of Impact

### Community Support



#### A. Approach

At Ruwwad, we believe that solutions to problems are best engineered by members of the community. We use a collaborative, participatory approach to community organizing and development, working hand in hand with interested constituencies and engaging as partners and decision makers.

The Community Support Program comes together through three components that increase access to and awareness of vital services and rights: Partnerships and Services and Women Advancement.

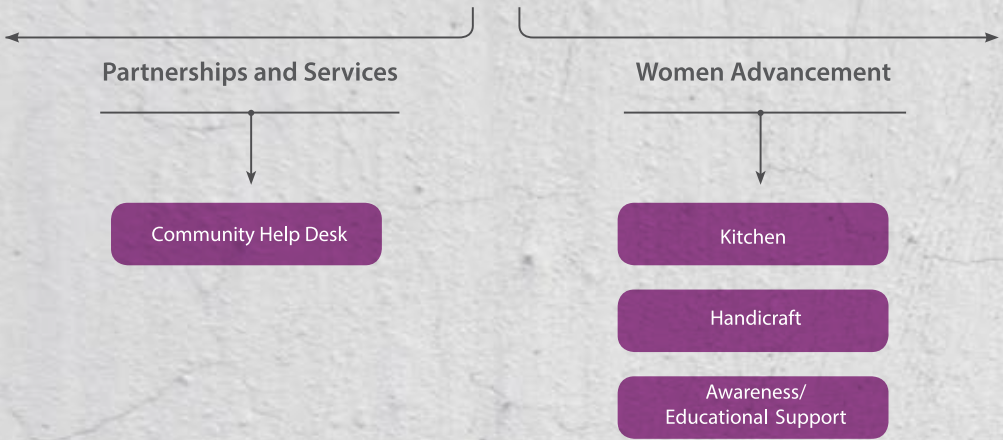
#### B. Components

**1. Partnerships and Services:** Partnerships are conducted with other community-based organizations, the purpose of which is to provide assistance in different related fields, such as support for the disabled and their families and legal support. Furthermore, the Community Help Desk promotes awareness of and facilitates access to rights-based services related to health insurance, employment and learning opportunities.

**2. Women Advancement** provides access to literacy, language and IT education, self-awareness workshops and income generation initiatives.



## COMMUNITY SUPPORT PROGRAM



## ABOUT RUWWAD

By sheer virtue of its aspirations, Ruwwad embraces pluralism and insists on respect for diversity. Our team's working framework is activist and participatory, in method and as a matter of principle. Ruwwad's, in fact, is a continuous conversation with the communities' various constituencies, as much to invite freewheeling expression and critical thinking as it is to disrupt the status quo and its entrenched interests.

Ruwwad is the brainchild of Fadi Ghandour, serial entrepreneur and founder of Aramex International, one of the world's leading logistics companies. A strong advocate of a more public-spirited and decisive presence for the Arab private sector in the sustainable development of the region. In 2005, Ruwwad Al-Tanmeya was founded in Jabal Al Natheef, East Amman in Jordan, Fadi mobilized Aramex and brought together a group of likeminded businessmen with the singular aim of deploying entrepreneurship - talent, resources and skills - in the service of community and to help tackle, however modestly, the inequities that pervade the Arab world.

Between 2011 and 2013, Ruwwad's regional expansion took place through Aramex --as a main partner corporation-- and a network of entrepreneurs. Hala Franjeh Fadel, an established business entrepreneur, heard about Ruwwad at one of Fadi Ghandour's social entrepreneurship talks. In January 2012, she visited Ruwwad's community center in Jabal Natheef, Amman, and mobilized the foundational grant to establish Ruwwad in the Jabal Mohsen and Bab El-Tebbaneh areas in Tripoli, Lebanon.

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