



Annual Report 2024

مؤسسة نهر الأردن
Jordan River Foundation



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A Legacy of Growth and Transformation

Chaired by Her Majesty Queen Rania Al Abdullah, the Jordan River Foundation (JRF) was established in 1995 as a non-profit, non-governmental organization with a mission to empower communities, alleviate poverty, and safeguard the well-being of children across Jordan. For nearly three decades, JRF has been a catalyst for change, transforming lives and creating sustainable opportunities for Jordanians, refugees and the most vulnerable alike.

Through a dynamic portfolio of community empowerment and child safety programs, JRF has actively helped in equipping individuals with the tools to thrive while fostering social justice and economic independence.





Governance & Leadership

Her Majesty Queen Rania Al Abdullah continues her role in guiding JRF's strategic vision and growth since its inception. As Chairperson of the Board of Trustees, Her Majesty provides visionary leadership, ensuring that JRF's programs remain impactful, sustainable, and aligned with national priorities.

Board of Trustees

JRF's Board consists of distinguished leaders from the public, private, and non-profit sectors, working collectively to oversee the strategic direction of the Foundation, ensure the implementation of impact-driven programs, maintain full transparency and accountability in financial and administrative operations, and quarterly review legal responsibilities, plans, and the implementation of programs. By adhering to the highest standards of fiscal and ethical management, JRF continues to reinforce its credibility as a leading development institution in Jordan.

Her Majesty Queen Rania Al Abdullah

Chairperson

Mr. Amin Khlaifat

Vice Chairperson

Mr. Sa'ed Karajah

Board Secretary

Mrs. Suzanne Afanah

Board Member

Mr. Ammar Al Safadi

Board Member

Mr. Tarik Awad

Board Member

Mrs. Taima Khoury Kwar

Board Member

Mr. Ahmad Mohammed Al Kodah

Board Member

Ms. Dima Munib Toukan

Board Member

Dr. Nawal Al Faouri

Board Member

Mrs. Enaam Barrishi

Director General

The Power of Possibilities

As we eye our 30th anniversary in 2025, our mission to help local communities “make the future” is as resilient as it was almost three decades ago under the leadership and vision of Her Majesty Queen Rania Al Abdullah.

Our holistic approach to sustainable development and child safety has redefined the way communities address their social and economic challenges with an array of livelihood and self development opportunities designed in partnership with community based organizations, societies, charities as well as the foundation’s community centers across Jordan’s twelve governorates; grassroots solutions that are designed to leverage the livelihoods of children, women, youth, families, refugees and the most vulnerable at large.

Our work demonstrates our unwavering commitment to sustainable growth, economic resilience, and social inclusion. With the steadfast support of our valued partners, we have expanded economic opportunities, promoted self-reliance, and built pathways for safer futures.

Every achievement is a step toward a more just and prosperous Jordan, where everyone rises above adversity and contributes meaningfully to their community. As we look ahead to the next chapter, we remain driven by the same purpose that has guided us for nearly three decades: to empower, uplift, and create lasting change, because a stronger, safer, more resilient Jordan, begins with its people.

Enaam Barrishi

Director General



Vision

To engage communities in realizing their full economic potential while overcoming social challenges, with a special emphasis on child safety and protection.

Mission

A Jordan where homegrown solutions drive prosperity, where opportunities are accessible to all, and where the well-being of our children shapes the future.

Values

Social Justice

Advocating equal opportunities.

Participation

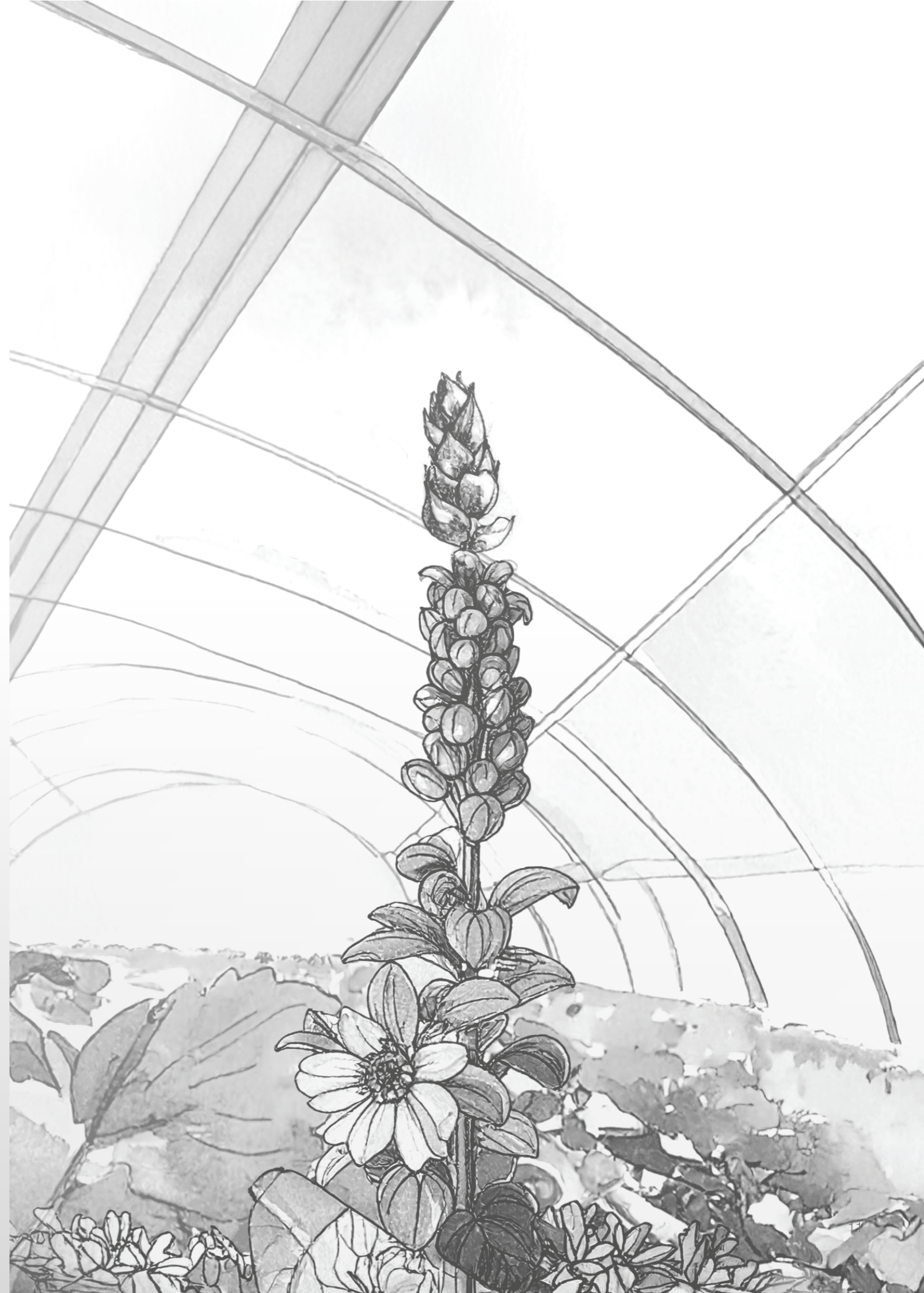
Empowering communities to take ownership of their development and future.

Responsibility

Fostering accountability at every level to drive meaningful change.

Sustainability

Implementing solutions that ensure long-term social and economic resilience.



2024 in Numbers

Total Beneficiaries (Unique)

108,307

Female

77,833

Male

30,474

Total Services

147,591

Community Empowerment Program Beneficiaries

Unique

30,307

Key Activities

Information Provision:

8,772 Sessions

Business Enabling:

1,548 Interventions

Employment Support:

485 Referrals

Capacity Building:

22,261 Trainings

Vocational and Technical Training:

417 Participants

Established Social Innovation Incubators:

11

Established Savings and Credit Groups:

918 Participants

Mentorship:

3,234 participants (10,195 Visits)

Technology-Enabled Youth Programs:

2,386 Participants

Supported Community-based Organizations (CBOs):

220

Outcomes

Employment

97% Job Retention =>3 Months

Improved Household Finances: 63%

Reduced Harmful Coping Mechanisms: 43%

Micro-Businesses

Operational ≥3 Months

Improved Household Finances: 91%

Reduced Harmful Coping Mechanisms: 72%



Child Safety Program Beneficiaries

Unique **78,297**

Beneficiaries of JRF's Social Enterprises

Unique **1,053**

Key Activities

110 Helpline:

16,426 Calls

Youth Initiatives:

10

Case Management:

1,977 Cases

Psychosocial Support:

233 Services

Women Empowerment:

18,453 Participants

Child Empowerment:

29,338 Participants

Adolescent Empowerment:

12,188 Participants

Outcomes

Service:	Success Rate:
Case Management	Needs Addressed: 95%
Psychosocial Support	Needs Addressed: 98%
Parental Care	Reported Improvement: 100%
Child Protection	Empowered against Abuse: 90%



JRF's Programs

JRF fulfills its mission through a diverse range of integrated programs that foster economic empowerment, social protection, child welfare and community arts. By adopting international best practices in assessment, implementation, and quality assurance, JRF has established itself as a regional model for sustainable development and child protection.



Holistic Breakthroughs

JRF's methodology revolves around a people-centered, holistic model that empowers individuals, strengthens communities, and safeguards children's rights. This approach ensures:

- Economic independence for individuals and families, fostering self-reliance and long-term prosperity.
- Community engagement, enabling local actors to participate actively in addressing their challenges.
- Child protection and family support, reinforcing the foundation of strong, resilient societies.

Impact Through Inclusion & Sustainability

JRF's commitment to empowering vulnerable groups extends across urban and rural communities, refugees, and marginalized populations. Program beneficiaries remain the greatest testament to JRF's success, showcasing tangible improvements in:

- **Economic Self-Sufficiency**, through vocational training, entrepreneurship support, job placement and social enterprises.

- **Child Safety and Family Well-being**, through intervention and prevention programs, parental education, and psychosocial support services.
- **Community-Led Solutions**, ensuring sustainability and long-lasting change.

Our continued success is made possible through strategic partnerships and the dedicated support from our funding agencies, ensuring lasting impact for generations to come.



The Jordan River Community Empowerment Program

The Jordan River Community Empowerment Program (JRCEP) has worked diligently to offer economic opportunities to local community members to help improve their livelihoods and that of their families.

JRCEP has benefited hundreds of thousands of individuals and families all across the kingdom by developing and implementing projects that enable communities to articulate their needs and facilitate their contribution to their own economic and social well being.

JRCEP also aims to mobilize members of vulnerable communities with the potential to become entrepreneurs or employees of choice. The program's overall objective is to increase household income through: micro and small enterprises, entrepreneurship, workforce readiness and job placement.



Areas of Focus

Fabrics of Self-Reliance: Refugees & Host Communities

JRF continues to strengthen the social and economic fabrics of Syrian refugees and host communities through interventions that aim to enhance self-reliance and resilience; improving self capacities and increasing access to sustainable livelihoods across Amman, Irbid, Mafrq, and Aqaba under the **Sustainable Self-Reliance for Vulnerable Syrian Refugees & Jordanian Host Communities Project**.

The project is designed to promote nationwide policies for developing sustainable livelihood and protection solutions, as well as build the capacity of national and sub-national institutions, organizations, and structures responding to socio-economic community needs. The project is funded by the Regional Development and Protection Program (RDPP) in collaboration with the Ministries of Labor, Youth, Digital Economy and Entrepreneurship, Industry and Trade, the Vocational Training Corporation (VTC), the Technical and Vocational Skills Development Commission (TVSDC), the International Labor Organization (ILO), and relevant private sector entities.

Enhancing Refugee Self-Reliance through Livelihood Access and Financial Inclusion

The project is designed to strengthen and improve the livelihood capacities of urban refugees and vulnerable Jordanians in seven governorates: Amman, Irbid, Mafrq, Ajloun, Tafileh, Ma'an and Aqaba. The project aims to address basic and vocational skills shortages, promote employment, self-employment, and provide grants for micro entrepreneurs.

Beneficiaries are offered special training programs in employability skills, micro business know-how and mentorship. The project is funded by the United Nations High Commissioner for Refugees (UNHCR) in cooperation with the Ministry of Labor and the Vocational Training Cooperation (VTC).



The Green Imprint: Fostering Socio-Economic Development

Funded by AFD (Agence Française de Développement), **20 Dunums for Change (20D4C)** was launched to offer vulnerable agriculture workers and farmers access to safe, sustainable and resilient livelihoods.

Partnering with community based organizations, JRF has identified entrepreneurial and employment opportunities for vulnerable workers, small farmers and household members through market assessments designed to identify agricultural products and services of high-value and promising market potential in Irbid and Mafraq. The project's Savings & Loan Groups are designed to develop and sustain micro agricultural projects; connecting established businesses with relevant cooperatives and agri-business incubators to ensure sustainability. Small farmers, and vulnerable workers are offered access to micro-business seed grants, comprehensive trainings, and market linkages established through local bazaars. Vulnerable workers and their household members seeking wage employment are enrolled in vocational and on-the-job training programs, supported by ongoing coaching and mentoring. The project also aims to facilitate networking events and market expansion initiatives. It is implemented through a consortium led by HELVETAS, Save the Children Jordan, and the Norwegian Refugees Council (NRC).

The primary focus of the **Small-Ruminants Investments and Graduating Households in Transition (SIGHT) Project** is to empower Syrian refugees and vulnerable Jordanian host communities receiving assistance from the National Aid Fund.

This is realized through a series of interventions including trainings in livelihood support, vocational skills, and job placement. Project activities are customized based on detailed market assessments related to resilience, self-reliance, and sustainability. Implemented in Mafraq, Irbid, Jerash, Ajloun, Madaba, and Amman, the project is funded by the International Fund for Agricultural Development (IFAD) through the Ministry of Agriculture, in collaboration with the National Agriculture Research Center (NARC), the National Aid Fund (NAF), the Jordanian Hashemite Fund for Human Development (JOHUD), and relevant community based organizations.

Addressing economic and environmental challenges by fostering green entrepreneurship, job creation, and social inclusion for over 150 green startups in Amman, Irbid, Mafraq, and Zarqa has taken the front seat in JRF's green business development interventions with the launch of the **Green Business Incubator Program**.

Through capacity building, mentorship, and access to funding opportunities, the program aims to develop employability skills and climate change awareness, especially among women and youth, creating a supportive environment for green jobs; contributing to Jordan's environmental sustainability and economic growth. The program's gender-balanced and inclusive approach ensures broad participation, focusing on early-stage green entrepreneurs. The project also offers business incubation services over a structured six-month period, during which beneficiaries receive business development support, mentorship, and funding opportunities, equipping them with the skills and resources needed to establish sustainable green projects. The program is funded by the Korea International Cooperation Agency (KOICA) and co-funded by the Global Green Growth Institute (GGGI) and implemented in collaboration with the Ministries of Youth and Environment.

Funded by the Food and Agriculture Organization (FAO), the **Specialized Agricultural Training Program** was launched to leverage JRF's contribution to the development of agricultural and sustainable forest product projects, empowering women in Jerash, Ajloun, and Balqa through specialized trainings addressing honey production, carob processing, sumac harvesting, and micro-business skills.

Funded by GIZ, **Entrepreneurship for Sustainable Economic Development and Employment in Jordan** was launched to leverage and support green entrepreneurship, digital businesses, and women-led enterprises in the governorates of Mafraq and Jerash. The project spanned 12 months in cooperation with the Ministry of Youth along with relevant governmental stakeholders. Key activities included the launch of an acceleration program for startups, capacity-building workshops, mentorship, and job creation events, with a strong emphasis on supporting women, refugees, as well as green and social enterprises.

Youth, Women & the Promise of Technology

Funded by UNICEF under the supervision of the Ministry of Youth, the **Social Innovation Incubators Project** was launched to help build the capacities of youth (including Syrian refugees) and adolescents all across Jordan's governorates, offering trainings in social innovation and Human-Centered Design through UNICEF's UPSHIFT platform and centers.

The project provided ongoing technical assistance to the Ministry of Youth by establishing and equipping nine new business incubators. The incubators delivered social innovation programs for ministry trainers, facilitators, and youth beneficiaries, focusing on entrepreneurship and incubation best practices. The project offered trainings in robotics, 3d printing through the MOBILE FAB LAB, incubation for youth-led ventures, as well as mentoring and coaching support.

The **Digitalize your Business Project** is funded by the International Labour Organization (ILO) and supervised by the Ministry of Labour (MoL) and the Ministry of Digital Economy and Entrepreneurship (MODEE). The project aims to support women entrepreneurs in scaling up their businesses through digital tools and e-commerce platforms. It seeks to empower women-led businesses across the governorates of Amman, Irbid, Mafrq, Madaba, Zarqa, Ajloun, Karak and Tafileh by offering access to relevant digital technologies and e-marketing services.

The **Support and Development for Local Communities in Aqaba Project** is designed to develop social innovation skills among adolescents in an effort to contribute to the economic empowerment of women and youth in Aqaba and its surrounding villages; offering sustainable income-generating opportunities.

This is realized through a series of training sessions delivered through a mobile innovation bus, introducing concepts related to robotics, artificial intelligence, and renewable energy. Beneficiaries also undergo a series of training programs on life skills, entrepreneurship, project management, and digital marketing followed by feasibility study support and grants to help the expansion or establishment of small businesses. Grants are offered based on eligibility criteria and rigorous market needs assessments. Capacity building for local women includes specialized vocational training in handicrafts, including thermal printing, polymer clay art, soap and candle making. Additionally, the project incorporates a mentorship and follow-up program to help beneficiaries sustain their businesses effectively. The project is funded by the Aqaba Governorate Council.



Sustainable Paths to Vocational & Agricultural Development

The **Recognition of Prior Learning (RPL)** is an unprecedented program launched by the Technical and Vocational Skills Development Commission (TVSDC) and implemented by JRF to help acknowledge the know how, skills, and experience gained outside of formal education. Its objective is to leverage the recognition of RPL in Jordan's Technical and Vocational Education and Training (TVET) sector.

The project is designed to diversify skills recognition across various sectors with the aim of aligning them with the recently endorsed RPL framework. The project is funded by the International Labor Organization (ILO) in collaboration with the Technical and Vocational Skills Development Commission (TVSDC), the Vocational Training Corporation (VTC), the Chambers of Industry and Commerce, and the National Employment and Training Co.

Targeting local communities in Irbid, Mafraq, Amman, Balqa, and Zarqa, the ILO-funded **Work-Based Learning (WBL) Program** is designed to develop the workforce readiness skills of Jordanians and Syrian refugees; qualifying them to enter the formal labor market; offering sustainable work opportunities, especially for women, youth and people with disabilities.

The program aims to address the gap between employability skills and market needs. The project aims to increase enrollment in WBL initiatives for the most vulnerable in Irbid, Mafraq, and Zarqa. It also addresses capacity building in the fields of technical and vocational education and training, and quality work-based learning programs. WBL is implemented in collaboration with the Technical and Vocational Skills Development Commission (TVSDC) and the National Employment and Training Co, under the supervision of TVSDC, and the Vocational Training Corporation (VTC).

JRF's interventions under the IFAD-funded **Rural Economic Growth and Employment Project (REGEP-IP1)** revolved around reducing poverty, vulnerability, and inequality in rural areas by offering productive employment and income-generating opportunities for vulnerable rural populations, focusing on youth and women (Jordanians and Syrian refugees).

Through Savings & Credit Groups, business mentoring, marketing support, and specialized trainings for farmer groups and associations, the project was implemented in Ajloun, Jerash, Mafraq, Balqa, Madaba, Irbid, Zarqa, Karak, Tafileh, and Ma'an. Evolving into its second phase, the project offered grants to qualified beneficiaries as part of its mission to address climate-aggravated water scarcity.



The project was implemented through the Jordan Enterprise Development Corporation (JEDCO) in coordination with JRF, and was funded by the International Fund for Agricultural Development (IFAD), and The Government of the Netherlands.

Addressing food security challenges, social and economic resilience, and self-reliance among Syrian refugees and vulnerable Jordanians by improving access to decent employment opportunities in the handicrafts sector across Irbid, Mafrq, and Amman has taken center stage during 2024 with the launch of the **Enhancing Access to Employment Opportunities through Handicrafts Project**, funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) under the supervision of the Ministry of Labor and the Vocational Training Corporation (VTC).

JRF continues to leverage the livelihoods and resilience of vulnerable communities in Aqaba (Jordanians and Syrian refugees) under the **Reinforcing Self-Reliance Mechanisms of Displacement Affected Communities in Jordan Project**. The project aims to develop self-reliance through trainings in employability skills and entrepreneurship, in collaboration with community-based organizations in Aqaba. Activities include referral networks and job matching services. The project has engaged employers, business support organizations, entrepreneurship support entities, training centers, vocational training institutions, and several educational entities in Aqaba. The project is implemented under the supervision of the Ministries of Labor and Digital Economy and Entrepreneurship and is funded by the Bureau of Population, Refugees, and Migration (BPRM) through the Danish Refugee Council.

Supporting women as drivers of economic growth and community transformation continues to be at the core of JRF's mission; offering pathways for women to thrive in the workforce as entrepreneurs and employees of choice. Implemented by JRF in Aqaba, **Makanati** is a visionary initiative funded by USAID in partnership with EnCompass designed to offer community women a variety of activities and programs including apprenticeships, gender-based violence awareness sessions, and trainings in workplace safety and fostering women-friendly workplaces. The project is run together with the Ministry of Labor, private sector partners, and the Aqaba Special Economic Zone Authority (ASEZA).

Funded by IFAD and the Government of the Netherlands through the Jordan Enterprise Development Corporation (JEDCO), **the Adaptation to Climate-Aggravated Water Scarcity Project**, implemented by JRF via grants awarded under the Rural Economic Growth and Employment Project (REGEP-IP2), is designed to help smallholder farmers and pastoralist households (Jordanian and Syrian communities) in chronically dry areas make their water supplies last longer and build better resilience to climate change, across Ajloun, Jerash, Mafrq, Balqa, Madaba, Irbid, Zarqa, Karak, Tafleh, and Ma'an.

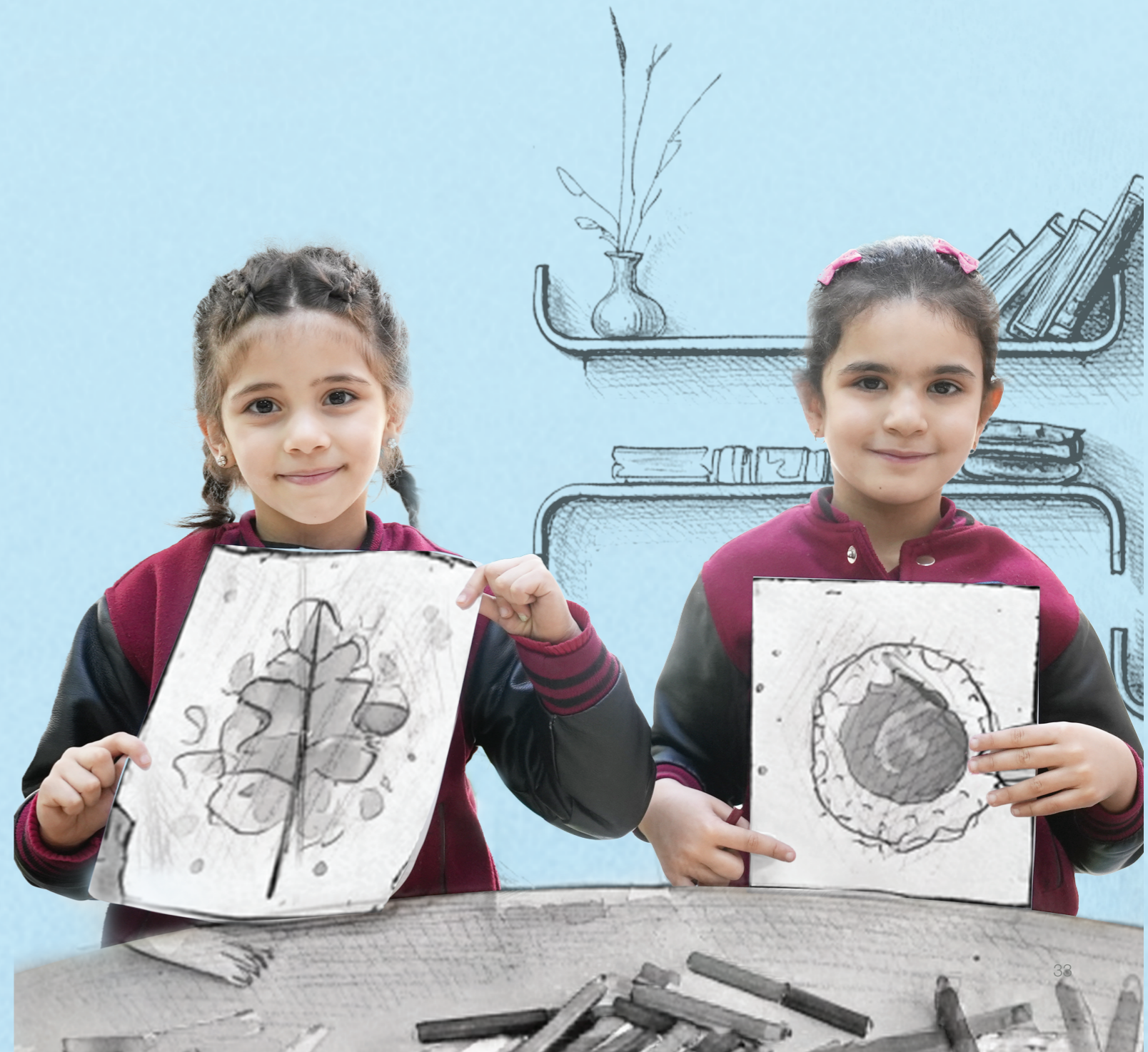
The USAID-funded **Jordan Technical Assistance Program (JTAP)** was launched to build the capacities of over 600 Ministry of Youth (MoY) staff at youth centers across Jordan through comprehensive training programs on mentoring and coaching. The project offers mechanisms to assess, recognize, and reward MoY staff based on their performances. Continuing Professional Development (CPD) training packages will be developed, and will be monitored through pre- and post-assessments, feedback surveys, and qualitative evaluations. A core team of 26 professionals will undergo a 20-day Training of Trainers (ToT) program to sustain the training efforts beyond the project. JTAP will also implement a knowledge management plan to support ongoing improvements and enhance youth services within MoY.

Empowering household women, including entrepreneurs, with essential financial knowledge and skills continues to be at the core of JRF's Community Empowerment Program, realized in 2024 through the **Building & Developing Women's Financial Capabilities to Enhance Community Financial Literacy in Jordan Project**. The project was launched to leverage women's abilities to make informed financial decisions, manage budgets, reduce fraud vulnerability, and engage in entrepreneurial activities, thus promoting local economic growth. It also helped foster community belonging among women, encouraging peer knowledge exchange, economic empowerment, increased participation in the economy, and gender equality. Key activities included conducting training sessions for trainers (bank employees), collaborating with women's associations, and implementing training programs in financial empowerment and entrepreneurship, with a focus on improving financial literacy and skills. The project was funded by the Central Bank of Jordan, in partnership with the Association of Banks in Jordan.

Capacity Building for Artisans is funded by Alwaleed Philanthropies and implemented by JRF in KSA with the aim of empowering artisans across several regions in the Kingdom. JRF is to build the capacities of individuals working in handicrafts, enhancing and sustaining their livelihoods. The project also aims to develop and preserve traditional crafts, leveraging their marketability, both locally and internationally. Trainings address pottery making, wooden utensil crafting, and hand embroidery.

The Jordan River Child Safety Program

Launched in 1997, the Jordan River Child Safety Program (JRCSP) is the result of Her Majesty Queen Rania Al Abdullah's relentless efforts to place the welfare of children at the forefront of national policy agendas. The program aims to promote child protection and safety, and enhance positive child rearing practices by addressing the family as a whole unit.



110 Helpline for Families & Children

Launched in 2007, JRF's 110 Helpline is an unprecedented, free-of-charge service available throughout Jordan. The Helpline offers services in psychological support and consultation, as well as referrals. The initiative aims to alleviate the effects of risk factors children in vulnerable families are exposed to, including families facing challenges impairing their parenting, as well as abuse cases. The helpline is a confidential service that primarily focuses on women, adolescents and children. It prevents abused children and women from being stigmatized and provides callers with resources and guidance that do not obstruct, label or judge them.

Community Centers

Activities and interventions provided by JRF's community hubs focus on two pillars: family and child safety, and socio-economic empowerment. To this end, JRF has established branches for two of its centers across Jordan: the Queen Rania Family and Child Center (QRFCC), and the Queen Rania Al Abdullah Community Empowerment Center (QRCEC). Both work in partnership and in coordination with local communities and institutions across Jordan, while engaging public and private organizations in a series of development projects aimed at empowering individuals, families and communities.

Both centers offer a series of child-focused activities including Beit Zgheer; a socio-spacial program aimed at increasing knowledge and awareness of key concepts pertaining to protection from child abuse. Beit Zgheer consists of a small house where children are introduced to key concepts pertaining to protection against abuse. The project also aims to reinforce secrecy and anonymity to encourage children to talk about and discuss sensitive issues related to any form of abuse. It's an educational microcosm resonating with real world situations and challenges, and is a hub for advocating key social concepts that go beyond children's rights to include topics like personal hygiene, space and emotional intelligence. Other initiatives include a series of activities in art therapy, sports, agriculture, edutainment (Salfhoof's puppet show) and social innovation and technology.



Areas of Focus

Protection & Well-Being: Holistic Paths

Makani is a socio-economic empowerment model that aims to improve the well-being and growth of children, adolescents, youth and families through a series of activities implemented at the project's centers, located across Madaba, Aqaba, Mafraq, Irbid, Zarqa, and Balqa.

The project focuses on skills-building, child protection support, and learning support services; adopting an all-encompassing community-based approach to self development and resilience. Offering safe interactive spaces, Makani centers have empowered the most vulnerable including out-of-school children, refugees, child laborers, as well as adolescents, especially females, people with disabilities, National Aid Fund beneficiaries, and those affected by armed conflicts or at risk of harm and survivors of gender-based violence. The centers also offer early childhood development and parenting support programs designed to help parents and caregivers develop sound parenting skills. The project is funded by UNICEF in partnership with the Ministry of Social Development and relevant community-based organizations across Jordan.

JRF has taken its specialized prevention and intervention services to the next level with the **Child Protection Services for Jordan's Most Vulnerable Project**, implemented in Amman, Aqaba, Mafraq, and Irbid.

Intervention services include case management, and psychosocial support, while prevention activities include Beit Sgheer, Salhoof's interactive puppet show, safe surroundings, adolescent clubs, expressive arts, self-empowerment trainings, and awareness sessions addressing online sexual exploitation. Project deliverables also include training sessions in advanced consultation skills, dealing with potential suicidal cases and perpetrators, self-care and team building for community based organizations, and community volunteers. The project is funded by UNICEF in partnership with the Ministry of Social Development.

Funded by the King Baudouin Foundation United States (KBFUS) and the KERING Foundation, **Increasing Access to Quality Intervention Services for Children & Women** aims to reduce gender-based violence threats and improve the well-being of children and women at-risk and survivors of abuse in Amman and Aqaba. The project offers inclusive quality case management and psychosocial support, as well as referrals.

Operating through JRF's Queen Rania Family and Child Center in Amman, and the Queen Rania Al-Abdullah Community Empowerment Center in Aqaba, the UNHCR-funded **Youth Program & CP Prevention Activities Project** aims to reach under-served communities in Amman, Aqaba, Irbid, Karak, and Mafraq by offering preventative services addressing child protection. The project includes sessions engaging children in relevant activities held at JRF's centers in Amman and Aqaba, in addition to targeting youth and adolescents through a series of training camps. Adolescence sessions focus on developing life skills and boosting resilience, in addition to offering awareness on child protection, and trainings addressing technology and social innovation (virtual reality, hologram fans, and interactive floors).



Community-Led Empowerment

Women empowerment remains at the core of JRF's mission realized through community-led initiatives and interventions, of which **She Leads** continues to be a central part.

Targeting communities across Jordan, the project relies on community influencers and youth, including female religious leaders and university students, to help promote gender equality, raise awareness on gender-based violence prevention and women's rights. Prevention activities include training camps designed to help youth implement community-based initiatives in line with the project's objectives. She Leads is funded by the Dutch Ministry of Foreign Affairs and is implemented through a consortium in partnership with Plan International, the Jordan Woman Union, and Terre des Hommes.

Protected Today & Tomorrow: Responding to Immediate Concerns & Preventing Future Protection Threats for Refugees and Host Communities stemmed from the need to develop a comprehensive model addressing national, social and individual issues of relevance to protection, both immediate and long-term, focusing on refugees and vulnerable Jordanians in Amman, Aqaba, Mafraq, Irbid, and Ma'an.

This is realized by offering intervention services including case management support, psychosocial counseling, and JRF's 110 Helpline. Services also include prevention activities addressing expressive arts, sound parenting, safety, accountability, and awareness. The project also offers capacity building and self-care training for frontline workers in governmental and community based organizations as well as local community centers operating in the field of safety and protection. The project is funded by the Foreign, Commonwealth, & Development Office, and is implemented through a consortium: the Danish Refugee Council, Humanity and Inclusion, and JRF.

Funded by the Ayla Oasis Development Company, **Community Empowerment through the Arts** aims to support Aqaba's local communities with the skills needed to help address and overcome psychological challenges including alienation, negative behavior, and anxiety through a series of expressive art sessions designed to boost self care, empathy, learning, and positive thinking.

Capacity Building

During 2024, JRF has been supporting the efforts of **Abu Dhabi's Family Care Authority** to enhance the capacities of its family hotline team.

The project included a specialized training program designed by JRF to equip team members with the necessary skills to provide effective support for callers seeking advice and help in various topics related to child and family safety. To ensure long-term knowledge transfer and sustainability, JRF has implemented a Training of Trainers (TOT) program, to help mentors apply newly acquired knowledge and improve responses to calls. The training was followed by online and in-person supervision sessions to provide continuous support and enhance the team's effectiveness in managing helpline queries.



Social Enterprises

JRF strives to create sustainable economic opportunities for local community women and female refugees by capitalizing on their potential as independent breadwinners within their families. There has been an immense interest from women to participate in JRF's social and economic empowerment programs, especially in the fields of entrepreneurship, culinary arts and handicrafts. These programs are particularly designed to leverage their employability and social skills, as well as their business acumen.



Jordan River Designs

Projects under Jordan River Designs currently employ over 800 women artisans specialized in handcrafting exceptional selections of traditional and contemporary items sold at the Jordan River Designs Showroom.

Al Karma Embroidery Center

Established in 1996 in Jabal Al Natheef, Al Karma Embroidery Center employs local women artisans who craft traditional and contemporary handmade embroidery products, which include everything from home furnishings, to gift items, to fashion accessories. Set up to support women seeking extra income, the project also aims to maintain and promote the heritage of handicrafts, offering a variety of products representing Jordan's traditional and visual arts.

Bani Hamida Weaving Project

Launched by Save the Children in 1985, the Bani Hamida Weaving Project became part of JRF in 1998. Reviving an otherwise impoverished region, the project revamped the long celebrated tradition of Bedouin weaving, and helped maintain the social fabric of the Makawir area. The project also leveraged the living conditions of the area's local community. Today, women from 13 different villages are helping revive and sustain the art and culture of Bedouin rug making, while contributing to their families' social and economic well being. Wooden spindles and floor looms are used to produce quality wool rugs that have been popular internationally due to their ingenuity and high quality.

Wadi Al Rayan Project

Established in 1997, the Wadi Al Rayan Project revolutionized the use of cattail reeds and banana leaves as raw manufacturing materials. Today, cattail reeds and banana leaves are used to produce handwoven environment-friendly products, including baskets, coasters, mats, among other unique home and office accessories.

IKEA & JRF

JRF continues to partner with IKEA to support women in refugee and host communities through a series of exquisite handicraft collections capturing Jordan's tradition and heritage. The initiative helps sustain social and economic stability across host communities, offering local women and Syrian refugees jobs to produce handmade carpets and embroidery items, sold exclusively by IKEA, locally and regionally. IKEA Jordan was the first store to launch the collection a few years ago, followed by several GCC countries and stores in North Africa, the US and Europe.

Al Karma Kitchen

Established in 2006 in Jabal Al Natheef, East Amman, Al Karma Kitchen offers a wide variety of catering services and handcrafted foods by local community women. The kitchen trains and hires hundreds of beneficiaries (full and part time) and provides unique economic opportunities for the community women of East Amman. The Kitchen's culinary collection now includes frozen food items homemade with the finest ingredients.

Daimeh

Daimeh is an eatery experience at the heart of Jordanian and Mediterranean cooking, offering fresh and locally sourced produce that celebrates the timeless traditions of food. The social dining experience supports the community women of Al Karma Kitchen, empowering female chefs who rely on home cooking for a living.



SDG Compliance in 2024

JRF actively aligns its mission with the United Nations' Sustainable Development Goals (SDGs), particularly focusing on ending extreme poverty, reducing inequality, promoting gender equality, and ensuring clean water and sanitation. Through initiatives that include economic empowerment programs for women and refugees, child safety interventions, and sustainable community investments, JRF addresses systemic challenges while fostering workforce readiness and environmental protection. Its partnerships with global and local entities exemplify its efforts to advance SDG-aligned outcomes, emphasizing self-reliance and equitable opportunities. By integrating these goals into its governance and community-driven strategies, JRF reinforces its commitment to holistic development.

SDG #1: Ending Poverty

JRF empowered 30,307 Jordanians and Syrian refugees through income-generating opportunities, skill development, and access to financial and technological resources. Employment and business programs improved household finances by 63% and 91%, respectively, while reducing negative coping strategies and enhancing resilience.

SDG #4: Quality Education

JRF expanded access to education for vulnerable groups. The Child Safety Program supported 12,088 children, while 801 mothers attended literacy and numeracy classes. Capacity-building initiatives benefited 1,725 individuals, with 73% gaining personal and professional skills needed to enter the labor market or establish their own businesses. Over 3,290 coaching sessions were held addressing basic life skills.

SDG #5: Gender Equality

JRF empowered 24,711 women through access to economic resources, digital skills training, and leadership programs. Initiatives promoted financial inclusion, addressed gender-based violence (GBV), reaching 423 women and girls, offering tools to combat child marriage and advocate for girls' education, contributing to the elimination of harmful gender-based practices in Jordan.

SDG #8: Decent Work & Economic Growth

JRF was able to employ 485 individuals through job placement services as well as support 853 through its social enterprises. Farmers received training in resource-efficient technologies, while youth gained skills in emerging technologies. Financial inclusion was expanded via banking services and micro-business grants.

SDG #10: Reduced Inequalities

JRF reached 30,307 individuals in 2024 through advocacy efforts aimed to reduce inequalities across Jordan, promoting inclusion for women, youth, refugees, and persons with disabilities. It also empowered 1,559 beneficiaries with business enabling tools, employed 485 through job placements, and supported youth innovation initiatives. JRF also supported 853 women through its social enterprises.

SDG #13: Climate Action

JRF leveraged climate resilience by training farmers in water conservation and sustainable agriculture via rainwater harvesting, and hydroponics. Green entrepreneurship was supported through 690 grants. Awareness sessions and mentorship programs were designed to enhance climate resilience across vulnerable communities, particularly Jordanians and Syrian refugees. The foundation also fostered green job creation, with 108 beneficiaries employed in Eco-friendly sectors. Through awareness sessions, skills development, and mentorship programs, JRF built capacity for climate change adaptation and sustainable business practices. JRF has also applied for a Green Climate Fund accreditation that would enable the foundation to support and sustain future climate action initiatives across Jordan.

SDG #16: Peace, Justice & Strong Institutions

JRF empowered 10,072 children with self-protection skills and trained 5,625 parents in creating safer home environments. Awareness sessions on GBV and online exploitation of children engaged 7,239 participants. These programs improved child protection awareness among parents (95%) and government stakeholders (94%).



Partners and Donors

JRF is proud of its partnerships with local and international entities, and continuously works towards cultivating these relationships, while exploring new opportunities for collaboration. We continue to evolve and act proactively to cement new partnerships with organizations that share our objectives for social and economic development in Jordan.



Institutional Donors

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Novo Nordisk Foundation



Bureau of Population, Refugees, and Migration



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