



مؤسسة نهر الأردن  
Jordan River Foundation

# Annual Report 2017



# Table of Contents

04

23 Years of Empowered Generations

06

A Message from the Director General

08

Vision, Mission, Values

10

Governance

11

Board of Trustees

12

Our Programs & Impact

14

Empowering Communities

28

Protecting Children

38

Training to Success

46

Building Social Enterprises

52

Donors & Partners



# 23 Years of Empowered Generations

Chaired by Her Majesty Queen Rania Al Abdullah, the Jordan River Foundation (JRF) is a non-profit, non-governmental organization established in 1995.

For the past 23 years, JRF has been helping generations of individuals to realize their full potential as proactive citizens contributing to the social, economic and familial wellbeing of their communities.

Focusing on community empowerment and child safety as its two main pillars, JRF has been supporting local communities across Jordan by advocating social justice, poverty alleviation,

and the socio-economic independence of Jordanians and refugees alike; focusing on children, youth, and women.

JRF has also been supporting homegrown solutions designed to engage local communities and help them address challenges, while placing the wellbeing of children at the center of the Foundation's development initiatives.

## What Matters Now

At JRF, empowerment has always been a genuine collective of trainers, specialists, partners, donors, and beneficiaries. A collaboration making a real difference by offering communities, youth, women and children access to sustainable livelihoods, equal opportunities, and abuse-free environments.

Each year, and since our establishment in 1995 by Her Majesty Queen Rania Al Abdullah, we enable thousands of individuals to overcome economic and social challenges through our development programs in Community Empowerment, Child Safety, Training and Consultancy, and Social Enterprises.

Under these unique and interventions, vulnerable woman refugees become breadwinners, youth qualify for jobs, and children become aware of their rights and ways women protect themselves against all forms of abuse.

We've been able to develop and replicate our empowerment models across an array of organizations and counterparts, transforming our experience into best practice models, both adaptable and scalable.

Building social enterprises through handicraft projects and centers for homemade culinary arts has impacted thousands of community women and their families. We continue our mission towards combating unemployment in Jordan, with a special focus on vulnerable youth, in an economy grappling with a joblessness rate of 18 percent.

Our income-generating initiatives, including a joint handicrafts project with IKEA, are about women's right to a better future; they are about helping them rise above themselves and unleash their entrepreneurial potential. This model is able to save families, otherwise facing a future shackled by issues such as child abuse, troubled youth, violence, crime, child marriages, sexual exploitation, and human trafficking, to name a few.

2017 has been a year of great triumphs and challenges; with the launch of innovative empowerment models and new child safety programs; all designed to envision a Jordan for safer children, equal opportunities and sustainable growth.

We look forward to welcoming 2018 with your continuous support and partnership, in this life-changing endeavor, that is called JRF.

Sincerely Yours,  
Enaam Barrishi





# Our Vision

A Jordan where solutions are homegrown, where the opportunity to prosper is for all, and where the wellbeing of our children shapes our future.

# Our Mission

To engage Jordanians to realize their full economic potential and overcome social challenges, especially child abuse.

# Our Values

- Social Justice
- Responsibility
- Participation
- Sustainability

# Governance

Since the establishment of the Foundation, Her Majesty Queen Rania Al Abdullah has been involved in all aspects of its growth and development. In her role as Chairperson of the Board of Trustees, Her Majesty chairs board meetings and provides visionary leadership to ensure the continuity of long-term, impact oriented programs.

The Foundation's Board of Trustees is comprised of individuals from the public, private, and non-profit sectors; working hand in hand to provide guidance and expertise towards the strategic development of JRF.

In their capacities, they oversee and monitor the implementation of all JRF projects, whilst ensuring the

proper implementation of required administrative and financial systems and procedures. Among the Board's key responsibilities is the utilization of sound fiscal and ethical accounting and management practices, ultimately ensuring that the Foundation maintains full transparency and accountability at all times.

The Board meets on a quarterly basis to oversee the smooth execution of all JRF activities and legal responsibilities. It also lays down strategies and approves long-term annual business plans.

# Board of Trustees

- Her Majesty Queen Rania Al Abdullah

Chairperson

- Mr. Amin Khlaifat

Vice Chairperson

- Mr. Sa'ed Karajah

Board Secretary

- H.E. Mrs. Suzanne Afanah

- H.E. Dr. Nawal Al Faouri

- Mr. Tarik Awad

- Eng. Khalid Nahhas

- Mrs. Reem Goussous Fakhoury

- Mrs. Taima Khoury Kawar

- H.E. Ms. Khawla Al Armouti

- Mr. Ihab Saadi

- Mrs. Enaam Barrishi

Director General

# Our Programs

JRF realizes its mission of empowering communities and promoting child safety and protection through a variety of integrated programs, adopting international best practices in assessment, implementation and quality control.

The holistic approach applied in JRF's programs is unmatched locally and regionally. JRF makes every step count, whether in supporting entrepreneurship or in helping families maintain their unity.

The Foundation oversees a multitude of services, initiatives, and centers to empower communities and promote family and child safety. Program beneficiaries are the biggest testament to JRF's impact. JRF's initiatives have succeeded in creating sustainable livelihoods for individuals and communities, as well as promoting child safety and sound parenting practices.



# Our Impact

## 50,094

Professionals and community members received specialized training

## 4331

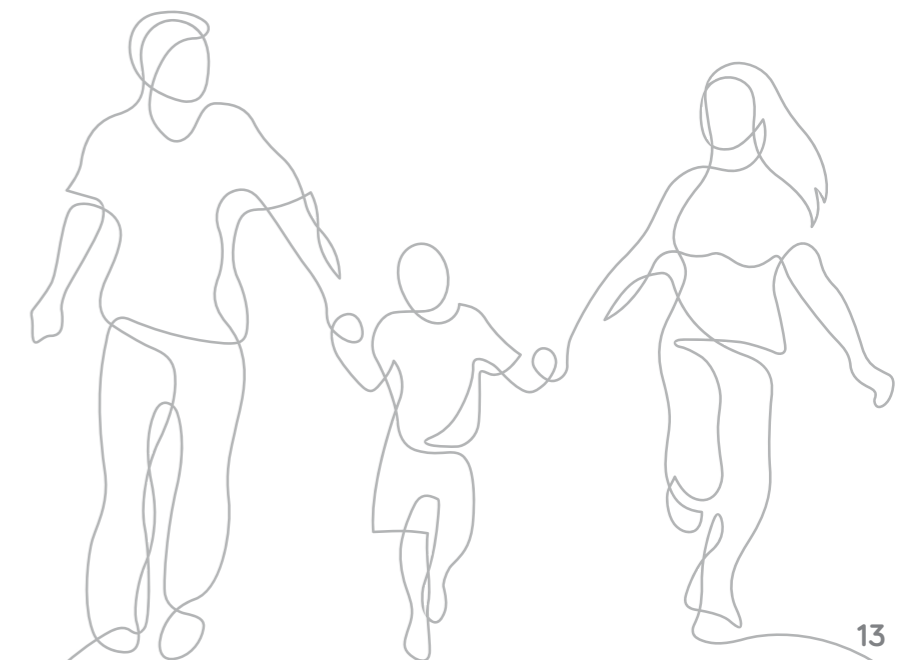
Beneficiaries of community empowerment programs

## 218

Community based organizations partnering with JRF

## 14,093

Children, families and women received protection and parenting support



# Empowering Communities



Since its launch in 1997, the Jordan River Community Empowerment Program (JRCEP) has worked diligently to provide local community members with economic opportunities to improve their livelihoods and that of their families. JRCEP has benefited thousands of individuals and families by implementing programs and projects that empower communities to articulate their needs and facilitate their contribution to their own economic and social development.

JRCEP also aims to mobilize members of vulnerable communities with the potential to become entrepreneurs or employees. The program's overall objective is to increase household incomes, self reliance and resilience through two areas:

- Micro and Small Enterprises and Entrepreneurship.
- Job Placement and Workforce Development

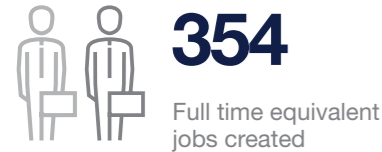
## Our Projects

### Development and Support of Saving and Credit Groups and Associations

Ajloun, Jerash, Mafraq, Balqa, Madaba

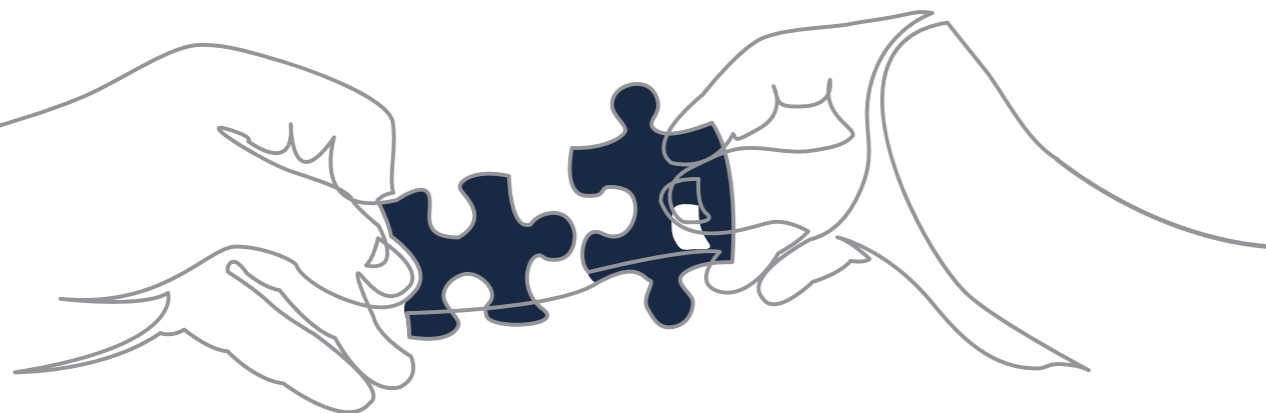
Funded by the International Fund for Agricultural Development (IFAD), the Rural Economic Growth and Employment Project (REGEP) aims to contain and reduce poverty, vulnerability and inequality across rural areas in Ajloun, Jerash, Mafraq, Balqa and Madaba. Partnering with IFAD, and in cooperation with the Jordan Enterprise Development Corporation (JEDCO), JRF managed and implemented two main initiatives under REGEP: the

Development and Support of Saving and Credit Groups and Associations, as well as Business Mentoring and Marketing and Specific Training for Farmer Groups and Associations. The main objective was to create sustainable jobs and income generating opportunities for local communities across these governorates, especially among youth and women, through business mentorship and facilitating access to grants.



### Achievements

- ★ Increased and advocated the participation of beneficiaries in agricultural bazaars and exhibitions.
- ★ Launched several unprecedented agricultural products including the plantation of: sesame seeds, turmeric, flax, and peanuts.
- ★ Increased and advocated the role and participation of community women across several agricultural projects in targeted governorates.
- ★ Advocated key business concepts including: financial literacy, value chain, and entrepreneurial thinking.
- ★ Adopted innovative water saving methods across a number of key agricultural projects.



## Impact

**4062**

Beneficiaries attended awareness sessions

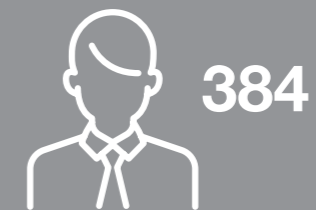
**1317**

Beneficiaries established **114** Saving and Credit Groups



**1102**

Trainees reached through capacity building programs



**100**

Grants for individuals and groups distributed across five governorates, supporting **469** beneficiaries



## Pathways to Poverty Reduction for Vulnerable Jordanians and Syrian Refugees

Amman, Madaba, Irbid

Funded by the United Nations High Commissioner for Refugees (UNHCR), the project is designed to mitigate economic and social challenges facing host communities affected by the Syrian Refugee Crisis. JRF aims through the initiative to improve the livelihoods of Syrian and Jordanian beneficiaries across Amman, Madaba and Irbid,

by assessing and launching micro businesses and developing workforce readiness skills, which in turn would increase employment prospects in the private sector. Qualified beneficiaries received grants to start their own income generating projects.

### Achievements

- ★ Improved the self-reliance of 200 urban refugee and Jordanian households.
- ★ Adopted innovative poverty alleviation models including cash transfers to stabilize income.
- ★ Provided training in financial literacy, sustainable livelihoods, and self-employment.
- ★ Conducted awareness sessions on understanding local market needs.
- ★ Conducted socio-economic assessments across Syrian communities in targeted governorates; contributing to the overall understanding of sustainable livelihood solutions to be scaled up in the future.

### Impact



### Success Stories

#### TAILORED FOR SUCCESS

"The jobs I had in the past were spontaneous attempts to make ends meet," says Syrian refugee Ammar Kazarah. "I heard about the Program through JRF's Queen Rania Family & Child

Center. I joined a 15-day training course offered by JRF, which helped me later develop an idea for a micro-business. My project offers ready made clothes and tailoring services. I had

been doing this for the past five years, based out of my home, but I didn't have the capacity to expand the business with more material and machinery. I didn't have enough clothes to

sell as well. It was a tough start, but I am confident I can scale up my business through the grant I've received through JRF."

#### AIMING HIGH

"I've spent the first four years working at several local butcher shops. I wasn't really comfortable; long working hours, I wasn't treated fairly, and I rarely saw my family," says Alaa Basher Al-Jasem, a Syrian refugee. "I had no work permit, no medical insurance or social security. I was scared, because I violated the law. JRF

reached out and informed me about a 10-day training course, after which I had a job interview at Carrefour. I landed a job there: eight hours a day, including a one hour break, and medical insurance. I never thought the day would come when I could settle in with a sustainable income and a steady job!"



## Enhancing Access to Livelihoods and Employment Opportunities for Jordanians and Syrian Refugees

Ramtha

In partnership with JRF, the UNDP funded program aims to advocate intervention initiatives offering resilience based development solutions for Syrian refugees residing in Ramtha. The project also aims to strengthen the ability of local communities and Syrian refugees in Ramtha to address socio-economic challenges, by developing

their crisis management skills and offering access to immediate livelihoods and sustainable income generating opportunities. JRF has adopted UNDP's renowned and innovative three phased approach (3x6) in promoting sustainable livelihoods for local communities and refugees affected by disasters and violent conflicts.

## Impact

**152**

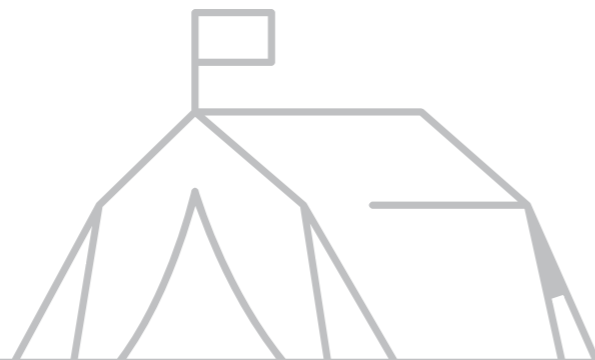
Total number of beneficiaries

**76**

Employed

**76**

Started their Own Businesses



## Community Empowerment Initiative in Mafraq

### Mafraq

Implemented by JRF and in partnership with local organizations across Mafraq, the project aims to improve the livelihoods of Jordanians and Syrian refugees, with the aim of launching income-generating micro businesses, and securing sustainable jobs for unemployed beneficiaries

in Mafraq. Funded by the Regional Development and Protection Programme (RDPP), the project includes training in capacity building, economic empowerment, and local community mobilization.

## Impact

**286** Trained beneficiaries

**100** Beneficiaries to be employed by September 2018

**170** Micro-businesses to be launched/ developed by September 2018



# Tamkeenoha Initiative

Madaba, Balqa

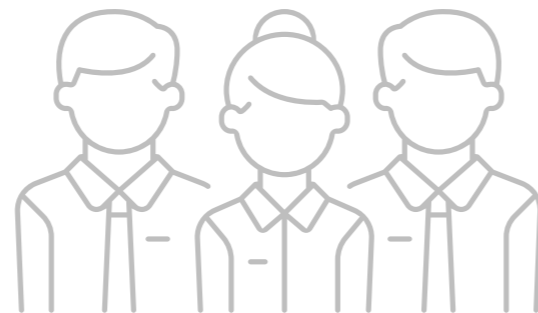
Funded by The Royal Hashemite Court, the initiative aims to empower local authorities to facilitate zero interest loans for local community women, across Madaba and Balqa, which in turn would create sustainable income-generating projects that would leverage livelihoods of families and individuals across the two governorates. JRF's mandate revolves around enhancing the developmental role of women's associations by managing loan portfolios and building

institutional capacities, mainly in portfolio and project management, as well as monitoring and evaluation. The project's main objectives include: strengthening the role of local development bodies, building a credit system serving villages in Madaba and Balqa, and leveraging the economic empowerment of women through the development and implementation of sustainable income-generating projects and feasibility studies.

## Impact

**152** Total number of trained beneficiaries 2017

**270** To be trained by February 2019



## Success Stories

### HOMEMADE TRIUMPHS

Esraa Wishah turned her kitchen into a homemade food business after receiving seed funding via Tamkeenoha. It didn't come easy. She spent years clocking long hours as

an employee: underpaid, overworked, having no savings, social security or health insurance. "I've scaled up my business, thanks to the training and funding I've received

through JRF," says Esraa. "I have a social security account, I am supporting my family, and have been able to employ women from my neighborhood to help produce a

variety of homemade products targeting customers seeking organic preservative-free products."



## Internal Strengthening For Change - Phase II

Tafileh, Karak, Ma'an, Jerash, Ajloun, Zarqa

Funded by FHi360, the project aims to enhance the level of awareness of civil society organizations (CSO) concerning the fundamentals of nonprofit management and governance, by utilizing existing institutional capacity development tools, as well as providing CSOs with

networking and partnership opportunities. The project also enables small CSOs throughout the Kingdom to engage and participate in local development, empowering change among vulnerable communities.

## Impact

**168** Total number  
of beneficiaries

**9 CSOs**



Developed and implemented internal functional P&P manuals (Procurement, Good Governance and Financial Management).

**32 CSOs**



Developed and implemented 3-year internal plans based on institutional development assessments.



## Citi Micro Entrepreneurship Award

Implemented by the Citi Foundation, the Citi Micro Entrepreneurship Award aims to strengthen the effective role of microfinance in alleviating poverty worldwide. This award seeks to create awareness and appreciation of the active contributions of individual micro entrepreneurship projects. Since the launch of the award in 2005 in Jordan, which has so far recognized the achievements of 274 entrepreneurs, JRF has been offering turn key management support liaising with nominees, recommended by a number of MFIs and lending institutions. JRF has also formed a national selection committee consisting of individuals from governmental,

non-governmental and private sector institutions. Selection criteria is based on measuring both the entrepreneurial potential and income levels of future entrepreneurs and business visionaries. For the past 12 years, JRF has been facilitating nominations, press campaigns and an annual awards ceremony. Winners of the 2017 awards, representing an array of industries including trade, services, agriculture, tourism, and green energy, were offered Citibank grants to help develop and expand their projects.





# Protecting Children

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 approaching the family as a whole unit. The program works in two areas: intervention through rehabilitation services for abused children, and prevention; offering comprehensive services that protect children's rights and promote a culture of sound parenting and child safety in Jordan.

JRCSP's mission is to mitigate violence against children by raising community awareness, offering capacity building to transform participants into advocates within their communities, later becoming advocates within their communities, and encouraging holistic and healthy interactions between family members. JRF works closely with governmental and non-governmental entities to enforce child protection laws, as part of Jordan's commitment to the Human Rights Treaty. This all encompassing approach is the result of relentless work and a solid record of accomplishments in the field of child and family safety.

# Highlights

## Our Helpline

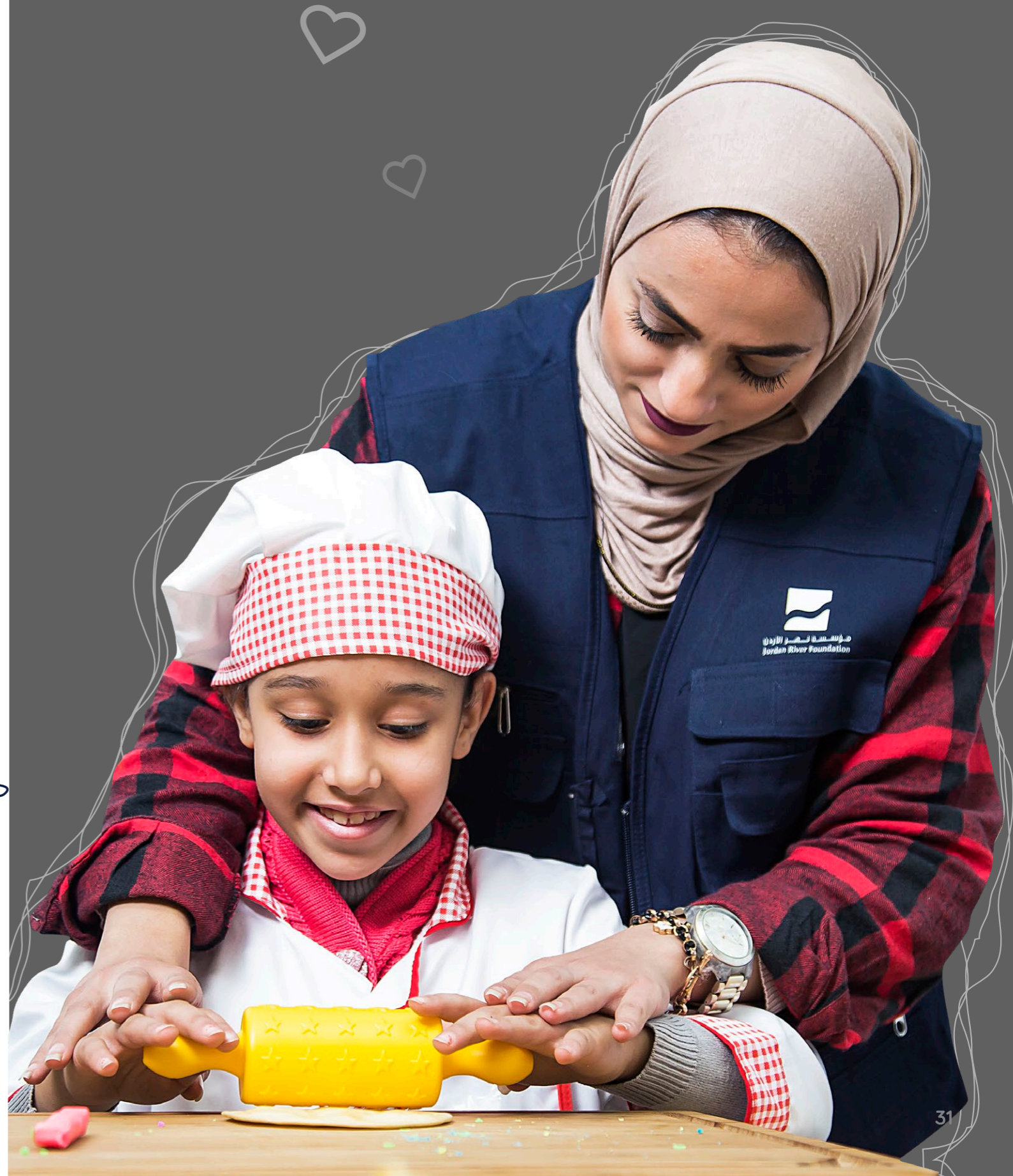
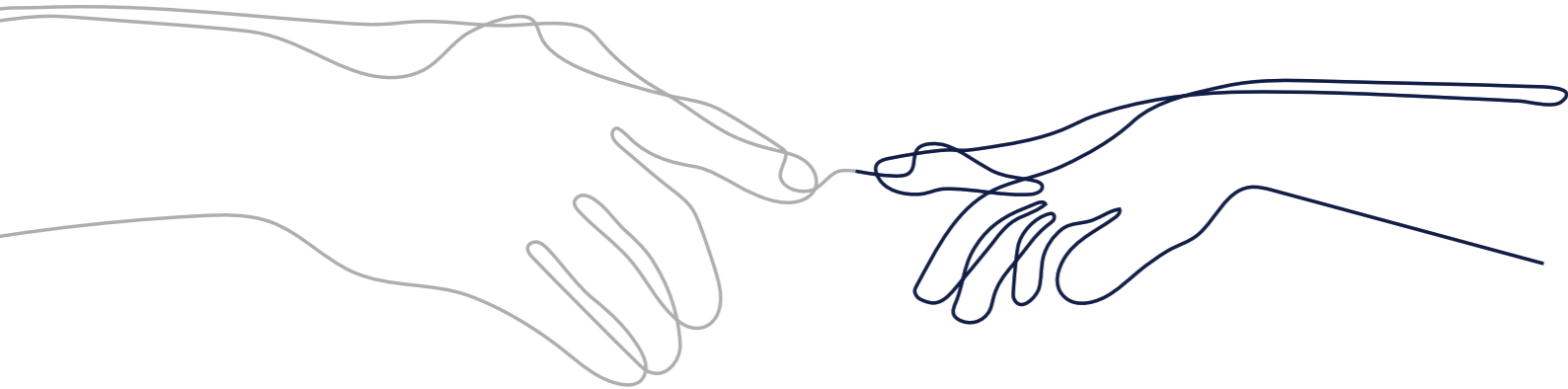
Launched in 2007, JRF's 110 for Families & Children Helpline is an unprecedented, free of charge service available throughout Jordan, operating 7 days a week from 9:00 – 19:00. The Helpline offers services in psychological support and consultation, as well as referrals. The service aims to alleviate the effect of risk factors children in vulnerable families, including families facing challenges

impairing their parenting, as well as abuse cases. The helpline is a confidential service that primarily focuses on women 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.



**248,403** Number of received calls during 2017

**5460** Number of cases that relieved case management, counseling and referrals



# Our Community Centers

Activities and interventions provided by JRF's community centers focus on two pillars: family and child safety, and economic empowerment. To this end, JRF has established branches for two of its community centers across Jordan: the Queen Rania Family and Child Center (QRFCC), and the Queen Rania Al Abdullah Community Empowerment

Center (QRCEC). Both centers serve as hubs and case study labs to help launch new program ideas. They 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.

## Beit Zgheer

QRFCC offers a series of child-focused projects including Beit Zgheer; a interactive space aimed at increasing knowledge and awareness of key concepts pertaining to protection from child abuse. Beit Zgheer consists of a small house, and a park overlooking a popular neighborhood where children are introduced to key survival concepts including traffic safety and dealing with strangers. The project also aims to reinforce privacy and anonymity to encourage children to talk about and discuss sensitive issues related to 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, personal space and emotional intelligence.

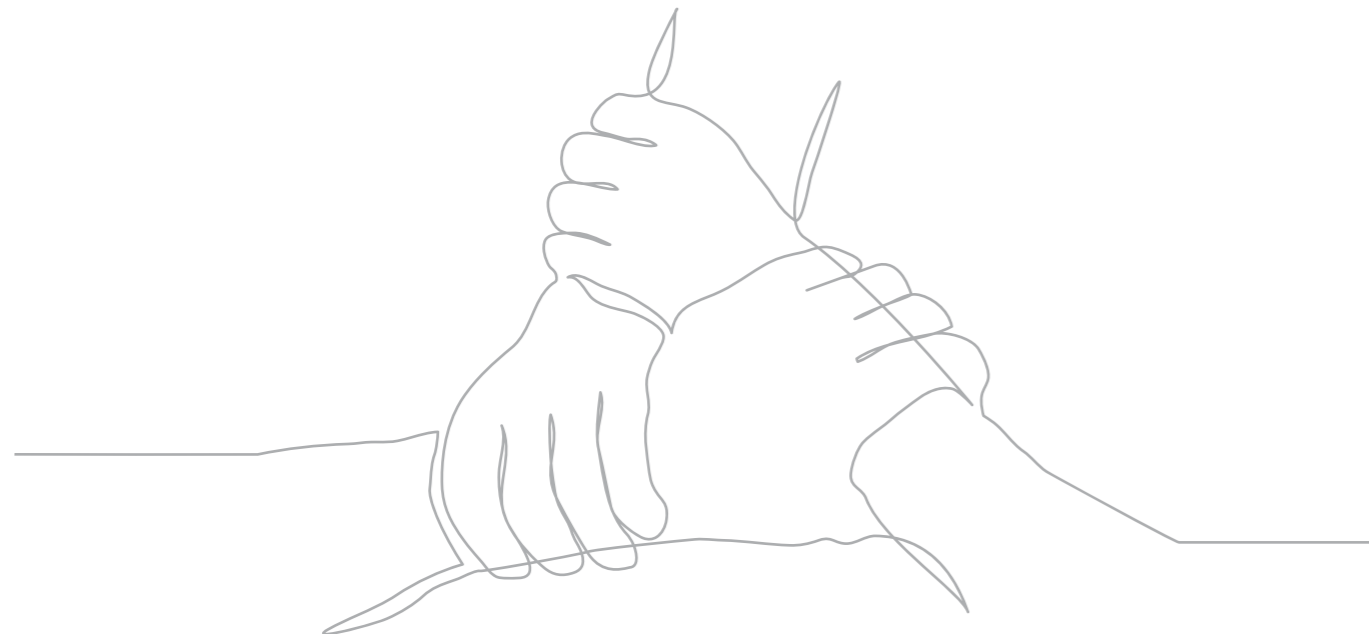
## Art Therapy

The program is designed to help each child develop self expression and confidence skills through 15 special art sessions, during which parents are actively involved in interacting with and interpreting their children's artworks.

## Green House

QRFCC's Green House Project aims to leverage children's financial literacy, entrepreneurship, and life skills, through a series of gardening and environment friendly activities focusing on micro business projects and agricultural initiatives.

QRFCC's three major projects will be replicated in Aqaba during 2018.



# Impact

Total number of QRFCC beneficiaries

**4500**



## Success Stories IN THE LIMELIGHT

Lama, 15 years, suffered severe emotional abuse by her family, including maternal negligence, which contributed to her anxiety attacks and weak communications skills.

After attending 12 art therapy sessions with 15 girls, Lama was able to rekindle her self confidence and emotional wellbeing. She participated in a series

of pottery making activities that helped her express her emotions and address her anxieties with the support of the group she worked with on a daily basis.

Today, Lama is giving back to her community after becoming a volunteer at the Center.



## SLAYING DRAGONS

Ibrahim, 10 years, spent 18 months of his childhood in a war zone before his family decided to seek refuge in Jordan's Zaatar Camp, later relocating to Jabal

Al-Nasser. An introvert at home and school, Ibrahim overcame the overwhelming emotions that welled up through the war years in Syria, following a series of

group therapy sessions at QRFCC. He was later actively involved in several business literacy activities and projects organized by the Center, which helped

him earn money and contribute to his family's expenses.



Raised the awareness of

**1500**

women and female adolescents concerning the risks of child marriage.



Over

**1700**

women and adolescents underwent interactive awareness sessions addressing sound parenting tips, child safety practices, and self-assertiveness.



Over

**1500**

cases of abused children were addressed, many ending up many of whom being referred to case management staff.



Over

**1300**

children were targeted through a series of summer and winter camps and activities.



## Our Projects

### Capacity Building Through Case Management Support

The project aims to improve the level of services allocated to domestic violence cases handled by governmental social workers (the Ministry of Social Development, & the Family Protection Department); leveraging their case management skills by adopting international case management

methodologies, procedures and standards. An initial referral system was created addressing the needs of children and families while accumulated open case files were reviewed by a team of trained social workers from different GOs and NGOs.

## Impact



**2029**

Case files  
accumulated



**773**

Case files closed



**1256**

Case files recommended  
for further follow up



# Safe Spaces and Access to Protection Services for Families and Children

East Amman, Mafrq

The project expands and strengthens child protection efforts in vulnerable communities, mainly in areas mostly affected by the Syrian Refugee Crisis. Funded by the United Nations Office for the Coordination of the Humanitarian Affairs (OCHA), child protection activities include both intervention and prevention, focusing on children at risk, and those involved in child labor and sexual gender based

violence (SGBV), including victims of early marriage. The project is implemented by JRF's Queen Rania Family and Child Center in East Amman, in partnership with several community based organizations, including the Jordanian Society for the Care of Orphans and Juveniles in Mafrq.

## Impact

# 1676

Total number of beneficiaries



# 297

Empowered Youth

# 239

Caregivers received training in parenting education

# 801

Beneficiaries attended awareness sessions

Case management services provided to

# 365

Cases

Psychosocial interventions provided to

# 23

Cases



## Success Stories

### QUIET AGGRESSIONS

Following a series of parenting sessions, Ahmad's physical aggression towards his children became a thing of the past. He reconnected with his wife and children, and began to address

challenges and problems peacefully. Life is no longer a series of parental fits and family fights.

### NEW BEGINNINGS

Amal's way of raising her children relied on psychological abuse. Curses filled the house, and her children were on the

brink of escape. Following a series of specialized parenting courses via JRF, Amal gradually came to terms with her temper.

"Offending children by any means only conjures havoc. Nothing good comes out of abuse," reflects Amal.



# Nour: Child Friendly Spaces

Amman

Funded by World Vision, the project aims to empower Jordanians and Syrian refugee children and youth within Jordan's host communities by improving their quality of life through active social engagement, integration and participation. The project focuses on protection and prevention concepts related to abuse. Implemented at the Queen Rania Family and Child Center, Nour targets

Jordanians and Syrian children and adolescents within the ages of 6 and 17; focusing on life skills training including self expression, communication, decision making, critical thinking, problem solving, in addition to concepts related to healthcare, environmental awareness and communal integration.



## Impact

# 1438

Children attended art, life skills, edutainment and sports activities



### Success Stories

#### FOUR YEARS OF SOLITUDE

Spending four years in complete social isolation with no friends to visit, and no school to attend brought Zainab to the brink

of breakdown. Enrolling in a series of basic life skills training helped her express long buried emotions and memories of a lost

hometown in Syria. Back to school and invigorated, Zainab is ready for life. "I dream of becoming a famous author. You will

read my name on a book one day, and it will be your favorite!"

#### REBIRTH

Rasoul, a young 17 years old Jordanian, recoiled from life as he gradually lost interest in interacting with

people. But three months of coaching were enough to unleash a new Rasoul; now a volunteer at JRF's

QR FCC, and a role model for his community and the children he coaches there. "I was alone most of the time,

till it hit me one day: What about my future? I learned a lot through JRF's QR FCC, I've discovered a new me!"



# Foster Care

Amman

Targeting orphans, children of unknown parents, and children of disintegrated families, the project aims to decrease child admissions to residential care institutions by offering communal alternatives. Launched in partnership with the Ministry of Social Development and UNICEF, the project promotes the healthy development of children

by providing psycho-social therapy, relying on evidence based interventions, as well as local needs assessments. The project also features weekly psychological sessions including parenting skills and psychological education during its first four months, followed by monthly interventions.

# Impact

**27**

Children were successfully integrated into foster families

Up to

**500**

weekly,

monthly and semi annual follow up visits made to

**77**

fostered children



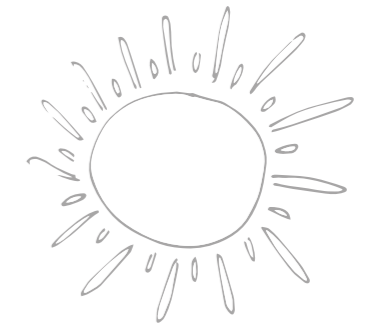
## Success Stories

### TOGETHER, AGAIN

Reuniting Samia with her brother and sister was closer to a miracle. The Foster Care team managed

to integrate her with a foster family that had already adopted her siblings. Samia underwent several

rehabilitation sessions prior to joining her new family.



# Strengthening Case Management Services and Empowerment in Host Community CBOs

Amman, Karak, Ma'an

The project provides comprehensive case management support for Jordanians and Syrian refugees and Jordanian children and women in host communities; offering holistic services to promote a culture of child safety. Funded by the UNHCR and UNICEF, the project combats child abuse and

violence against women, and empowers families and youth, within a community based approach implemented by the Queen Rania Family and Child Center, in cooperation with several community based organizations (CBOs).

## Impact

**2114** Total number of women, youth and children beneficiaries

**1558**  
Case management

**140**  
Psychosocial counselling

**186**  
Empowered Women



**230**  
Youth and adolescents empowered

## Counseling satisfaction rates among Jordanians and Syrian refugees

**95%**  
Women received individual counseling sessions

**86%**  
Women received group counseling sessions

**92.5%**  
Adolescents received psychosocial counseling sessions

**84.7%**  
Families received psychosocial counseling sessions for their children

**218** Adolescents participated in adolescent empowerment sessions

**206** Sessions conducted for 16 youth groups

**15** Youth initiatives launched and completed

## Success Stories

### BREAKING THE SILENCE

For Rana, a 36 year old Syrian refugee, ending the daily nightmare of domestic abuse meant only one thing: attempting to take her own life.

Psychological interventions and counseling sessions recommended through JRF offered Rana hope, an opportunity to heal from the continuous violence and

abuse she was subjected to by her husband, and a new chapter in her life as a mother of three.



### COMING OF AGE

Asmaa's son, 10 years, was forced into the dark corners of child labor to provide for a family of 7. Dropping out of school and suffering the blows of his father's physical abuse weighed him down. Her 13 year-old daughter suffered from sleeping

disorders. Asmaa lacked the necessary parenting skills to deal with her children, so she reverted to beating. The son and daughter were later referred to the UNICEF-funded Makani Project where they received key life skills training and informal education, while

Asmaa frequented JRF's QRFC to empower her with key parenting skills. Her husband received psychological counseling as well. Case management assistance contributed to the overall improvement of Asmaa and her family.



# Training to Success

The Training and Consultancy Division (TCD) supports JRF's programs; serving as a capacity building and development division within JRF offering internal support, as well as

consulting, training external entities, and conducting nationwide studies commissioned by global organizations. Focus areas include:

## Youth & Social Innovation

With a solid record of accomplishment driven by a rich and cumulative experience in youth empowerment for local communities across Jordan, JRF's Youth and Social Innovation training programs are designed to empower individuals as social and entrepreneurial innovators and advocates in their own communities.

## Family & Child Protection

Our programs are conceived and rolled out by a highly specialized and experienced team of child and family safety trainers and consultants, with a solid local and regional track record in the design and execution of interactive training sessions based on JRF's cumulative experience in the field of child safety, through a series of programs addressing prevention, intervention and public awareness.

## Community Empowerment

Our model advocates active participation and positive contribution among community members, by leveraging skills and knowledge required to improve efficiency and best practices designed to sustain the livelihoods of local communities. This is delivered within a comprehensive model that integrates social and economic development, in cooperation with community based organizations.

## Business and Entrepreneurship

JRF offers a wide variety of advisory and consultation services pertaining to business and entrepreneurship, based on the needs of individuals, communities, and organizations; adopting the highest international standards of training and capacity building.

# Our Projects

## Social Innovation Labs

All Jordanian Governorates

Funded by UNICEF, the Social Innovation Labs project focuses on leveraging the creativity and 21st century skills of vulnerable Syrian and Jordanian children, adolescents and youth. As a UNICEF partner organization, JRF equips beneficiaries with tools that allow them to think of innovative

ways to serve their communities, as well as develop their work readiness and employability skills through the development and application of innovative technology tools and solutions.

## Impact

# 137

Community initiatives developed and implemented by youth across several governorates

# 17,324

Beneficiaries of social innovation training curriculum



# 8174

Beneficiaries trained on social innovation curriculum



# Makani

Jerash, Ajloun, Irbid, Mafraq, Amman, Karak, Aqaba, Zarqa

Funded by UNICEF, Makani is an all encompassing initiative that targets community members of all ages, engaging them in activities that improve their social and emotional well-being. Based on local community findings and needs assessments, Makani offers well-coordinated, cost-effective, multi-sectoral services to vulnerable children, creating a safe social interactive space to connect, learn and play within a healthy and clean environment. Makani ensures all children have equal access to services

regardless of their gender, ability, language, ethnicity, religion or nationality. It also provides life skills training for adolescents and youth to support civic engagement and social cohesion, as well as foster employability. Additionally, Makani refers children in need to appropriate channels, and provides information for parents and caregivers about children's rights, protection, as well as preventing and responding to gender-based violence.

## Impact

**38,966**

Beneficiaries

**22,349**

Jordanians

**16,617**

Syrians



## Success Stories

### OUT OF DARKNESS

Lara's epilepsy was closing in on her. The 12-year old was on the verge of social and psychological alienation when her parents were introduced to Makani. Lara frequented the center with hesitation, bounded

by anxiety and fear, soon addressed through a series of group activities including art therapy. The sessions boosted her self-esteem and the way she approached her medical condition in social

surroundings. Lara's social life and belief in herself were finally reawakened following months of daily interactive and rehabilitation sessions at Makani.



### COMING OF AGE

Jenan, 15 years, had serious temper issues. She didn't expect much from her visits to one of Makani's centers at the beginning. But she soon realized she had to address her anger, before it took control over her life. Several awareness sessions on key life skills and anger

management transformed Jenan as she succeeded to channel her aggression and empathize with her peers through interactive programs designed to help adolescents address personal challenges and anxieties.



# Building 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 projects, especially in the fields of entrepreneurship,

culinary arts and handicrafts. These projects are particularly designed to leverage their employability and social skills, as well as their business acumen. JRF Social Enterprises are:

- Jordan River Designs
- Al Karma Kitchen



# Our Projects

## IKEA & Jordan River Designs

JRF has partnered with IKEA to integrate Syrian refugees and local community women through a series of exquisite handicraft collections capturing Jordan's tradition and heritage. The initiative will help 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. The first limited collection of handcrafted textiles, titled TILLTALANDE, has been produced by 110 women artisans. The project aims to employ 400 by the end of 2020. IKEA Jordan was the first store to launch the collection, to be followed later by several GCC countries and stores in North Africa, the US and Europe.



# 110

Women artisan beneficiaries



# 400

Employed women by 2020



### Success Stories

#### FROM THE ASHES

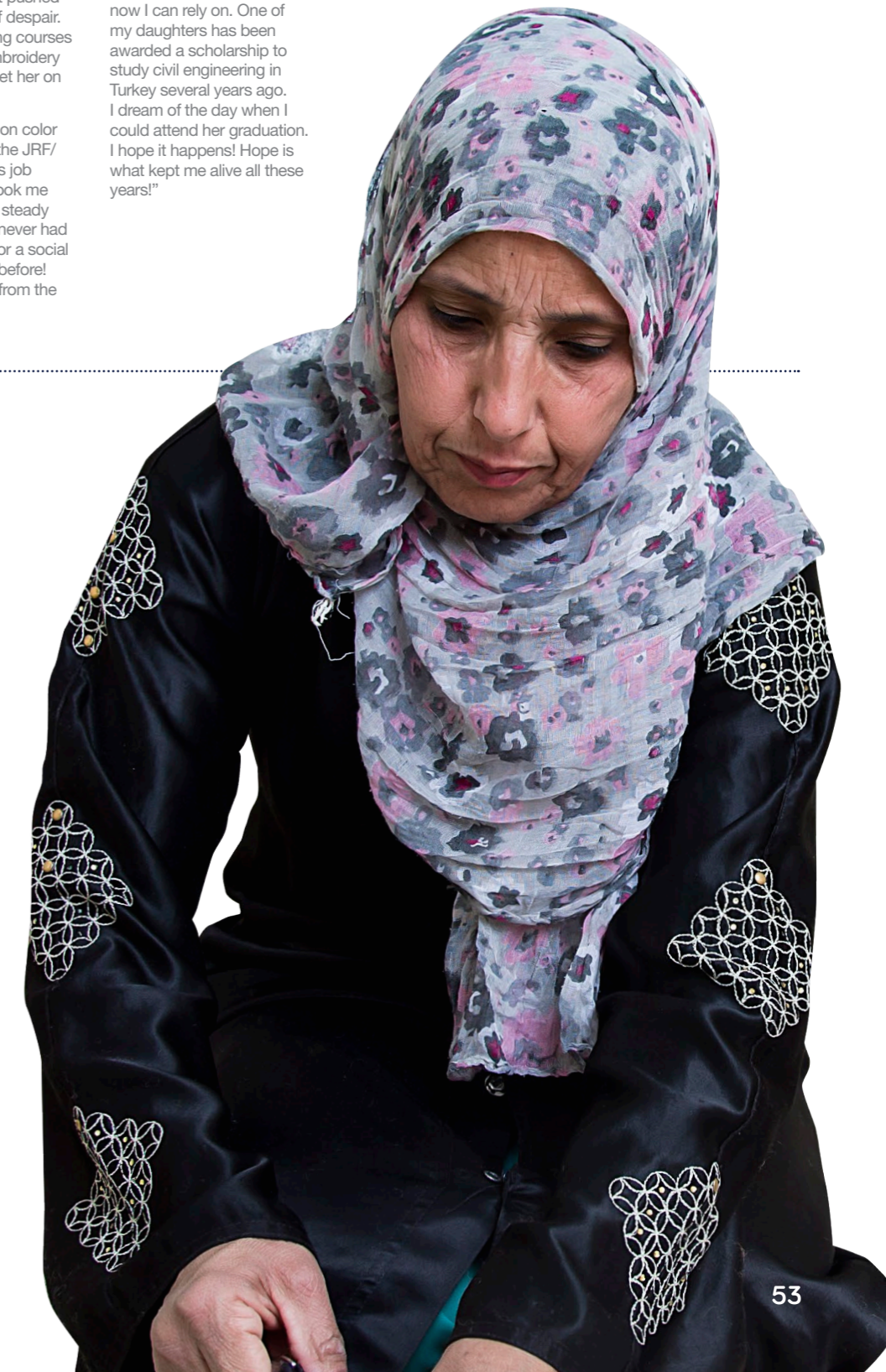
It was 2012 when Freeha and her five children embarked on an arduous escape across their war-torn hometown in Syria. Walking over her country's ash-covered streets, tramping side by side in rain and mud with her family, heading to unknown territories, Freeha's thoughts were already in Amman, the refuge she hoped to assemble some kind of a home in, and land a job that would save her family from poverty. Freeha fended off despair by throwing herself into selling homemade food, after undergoing several

professional courses, but that didn't help much. Family pressures mounted; education, clothing, and an apartment rent pushed her to the edge of despair. But several training courses in knitting and embroidery were enough to set her on the right track.

Freeha's life took on color when she joined the JRF/IKEA Project "This job saved my life! It took me years to secure a steady income, and I've never had health insurance or a social security account before! It was as if I rose from the

ashes," Freeha reflects.

"Supporting a family of six has never been easy, but at least I have a career now I can rely on. One of my daughters has been awarded a scholarship to study civil engineering in Turkey several years ago. I dream of the day when I could attend her graduation. I hope it happens! Hope is what kept me alive all these years!"



# Al Karma Kitchen

Established in 2006, Al Karma Kitchen offers a wide variety of freshly cooked foods, prepared by women in local communities. Products include traditional Arabic sweets, spicy macaroons and frozen foods. The kitchen hires highly skilled Jordanian female chefs and provides unique economic opportunities in East Amman.

Al Karma Kitchen has empowered 15 women during 2017 to launch a new line of frozen foods, including meat

and vegetarian kubbeh, sambosak, musakhan rolls, and shushbarak.

By 2018, the Kitchen will empower more than 30 women in line with JRF's aim to increase production volume, which in turn would support the livelihoods of more women across Eastern Amman.



**15**

Empowered women



**30**

Empowered Women



# Partners & Donors

JRF is extremely 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 in social and economic development in Jordan.

# Corporate Donors

Arab Bank



Arab Potash Company

Zain



Dar Al Handasah

Housing Bank for Trade and Finance

Societe Generale De Banque- Jordanie

National Commercial Bank



# Institutional Donors

Ministry of Social Development

UNICEF

UNHCR

European Union

Royal Hashemite Court

Regional Development and Protection Programme (RDPP)



UNDP

UNESCO

JEDCO

IFAD

Mercy Corps

OCHA



Global Communities

FHI 360

USAID

Danish Refugee Council

Commercial Office of the Republic of China (Taiwan)

ASEZA (Aqaba Special Economic Zone Authority)



EIN HERZ FÜR KINDER foundation

Citi Foundation

World Vision International

Family for Every Child

AFC Consultants International



**Jordan River Foundation**

Tel: +962 (6) 5933211

Fax: +962 (6) 5933210

P.O Box 2943, Amman 11181, Jordan

Email: [info@jrf.org.jo](mailto:info@jrf.org.jo)



JordanRiverFDN



JordanRiverFoundation



jordanriverdesigns



JordanRiverFDN

[www.jordanriver.jo](http://www.jordanriver.jo)

[www.jordanriverdesigns.com](http://www.jordanriverdesigns.com)