



مؤسسة نهر الأردن  
Jordan River Foundation

# Annual Report 2020



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# 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 to ensure 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 annual development plans.

## Board of Trustees

Her Majesty Queen Rania Al Abdullah  
Chairperson

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Mr. Amin Khlaifat  
Vice Chairperson

Eng. Khalid Nahhas  
Board Member

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Mr. Sa'ed Karajah  
Board Secretary

Mrs. Reem Goussous Fakhoury  
Board Member

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Mrs. Suzanne Afanah  
Board Member

Mrs. Taima Khoury Kawar  
Board Member

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Mr. Ammar Al Safadi  
Board Member

Dr. Nawal Al Faouri  
Board Member

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Mr. Tarik Awad  
Board Member

Mrs. Enaam Barrishi  
Director General

# What if the Dust Never Settles?

Much has been and will be said about the future. For the most part, the pandemic has marred our perception of tomorrow, of a world we thought we had come to understand.

By contrast, COVID has reminded us that what matters most is what mattered always: resilience. The kind of resilience that defined 2020 through feats we never thought possible; from the social innovations of underprivileged youth to the ingenuity of micro entrepreneurs, to the persistence of children and women in their fight against violence, and to the marvels of community women working in handicrafts and culinary arts.

Since the enforcement of lockdown measures in Jordan, JRF has been working tirelessly to ensure that proper protocols are in place to guarantee the safety of its employees and beneficiaries.

Developing our own online training platform enabled us to engage beneficiaries across the kingdom from the comfort of their homes. It allowed us to offer child safety and community empowerment services and training, and courses on emotional intelligence, basic life skills, and workforce readiness, covering financial literacy, social innovation, family and child protection, and coping mechanisms.

Access to child and family safety counseling has been sustained through the foundation's 110 Helpline, offering psycho-social support, case management and referral services. JRF has also been actively involved with various

partners and organizations in addressing online sexual abuse, cyber bullying, and gender-based violence through a series of online campaigns and tools targeting children, adolescents, youth, and parents.

These endeavors have empowered over 24,750 beneficiaries under JRF's Community Empowerment Program, and over 46,850 under the foundation's Child Safety Program, in addition to 190 community-based organizations.

Many successes to celebrate. Nonetheless, the new decade ushered in a global pandemic that has taken thousands of lives in Jordan and has shaken the fabric of our economy, resulting in job losses and business closures. The psychological toll on our children and youth forging their way into virtual classrooms, and parents struggling to make ends meet, has no doubt contributed to the rise of domestic violence, abuse, cyber bullying, and unemployment. A sense of loss has hovered over us.

Nevertheless, JRF is working diligently to address this threat by continuing to offer innovative and impactful solutions to help local communities become self-reliant, safe, economically independent, and socially aware.

Enaam Barrishi  
Director General



# Our Vision

A Jordan where solutions are homegrown, where the opportunity to prosper is for all, and where the well being 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

# UN Global Compact

JRF continues to adhere to the fundamental responsibilities set under the United Nation's Global Compact principles:

Human rights, labor, environment and anti-corruption, pillars that have been at the core of the foundation's social conduct, strategy, operations and culture. JRF also strives to achieve the UN's Sustainable Development Goals (SDGs) with particular focus on ending extreme poverty, inequality and injustice, environmental protection, gender equality, clean water and sanitation, workforce readiness and economic growth. This is achieved by actively involving civil society, citizens, as well as Jordan's private and public sectors.

# 2020 in Numbers

This is a story about change. It is about how 2020 made us adapt, not only to a pandemic that disrupted the world, but to the future; the human side of tomorrow.

Over the past 25 years, JRF has been on a mission to help Jordan's local communities realize their potential as proactive citizens contributing to their social, economic and personal prosperity.

That mission continues to evolve under the leadership of Her Majesty Queen Rania Al Abdullah, whose vision has driven JRF to strongly advocate for social justice, poverty alleviation, and the economic independence of Jordanians and refugees alike, through community empowerment and child safety.

Against the disrupting backdrop of the COVID-19 pandemic, JRF faced a year that tested all assumptions about what is normal and what is not. That drove the foundation to adopt new ways of helping communities become more resilient, through homegrown solutions designed to engage its beneficiaries via distance learning, social innovation, and home-based entrepreneurship.

26,596

Beneficiaries of Community Empowerment Programs, Training, and Consultancy Services

54,458

Beneficiaries of Child Safety Programs

192

Community-Based Organizations Partnering with JRF

Total Number of Beneficiaries

72,715

\*Unique Number

# Jordan River Community Empowerment Program

Launched in 1997, the Jordan River Community Empowerment Program (JRCEP) offers economic opportunities to local communities and refugees to help improve their livelihoods.

JRCEP develops and implements projects and training programs that enable communities to articulate their needs and contribute to their own economic and social prosperity.

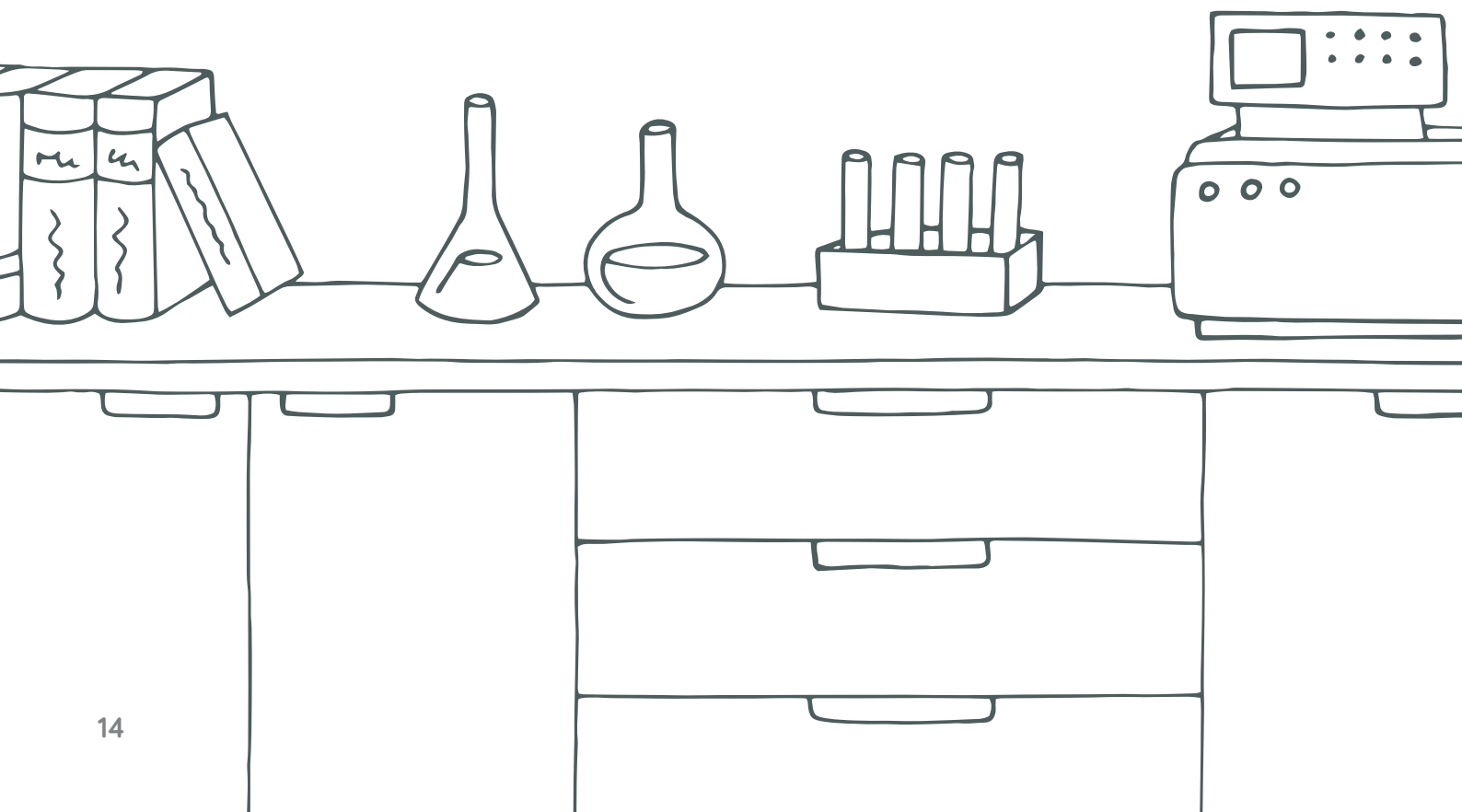
It also aims to mobilize vulnerable community members with the potential to become entrepreneurs or employees of choice.

The overall objective is to increase household income through: micro and small enterprises, entrepreneurship, job placement, workforce readiness, and access to financial resources.



# Breaking the Code

Vulnerable communities can greatly benefit from social innovation. Through projects focusing on technology, citizenship, entrepreneurship, green energy, and transformational leadership, social innovation has come to define how we empower youth in their search for solutions that realize their potential and benefit their communities.





# Mobile Social Innovation Incubators

All Governorates | Funded by: UNICEF | Partner: The Ministry of Youth

Offering children, adolescents and youth (Jordanians, Syrian refugees and other nationalities) the opportunity to develop skills as social innovators and independent thinkers that devise solutions to challenges facing their communities through hackathons, virtual reality tools, multimedia, game design, coding and emerging technology exhibitions.

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## Beneficiaries

6,283



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## Achievements

- Conducted online and offline training courses in entrepreneurship skills, social innovation, human anatomy, circuit design, stop motion movie making, and game design via the Code Monkey platform.
  - Developed blueprints for the design, establishment, and support of three social innovation incubators (north, middle and south of Jordan) in partnership with the Ministry of Youth.
  - Conducted online training boot camps as part of the activities launched under the “ORDUN MOBTAKIR Challenge” and “SHARIK Hackathon”, two nationwide events engaging youth in social innovation, entrepreneurship, and business mentorship.
  - Over 30 entrepreneurial projects were supported during 2020 through online training sessions on business development and project management.
  - Developed an e-learning platform for social innovation curriculum training.
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## Successes

### The Seeded Future

Following years of working in the field, Duaa (24), a Hydroponics graduate, was adamant to find a way to help advocate for fair pay and equal access to job opportunities for women in agriculture. Duaa started a training center to empower women working in the industry, particularly in Hydroponics. The center offers training in workforce readiness, technical know-how and employability skills. Her project was supported by a grant under the ORDUN MOBTAKIR challenge.

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# RYSE (Resilient Youth, Socially and Economically)

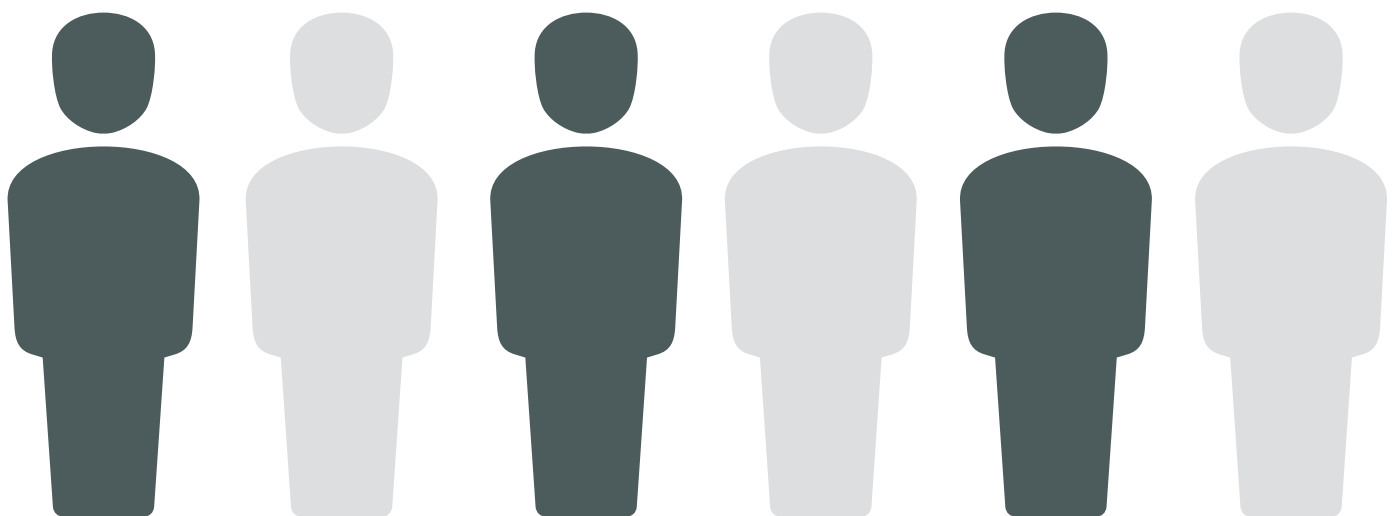
Tafilah, Karak, Amman, Zarqa, Mafraq, Ajloun, Irbid | Funded by: The Novo Nordisk Foundation  
Partners: Danish Refugee Council (DRC), Generations for Peace, Mercy Corps, INJAZ

A three-year multi-stakeholder project benefiting 25,000 young Syrian refugees and vulnerable Jordanians affected by the Syrian crisis, through a series of training programs in social and economic empowerment focusing on transformational leadership, citizenship, community mobilization, social innovation and 21st century skills.

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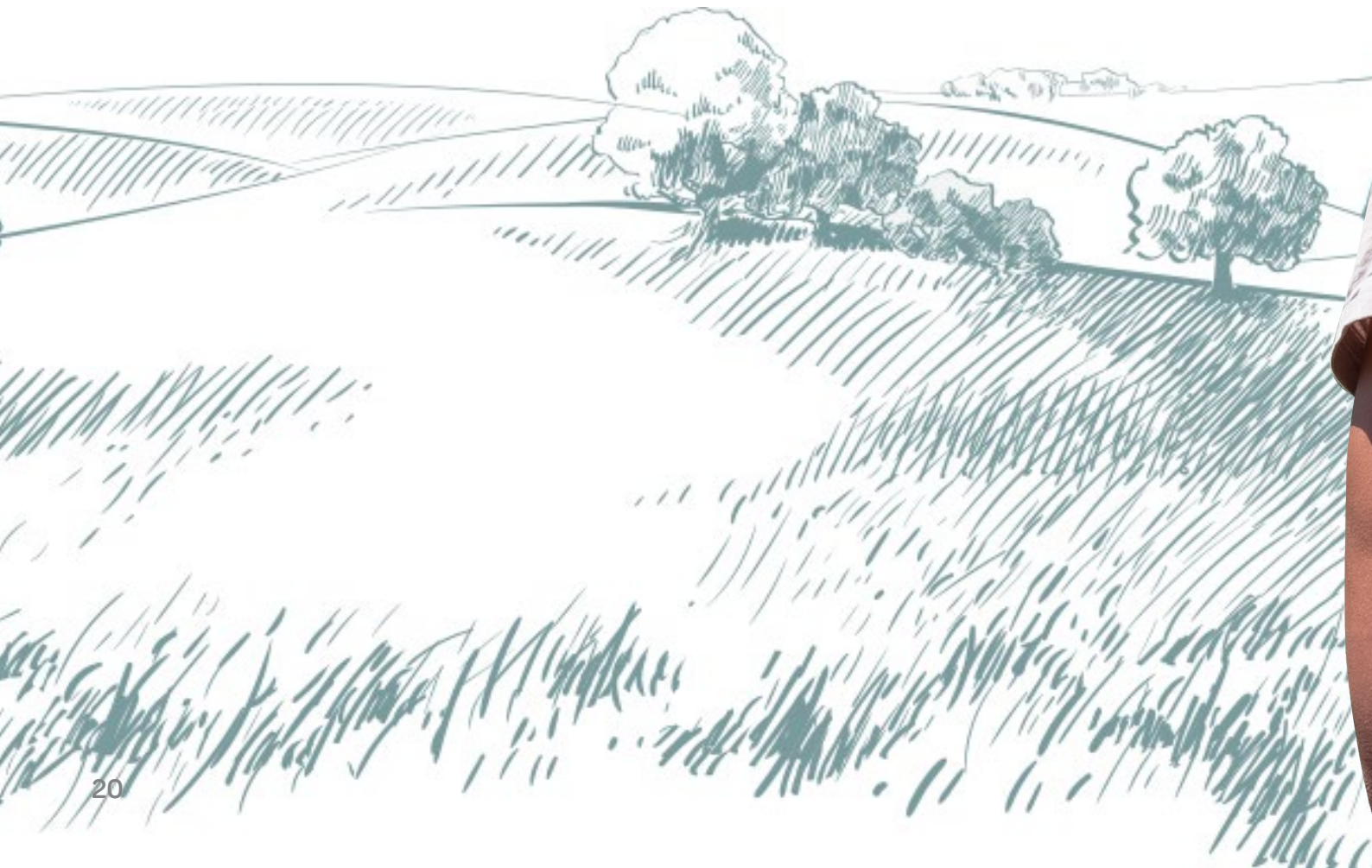
## Achievements

- Conducted a series of interviews in Amman, Mafraq, and Zarqa with youth applicants as part of the “RYSE Leaders for Change” initiative to enhance civic engagement of youth across targeted governorates through a series of training sessions on social and technological innovation.
- Held a series of online and offline training sessions for a youth group in Amman, Mafraq, and Zarqa on citizenship skills, social innovation, and transformational leadership.



# New Pathways

Livelihood support of low income and vulnerable communities means that our beneficiaries are able to reclaim control of their future through sustainable micro businesses and access to entrepreneurial and financial support that are unattainable through traditional channels.





# Empowering Low Income Families

Karak, Madaba, Badia (North-Mid-South) | Funded by: The Royal Hashemite Court

Offering non-refundable grants and organizational development training to associations and community-based organizations to help improve the livelihoods of low-income communities, youth, and women, through self-employment and entrepreneurial training.

## Beneficiaries

Karak: 357

Madaba: 348

Badia: 244



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## Achievements

### Karak

- Signed partnership agreements with 23 associations.
  - Held capacity building sessions for associations on loan portfolio management.
  - Empowered 298 micro entrepreneurs through training sessions focusing on project management and sustainable business development.
  - Established and developed 223 micro businesses across Karak.
  - Conducted online sessions on feasibility studies and entrepreneurship for project beneficiaries through JRF's training platform.
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## Madaba

- Partnered with 18 associations.
- Held capacity building sessions for 57 associations on loan portfolio management.
- Facilitated loans for 249 beneficiaries who in turn established sustainable micro-businesses.
- Conducted online sessions on micro entrepreneurship for project beneficiaries through JRF's training platform.

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## Badia

- Held capacity building sessions for associations on loan portfolio management.
- Empowered 124 micro entrepreneurs through training sessions focusing on project management and sustainable business development.
- Established and developed 235 micro businesses across Jordan's Badia.
- Conducted online sessions on micro entrepreneurship for project beneficiaries through JRF's training platform.



# Women Do Business (Phase II)

Amman, Zarqa, Irbid, Mafraq, Karak | Funded by: ILO | Partners: The Ministry of Labor

An ILO training program localized by JRF to support the livelihoods of vulnerable women (Jordanians and Syrian refugees) by developing skills in entrepreneurship, workforce readiness, and financial literacy.

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## Beneficiaries

137



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## Achievements

- Conducted training and follow up sessions for 86 beneficiaries across targeted governorates.
- Provided seed funding for 63 entrepreneurs.
- Tailored ILO's training material to address local needs and challenges.

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## Successes

### A Toy Story

Suad Batikha's handmade toys had great potential, but she didn't know how to market them properly. Following a series of training sessions on online marketing and financial literacy, she was able to promote her products across different social media channels including Facebook, WhatsApp for Business, LinkedIn, and Instagram. Her profit margins increased from 60 to 85%, and she currently caters to a regional client base.

# Citi Micro Entrepreneurship Awards

All Governorates | Funded by: Citibank

Utilizing microfinance as a strategic tool for alleviating poverty in Jordan by supporting individual entrepreneurship projects across different industries. The awards program offers mentorship, opportunities, grants, and business development training to entrepreneurs chosen by a national selection committee.

## Beneficiaries 15

### Achievements

- Awarded and trained 15 beneficiaries.
- Supported projects across various industries including trade, tourism, services, agriculture, environmental initiatives, manufacturing, and handicrafts.
- Offered award winners online training sessions on sustainable project management and business development.

### Successes

#### Health Matters

Iman's nutrition center in Balqa is the only project of its kind in the Jordan Valley area, and with an increasing number of clients, including diabetic patients, her overwhelming workload became a threat to business. Qualifying for a Citibank grant saved her business. She was able to expand her client base and offer services in neighboring areas, including free health tests and fitness awareness sessions.



# Empowering Livelihoods through Mentorship and Revenue Alternatives

Amman, Zarqa, Irbid, Karak, Aqaba | Funded by: UNHCR | Partners: The Ministry of Labor

Empowering over 5000 Jordanians and Syrian refugees across host communities by supporting home based businesses through micro enterprise and workforce readiness. In partnership with the Ministry of Labor, the project also focuses on implementing regulations for beneficiaries working in construction and agriculture.

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## Beneficiaries

5,230



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## Achievements

- 288 beneficiaries received training in employability skills.
  - Conducted awareness sessions for over 5,060 beneficiaries.
  - Conducted online training sessions on basic life skills for 578 beneficiaries through JRF's platform.
  - Held a series of online training sessions on managing home businesses for 220 beneficiaries.
  - Employed 18 beneficiaries during last year's full lockdown.
  - Offered micro grants to 169 beneficiaries working in construction and agriculture.
  - 161 beneficiaries were able to start their own businesses through micro grants.
  - Created 128 jobs via the project's job placement component.
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# Livelihood Support for Syrian Refugees and Host Communities

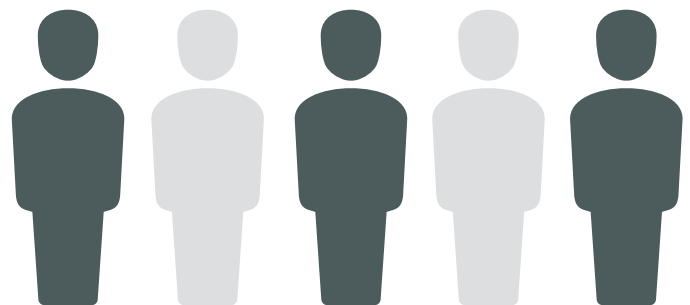
Amman, Irbid, Mafrqa, Karak, Aqaba

Funded by: The European Regional Development and Protection Program (RDPP II)

Offering sustainable livelihood support for 1,296 beneficiaries (Jordanians and Syrian refugees) through micro enterprise, workforce readiness, and basic life skills training, as well as access to funding, in partnership with local associations.

## Beneficiaries

3,910



## Achievements

- 3,381 participants attended project awareness sessions.
- 870 beneficiaries attended value-driven training sessions.
- 325 beneficiaries were trained in micro-business skills.
- 274 beneficiaries attended training in employability skills.
- 113 beneficiaries attended training in self-employment skills.
- 142 beneficiaries attended training in mentorship skills.
- Conducted introductory sessions and training in workforce readiness, entrepreneurship, and basic life skills. Several sessions included topics addressing labor laws and child safety.
- Held a series of job matching activities for project beneficiaries in cooperation with private sector companies.
- 135 beneficiaries were offered job opportunities under the project's employment component.
- Offered business development support and feasibility study services.
- Funded 215 individual micro projects.

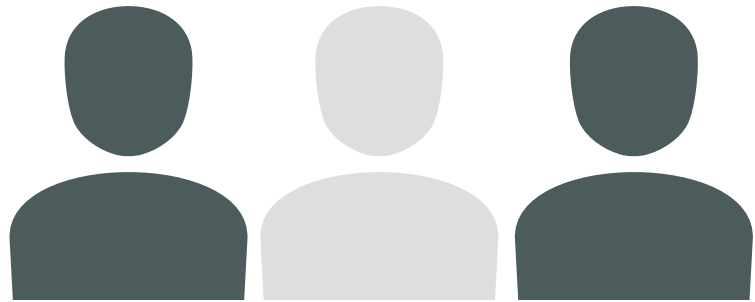
# Access to Digital Financial Services

Amman, Mafrq, Irbid | Funded by: The German Agency for International Development (GIZ)

Promoting the use of e-wallets for local community beneficiaries (Jordanians and Syrian refugees), through a series of interventions and training programs in financial literacy in partnership with local organizations.

## Beneficiaries

1,378



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## Achievements

- Conducted awareness sessions for 934 beneficiaries.
  - Activated e-wallets for 1115 beneficiaries.
-

# Advancing Gender Equality through Economic and Social Empowerment, Protection Services for Women and Girls

Amman, Aqaba, Zarqa | Funded by: The Embassy of the Netherlands in Jordan

Offering local community women entrepreneurial and psychological support focusing on protection against gender-based and domestic violence, workforce readiness, and micro enterprise. The project also works with children through a series of child safety and family protection interventions and case management services.

## Beneficiaries

2,030



## Achievements

- Trained 171 beneficiaries in micro-business skills
- Offered individual grants for 152 beneficiaries
- Conducted job placement sessions for 224 beneficiaries
- Offered job matching opportunities for 106 beneficiaries

## Successes

### The Vegetarian Way

Asma offers alternatives to chicken cubes using healthy and natural ingredients, made with dried vegetables and spices and zero artificial flavors and preservatives. Her products cater to all needs, especially to people with food allergies. The business, however, took a risky turn. Marketing, pricing them, promoting them online, on top of offering professional customer service proved challenging to Asma. Through a series of training sessions offered by the project, Asma was able to leverage her business, most importantly, she was able to change the way society perceives female entrepreneurs.

# Water Matters

Water supply per capita continues to drop annually across Jordan, and without proper intervention, few households will have access to even 40 liters of piped water per person per day by the end of this century\* (Stanford). JRF has been promoting water saving technologies and ethical consumption practices to help address a nationwide crisis, launching awareness campaigns and initiatives that advocate the adoption of water conservation technologies across households and farmlands.





# Water Innovations Technologies (WIT)

Ajloun, Irbid, Jerash, Mafrqa, Azraq | Funded by: USAID | Partners: Mercy Corps

Supporting water conservation by encouraging farmers, households, and local communities (Jordanians and Syrian refugees) to adopt water saving technologies, Additionally, enhancing the organizational capacities of community-based organizations that manage revolving loans with the aim of facilitating household water savings across targeted governorates.

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## Beneficiaries

5,195



# Water Conservation in Madaba

Madaba | Funded by: Coca-Cola | Partners: Global Water Challenge (GWC)

Promoting the adoption of water rationing technologies in households and schools across communities in Madaba, as well as highlighting the socio-economic and environmental benefits of conservation technologies and the use of grey water for irrigation, in cooperation with community based organizations.

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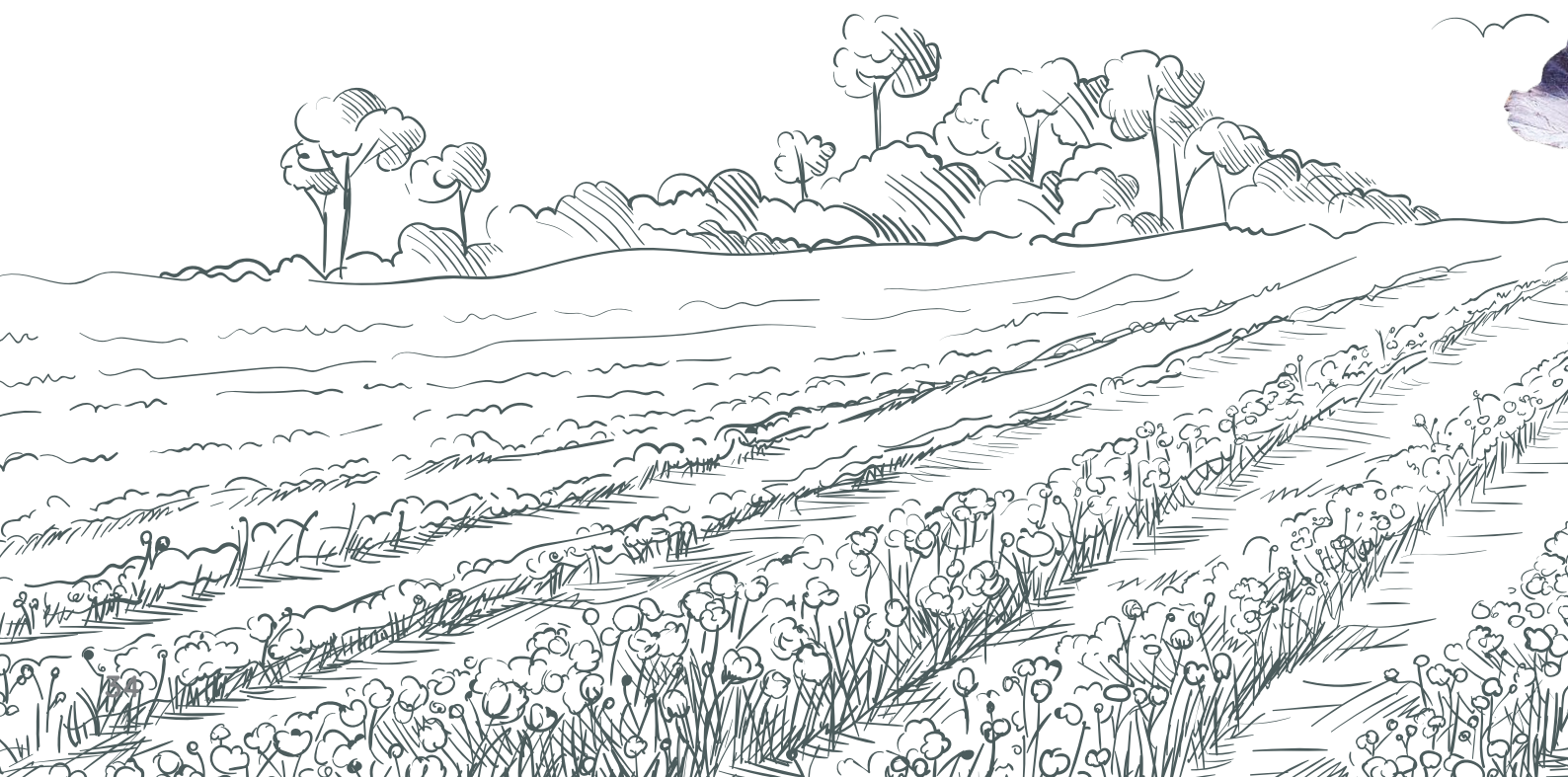
## Beneficiaries

1,037



# Roots to Branches

The pandemic has left thousands of farmers at risk of losing their jobs as demands dropped drastically since the COVID-19 outbreak and the lockdowns that followed. Focusing on projects supporting agricultural entrepreneurship has never been more urgent to prevent lockdowns from threatening the jobs of farmers who rely on planting and harvesting crops for a living. JRF has been adopting best practices by offering access to financial and entrepreneurial support through saving and credit groups to help alleviate poverty and inequality, especially among youth and women in Jordan's major rural areas and poverty pockets.





# Development and Support of Saving and Credit Groups and Associations

Ajloun, Jerash, Mafraq, Balqa, Madaba

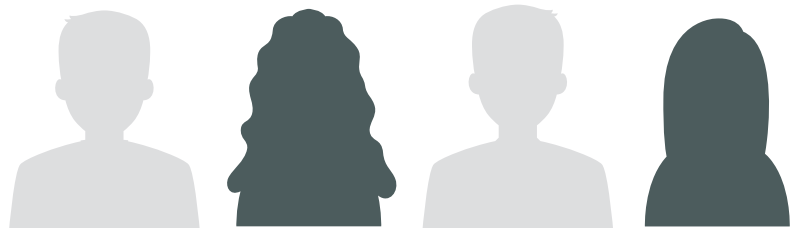
Funded by: The International Fund for Agricultural Development (IFAD)

Partner: The Jordan Enterprise Development Corporation (JEDCO)

Offering development and support services for saving and credit groups and associations as part of the Rural Economic Growth and Employment Project (REGEP); creating sustainable jobs and income generating opportunities for local communities, especially among youth and women, by offering business mentorship and facilitating access to grants.

## Beneficiaries

1,547



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## Achievements

- Offered individual grants to 1,105 beneficiaries
- Developed a series of online and offline training sessions on capacity building and grant management skills for saving and credit groups and associations operating under the project.

## Successes

### For the Love of Green

Safaa's entrepreneurial journey began with a small business selling ornamental plants. The experience helped her grow as a businesswoman, but her lack of financial resources and an expansion plan hindered her progress. The grant she qualified for changed everything. Today, Safaa is a proud owner of a green house that cultivates organic lettuce and tomatoes, utilizing modern irrigation methods that regulate water consumption and reduce her operational costs.

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# Jordan Valley Links

Irbid, Ajloun, Balqaa, Karak | Funded by: The Canadian Government

Partner: Mennonite Economic Development Associates (MEDA)

Supporting the livelihoods of women and youth through entrepreneurship, financial literacy, and access to finance via saving and loan groups.

## Beneficiaries

3,180



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## Achievements

- Facilitated grants through MEDA for 8 micro businesses across Irbid.

- Offered a series of online and offline training sessions on loan portfolio management, financial literacy and entrepreneurship skills for project beneficiaries.

# Jordan River Child Safety Program

Since the outbreak of COVID-19, violence against women and children, particularly domestic violence, has intensified, evolving into what UN Women refer to as the “shadow pandemic.”

Abuse now hides behind double walls: societal silence and a global pandemic, making it critical to empower survivors with the confidence to make their voices heard. This has driven JRF to expand its efforts across the kingdom to help curb all forms of violence and abuse through child protection interventions, rehabilitation services, prevention programs, and sound parenting training.



# The Wrong Questions

There are none when it comes to protecting children and families against abuse. That is why at JRF, our 110 Helpline, psycho-social support services, consultation, referrals, and interventions are offered in confidentiality, regardless of gender, disability, language, ethnicity, religion or nationality.





# Makani

Amman, Madaba, Irbid, Mafraq, Ajloun, Balqa, Karak, Aqaba, Zarqa | Funded by: UNICEF

Engaging community members of all ages (Jordanians and Syrian refugees) in interactive edutainment programs designed to improve their social and emotional well-being, focusing on vulnerable children, adolescents, and youth through life skills training and education support services.

## Beneficiaries

39,334



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## Achievements

- Learning support services: 11,156 beneficiaries.
- Child safety activities: 1,257 children.
- Basic life skills training: 2,940 adolescents.
- Basic life skills initiatives: 284 beneficiaries.
- Social innovation training: 981 beneficiaries.
- Early child support services: 2,840 children.
- Sound parenting support: 5,507 beneficiaries.

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## Successes

### The Book of Hope

Sixteen-year-old Aya's first book hasn't been published yet, but she's on the right track to making that happen. Her literary ambitions started at a very early age, but her composition skills weren't sharp enough. Following a series of learning support sessions including one focused on writing skills, Aya honed her writing ability in record time.

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# Responding to Gaps in SGBV Services

East Amman, Mafraq, Aqaba, Southern Jordan | Funded by: The Jordan Humanitarian Fund (JHF)

Empowering sexual and gender based violence (SGBV) survivors, female youth and women at risk through a series of online and offline-prevention and awareness sessions focused on personal development through expressive art and sports. The project also supports SGBV service providers and social workers through training and capacity building.

## Beneficiaries

# 5,359



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## Achievements

- Power of Art Training Sessions: 910
- Self-Empowerment for Women: 189
- Self-Defense Training: 63
- Fitness Training Classes: 112
- Advanced SGBV Prevention Sessions (Art): 15
- Awareness Raising Events: 1449
- Safe Referral Training: 49
- Awareness Sessions: 1945
- Case Management: 32
- Helpline Training: 26
- Training for Committee Members: 21

# Strengthening JRF's 110 Helpline and Online Case Management Services

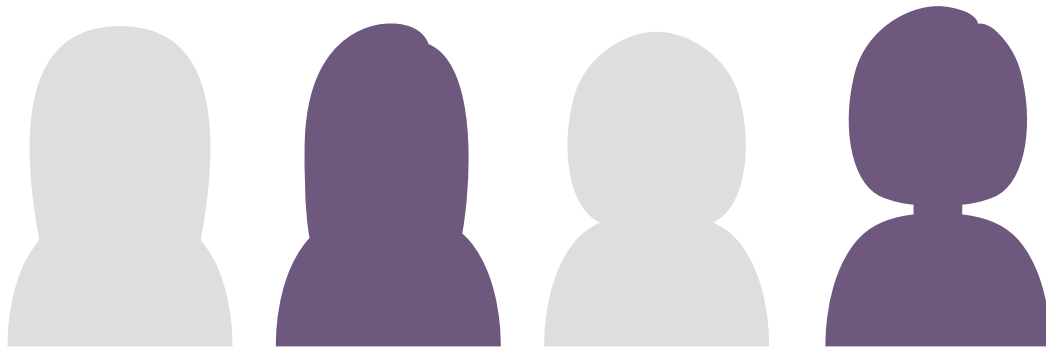
All Governorates | Funded by: The Jordan Humanitarian Fund (JHF)

Preventing sexual and gender-based violence (SGBV) among women and girls, and responding to cases of SGBV survivors affected by the COVID-19 pandemic through a series of online and offline awareness campaigns, training sessions, guides, and the promotion of JRF's 110 Helpline services. The project also supports self-empowerment through expressive art, sports, and behavior change activities, in addition to leveraging the capacity of SGBV service providers and trainers.

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## Beneficiaries

60,000



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## Achievements

- Launched a public awareness campaign targeting girls and women to help promote the services of JRF's 110 Helpline and the use of the Amaali App, a mobile application bringing together over 30 local and international NGO's providing SGBV services. The campaign aims to protect local communities against SGBV via awareness materials and guidelines designed to help women and girls address situations that could expose them to abuse.
- Formed and empowered several women committees to help raise awareness among targeted local communities on SGBV, domestic violence, and prevention, as well as accessing available intervention and support services.
- Utilized several Makani centers and Mobile Social Innovation Incubators to act as access points for SGBV protection services across 19 locations in Jordan.

# Strengthening Comprehensive Prevention and Response Services for Children at Risk and SGBV Survivors

Amman, Karak, Ma'an, Aqaba, Mafraq | Funded by: UNHCR

Offering protection, support and empowerment services to women, youth and children (Jordanians and Syrian refugees) across host communities by developing skills and knowledge in child safety, case management support, and community empowerment, in partnership with a number of charities and associations.

## Beneficiaries

6,821



## Achievements

- Case Management: 1469
- MLT: 406
- Safety Maze: 364
- Youth Camp: 24
- Life Skills Training: 124
- Better Parenting: 778
- Women Empowerment: 158
- Women Economic Empowerment: 78
- Art Therapy: 94
- Self Defense: 81
- Child Protection & SGBV Training Sessions: 622
- Outreach: 3415

## Successes

### Warheads and Chewing Gum

Selling chewing gum on the streets of Amman took its toll on 12-year-old “J,” and the physical abuse he suffered from street bullies conjured up flashbacks of a warring Syria he had left behind. Skipping school more often to make a living meant that education was no longer a priority. Dodging the bullying also meant that he had to run recklessly, eventually leading him to be hit by a car. Following several assessment sessions at the Queen Rania Family and Child Center, “J” and his mother underwent a series of intervention activities. The child was later referred to 911’s Family Protection Unit. Today, “J” is off the streets and back in school, and is constantly showing signs of improved psychological wellbeing.

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# Case Management Services: Makani, Community Centers, CBOs, Child Care Homes

Amman, Irbid, Madaba, Zarqa, Mafrqa, Karak, Tafilah, Aqaba | Funded by: UNICEF

Expanding the scope and reach of case management and child safety services for vulnerable children (Jordanians and Syrian refugees) through capacity building and skills training across Makani Centers, the Queen Rania Family and Child Center (QR FCC), and several local community associations.

## Beneficiaries

4,056



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## Achievements

- Increased the geographic reach of case management and child safety services across Jordan's northern, middle, and southern provinces, in addition to the eight targeted governorates.
- Developed a series of online training sessions on coping mechanisms for families across Jordan during last year's lockdown.
- Expanded the reach and services of JRF's 110 Helpline in response to the growing need for child and family safety guidance following the COVID-19 outbreak.



# Breaking the Silence

## JRF's 110 Helpline

Since the outbreak of COVID-19, JRF's 110 Helpline, a free service offering support in child and family safety and psychological well-being, has addressed over 5,671 cases offering beneficiaries resources, referrals and guidance that do not obstruct, label or judge them.





# Helpline Awareness Campaigns

JRF has launched two community-based campaigns since the onset of the pandemic addressing online sexual exploitation and bullying as well as sexual and gender-based violence. The campaigns focused on children, adolescents, youth, parents, and women.

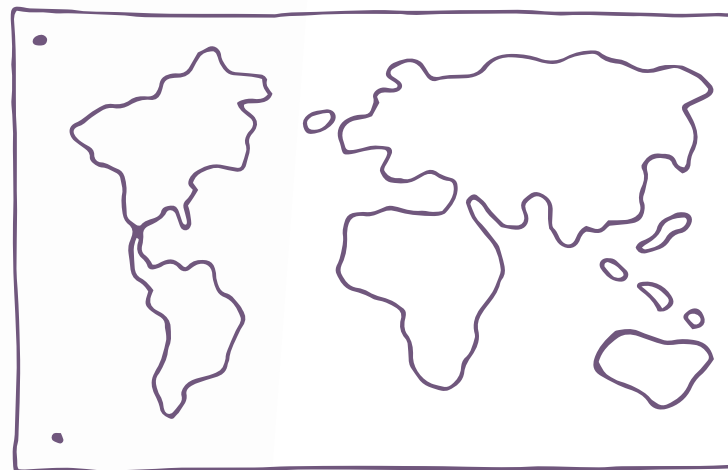
## All Right?

Marking World Day for the Prevention of Child Abuse (November 19th), the “All Right?” campaign was launched in partnership with UNICEF and featured films and materials designed to help children, adolescents, and families address situations that could expose them to online abuse. The campaign materials consisted of 12 films aimed at children, adolescents, and families, in addition to a children’s coloring book and training guide for child protection service providers. The campaign’s films were translated into sign language in cooperation with The Higher Council for the Rights of Persons with Disabilities to support vulnerable children and youth across Jordan.



## We Hear You!

Funded by JHF, the “We Hear You” public awareness campaign targeted girls and women, promoting the services of JRF’s 110 Helpline and the Amaali App as tools to support and protect local communities against sexual and gender-based violence.



# Repackaging Space

Offering activities that improve the social and emotional well-being of our communities has been at the center of what we do. We seek to create physical and virtual interactive spaces to help beneficiaries discover their potential as agents of change and independent decision-makers, empowered with the tools and knowledge to protect themselves against all forms of abuse.

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## Community Centers

JRF's community hubs, The Queen Rania Family and Child Center (QRFCC) and the Queen Rania Al Abdullah Community Empowerment Center in Aqaba (QRCEC), offer a series of child, youth, women, and parent-centered programs in partnership with local communities and institutions, focusing on activities in art therapy, sports, agriculture, and edutainment.

## Beneficiaries

**QRFCC: 2,619**      **QRCEC: 931**





# Jordan River Social Enterprises



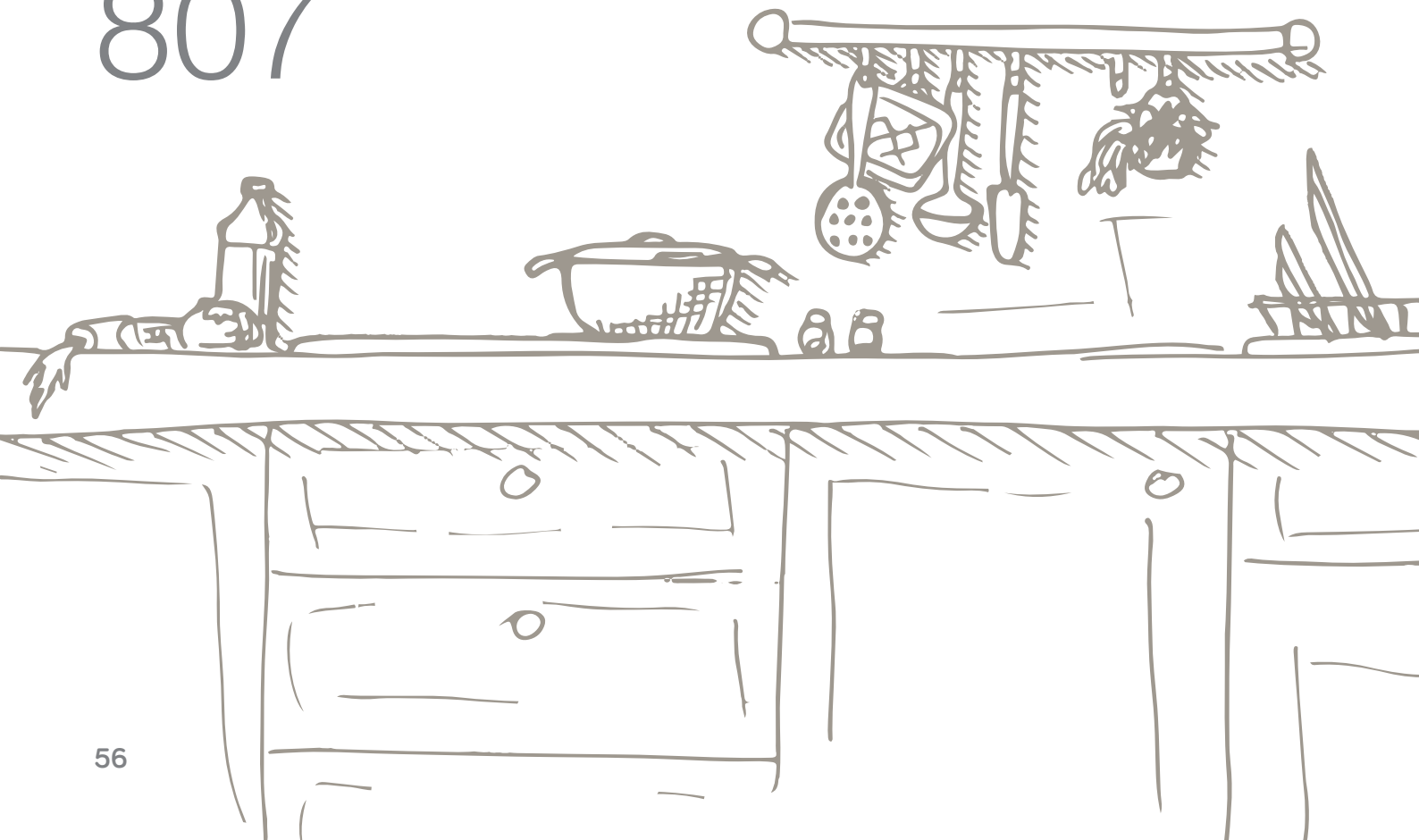
Foundation

# Art of Empowerment

Culinary arts and handicrafts have helped thousands of women, Jordanians and refugees, earn a living and become financially independent. Through a series of social initiatives and collaborations, JRF has helped create jobs for local community women across Jordan, while reviving the heritage of traditional cooking as well as rural and Bedouin community arts.

## Beneficiaries

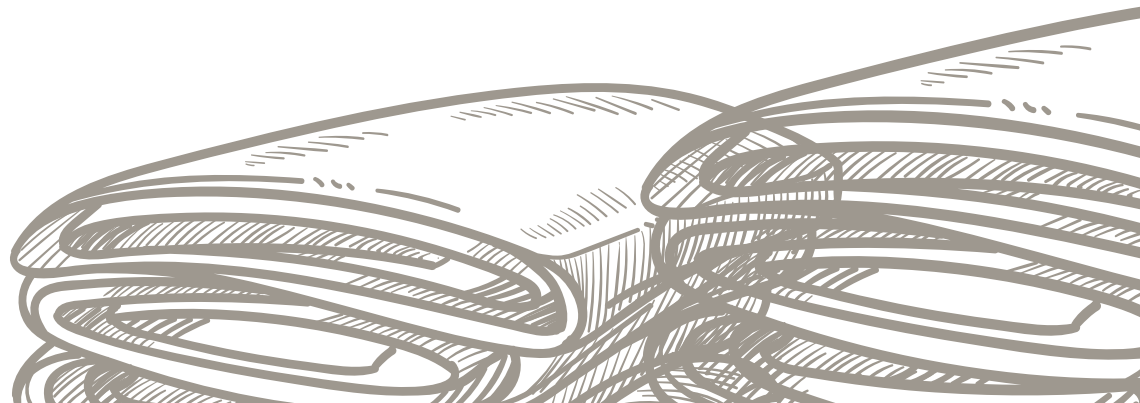
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# Jordan River Designs

Offering an exceptional selection of traditional and contemporary handicrafts created by local community women, the Jordan River Designs showroom features embroidered products, rugs, and special gift items rooted in Jordanian visual arts. Items have been produced by over 3,000 women artisans empowered by JRF.





# Al Karma Embroidery Center

Established in 1996 in Jabal Al Natheef, Al Karmah Embroidery Center employs local women artisans who craft traditional and contemporary handmade embroidery products, including home furnishings, gift items, and fashion accessories.

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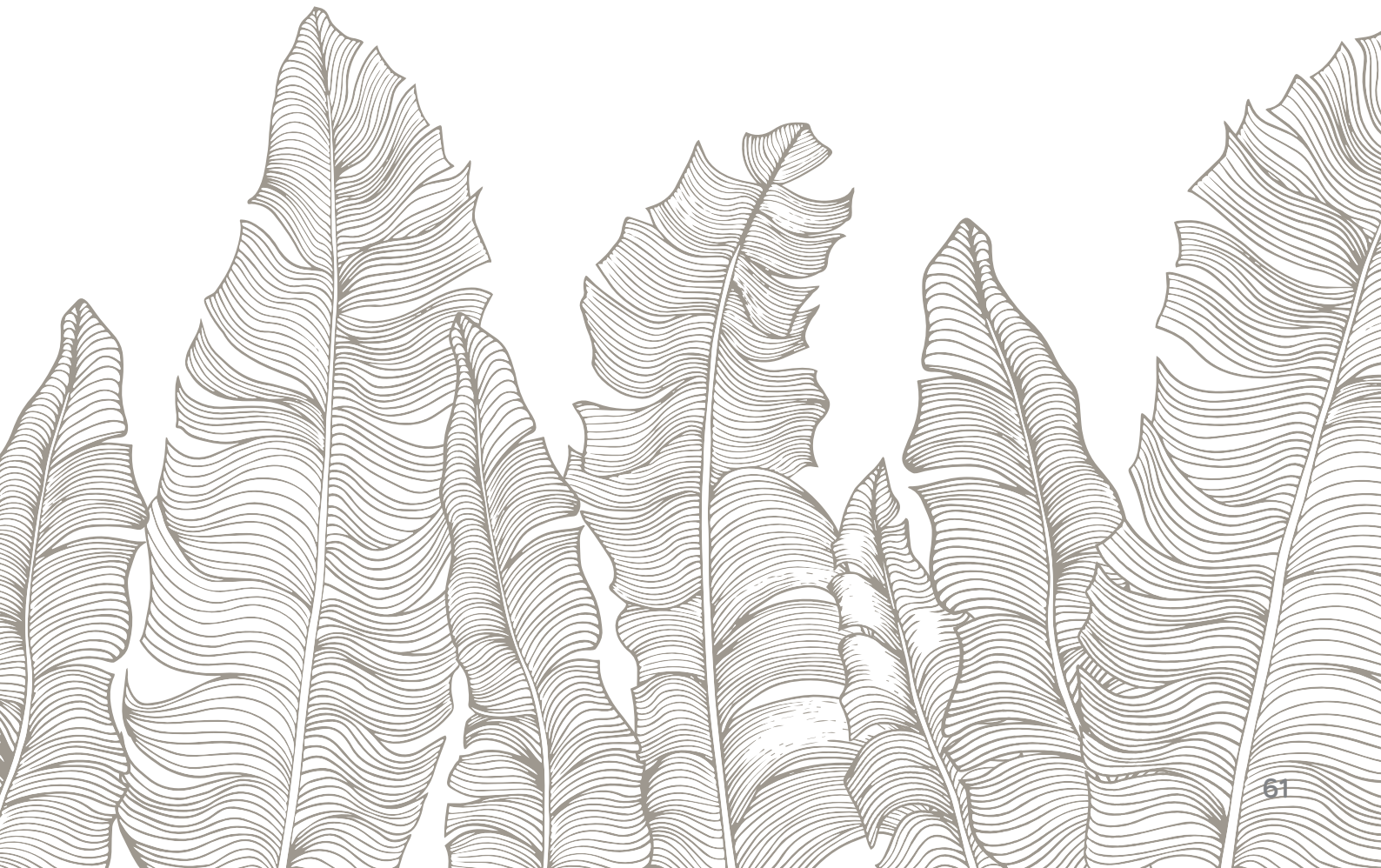
# Bani Hamida Weaving Project

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 enhanced the living conditions of the area's local community. Over 1,600 women have benefited from the project since its inception.

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# Wadi Al Rayan Project

Established in 1997, the Wadi Al Rayan Project revolutionized the use of cattail reeds and banana leaves, which were previously burnt and disposed of, posing as an environmental hazard to the Wadi's inhabitants. Repurposed as raw manufacturing materials, cattail reeds and banana leaves are used to produce handwoven environmentally friendly products, including baskets, coasters, and mats, among other home accessories.



# IKEA & JRF

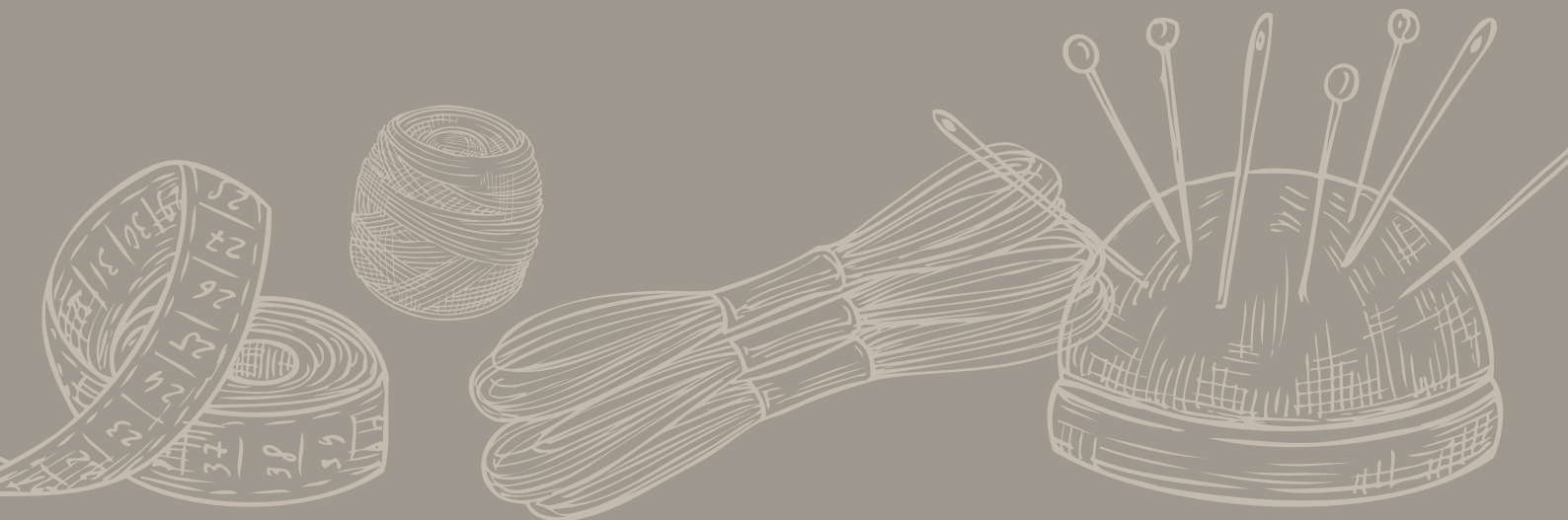
JRF's partnership with IKEA has helped empower refugees and local community women through a series of handicraft projects capturing Jordan's artistic heritage.

The initiative helps sustain social and economic stability across host communities, offering local women and refugees jobs to produce embroidery items sold exclusively by IKEA, both locally and internationally. The first limited collection of handcrafted textiles, titled

TILLTALANDE, has been produced by over 110 women artisans, followed by HANTVER, BOTANISK, WHITE CAMEL and LOKALT. The collections were launched across several IKEA stores in the GCC, North Africa, Asia, the US, and Europe.

## Achievements

- 78% reported an increase in household income
- 41% adopted less negative coping strategies
- 91% improved their social perceptions
- 81% demonstrated better social integration skills at work
- 71% adopted less tension-driven habits across households





# Al Karma Kitchen

Established in 2006, Al Karma Kitchen offers a wide variety of freshly cooked foods prepared by local community women. Products include Ma'amoul, cookies, locally infused spicy macarons, and 13 frozen food items handcrafted with the finest ingredients. The kitchen empowered 88 beneficiaries in 2020.

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## Achievements

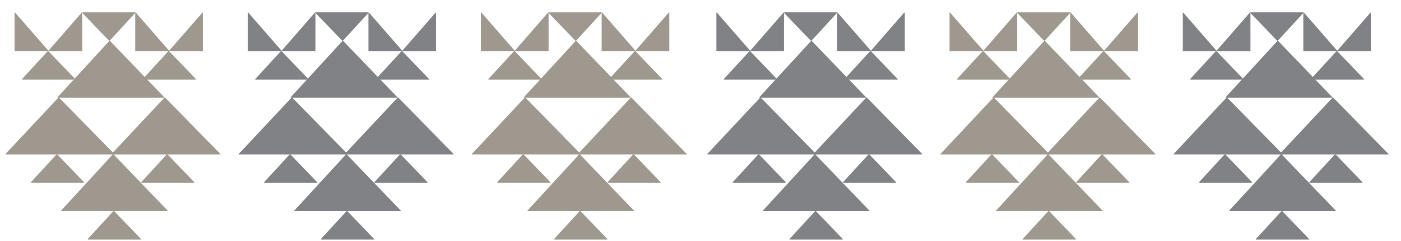
- Expanded the geographical reach of the kitchen's frozen food items across the majority of Jordan's governorates, which in turn increased the number of beneficiaries by 25 percent.
  - Offered catering services that helped create more job opportunities for JRF's beneficiaries.
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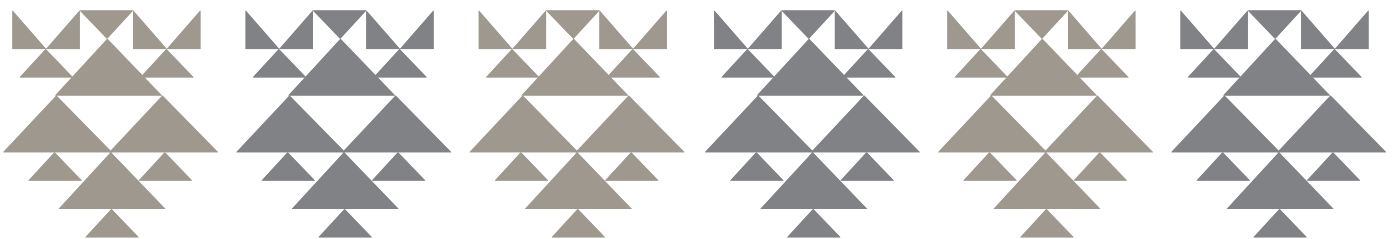




# Daimeh

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





# Partnerships



# The New Modular

Local and international partnerships and collaborations are driving forces behind JRF's vision for a safer Jordan with equal opportunities. Sustainable partnerships with local and international entities have enabled JRF to continuously evolve as a conduit for social and economic development.





# Institutional Donors

UNICEF

UNHCR

Kingdom of the Netherlands

Royal Hashemite Court



Kingdom of the Netherlands



Regional Development and Protection Programme (RDPP)

JEDCO

Mercy Corps

Jordan Humanitarian Fund



Ministry of Social Development

USAID

Danish Refugee Council

Ministry of Finance



GIZ

MEDA

The New World Program

GWC



The Coca-Cola Foundation

International Labour Organization



International Labour Organization

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# Corporate Donors

Arab Potash



Housing Bank



Zain



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Arab Bank



Hikma



Bank Al Etihad



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Pepsico



SGBJ



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