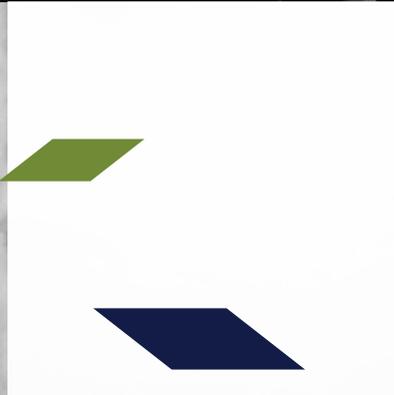
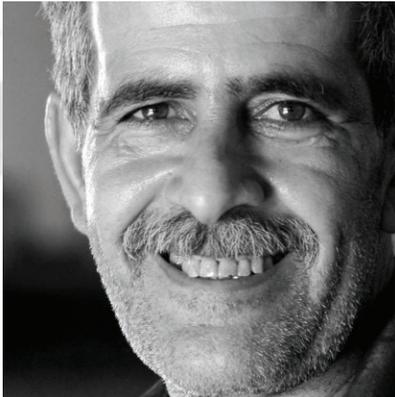




مؤسسة نهر الأردن  
Jordan River Foundation

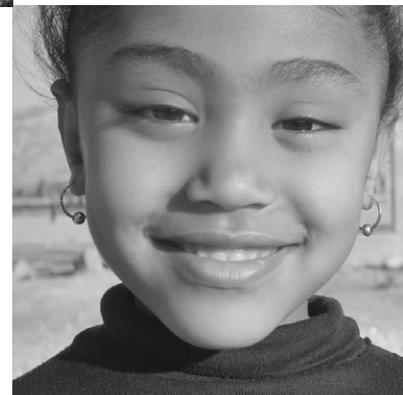
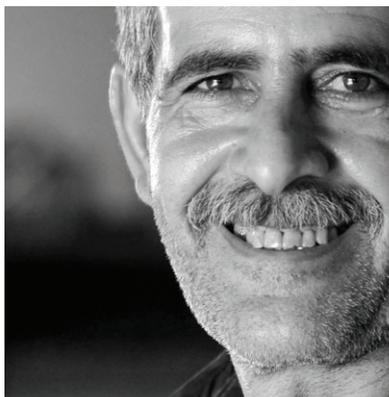
# Annual Report 2016

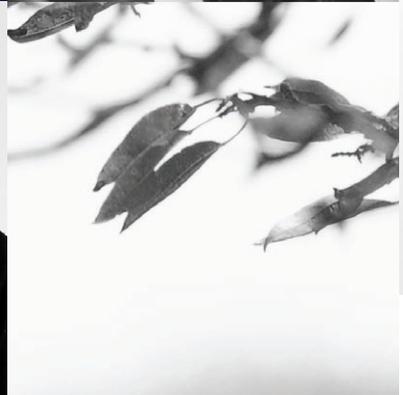
[www.jordanriver.jo](http://www.jordanriver.jo)



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"Let us build strong Jordanian institutions that are able to nurture generations with a global outlook and a strong Jordanian identity"

Rania Al Abdullah





## Message from the Director General

We are incessantly inspired by the energy, novelty and tenacity of Jordan's local community members, whom the Jordan River Foundation has been striving to empower, ever since its establishment in 1995.

Youth, women, children, families - all struggling against poverty, abuse, social and gender exclusion and basic human rights - all ready to take on the world!

This spirit has been and continues to be the driving force behind our mission to support our beneficiaries; a journey JRF embarked on over two decades ago, through the unique experience and caliber of our staff, and under the guidance and vision of our Chairperson, Her Majesty Queen Rania Al Abdullah; ever championing JRF to respond to the emerging needs of Jordan's local communities.

JRF adopts a flexible approach in its strategy to attain the primary goals of the institution; addressing the socio economic needs and challenges of local communities, especially across poverty pockets and areas where pressing interventions are continuously conducted under JRF's pillars of youth and women empowerment, child and family safety, as well as training and partnering with Community-Based Organizations (CBOs).

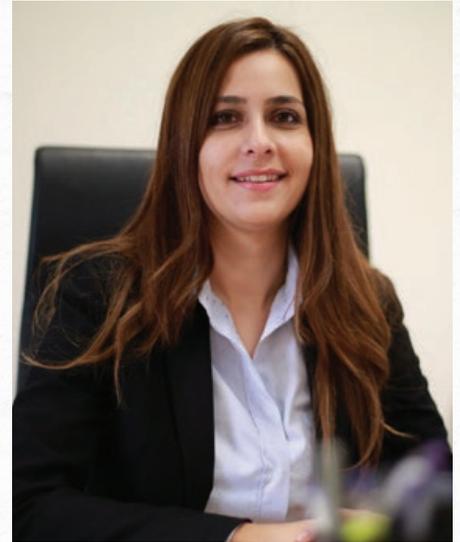
A driving force behind our success has no doubt been your continuous support and partnership.

As our partners, you have witnessed the inspiring transformation and empowerment of hundreds of thousands of underprivileged women, children, youth, and families. It is a labor of love; a collaboration between Jordan's public and private sectors and international organizations, united in their mission to nurture a generation of "doers"!

JRF is not merely an organization of community empowerment; it is a window of opportunity that remains unprecedented and highly revered in the region. Our continuous reassessment and development of intervention programs and practices has resulted in a more holistic approach, through which child protection services are interconnected and dependent on the economic empowerment of youth and women, as well as capacity building programs offered to Community Based Organizations - JRF's development partners.

Youth empowerment programs now include job placements in partnership with the private sector, in addition to JRF's ongoing entrepreneurial development programs for women and youth to help them establish micro and small businesses of their own, which in turn sustain their livelihoods, and increase their household incomes.

With your support, standards and practices have been solid and lean enough to actively respond to the Syrian Refugee Crisis, which has impacted hosting communities and their socio economic status; with Jordan being the world's fourth largest refugee camp.



JRF has succeeded in integrating refugees into several of its programs with the aim of sustaining social and economic stability across local host communities. A recent example of this is a collaboration project with IKEA, through which JRF is to recruit and train local community women and Syrian refugees to produce handmade carpets and embroidery products, to be marketed across IKEA, locally and regionally.

Your continuous belief in our mission reminds us that we are in the business of protecting, empowering and changing lives - inspiring future generations to think and decide for themselves.

Looking forward to seeing these generations build their own futures, and that of our beloved country, with your continuous support.

**Enaam Al Barrishi**

## For Empowered Generations, Equal Opportunities, and Sustainable Growth

The Jordan River Foundation (JRF) is a Jordanian non profit, non governmental organization (NGO), established in 1995, and chaired by Her Majesty Queen Rania Al Abdullah.



### 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.

### Mission

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

### Values

- Social Justice
- Participation
- Responsibility
- Sustainability

### Pillars

Our programs are driven by two critical principles: Child Safety and Community Empowerment. Our beneficiaries are a living testimony to the uniqueness of our empowerment models; creating sustainable livelihoods for individuals and communities across the Kingdom that transform their lives financially and socially.

### Objectives

- To empower communities to participate in creating their own economic future and improving the quality of their lives.
- To activate the role of youth as key players in the social and economic development of their communities.
- To protect children's rights, their safety, as well as enhance and promote positive parenting practices.
- To advocate and strengthen positive interactions between family members by nurturing children within their families.



## Governance

In her role as Chairperson of the Board of Trustees, Her Majesty Queen Rania Al Abdullah heads board meetings, offering vision and leadership to ensure the growth and continuity of JRF's long term, impact oriented programs.

The Foundation's Board of Trustees is comprised of individuals representing public, private, and non profit sectors who work to provide guidance and expertise in the strategic development of JRF.

JRF maintains full transparency and accountability; utilizing sound fiscal and ethical accounting and management practices. Economic, environmental, and social issues are also regularly reviewed by the Board, working to actively adopt eco friendly and sustainable models across projects and initiatives.



## Board of Trustees

- Her Majesty Queen Rania Al Abdullah, **Chairperson**
- Mr. Amin Khleifat, **Vice Chair**
- Mr. Sa'ed Karajah, **Board Secretary**
- H.E. Mrs. Suzanne Afanah, **Member**
- H.E. Dr. Nawal Faouri, **Member**
- Mr. Tarik Awad, **Member**
- Eng. Khalid Nahhas, **Member**
- Mrs. Reem Goussous Fakhoury, **Member**
- Mrs. Taima Khoury Kawar, **Member**
- Mrs. Enaam Barrishi, **Director General**





## Jordan River Community Empowerment Program

At the heart of our mission is a desire to support and realize the entrepreneurial potential of local communities across Jordan; battling poverty through innovative and sustainable models aimed at realizing financial independence for our beneficiaries, by leveraging their business and social skills.

JRF's Community Empowerment Program (JRCEP) is designed to transform individuals, communities, organizations and the socio economic environments upon which they depend; relying heavily on rigorous intervention methods and needs assessments able to support long-term economic and social prosperity.

JRCEP offers access to a wide range of financial and capacity

building resources; adopting localized home grown solutions designed to actively engage communities, at individual and collective levels, helping them address socio economic challenges from a holistic perspective.

In achieving so, JRCEP focuses on three major development goals:

- Increasing household incomes
- Creating direct and indirect sustainable job opportunities
- Improving individual self reliance

This is realized through mapping opportunities; developing resources and capacities, as well as linking investments to impact driven interventions.



Our relationship with partners and stakeholders is based on a strong sense of ownership and an obligation to develop collaborative projects of mutual benefits and unified goals aimed at eradicating poverty pockets through active community engagement programs that are flexible, scalable and impact driven.

JRCEP approaches socio-economic empowerment through a set of redefined pillars designed to offer comprehensive solutions to poverty via the realization of financial and entrepreneurial independence; supporting communities at large.

Our model has dramatically shifted towards youth and women empowerment, mainly within the age group of 18-45; today's owners and enablers of Jordan's socio economic development. JRCEP acts today principally as an empowerment platform; rallying

resources, tools, stakeholders and community members – all working seamlessly towards a higher level of poverty alleviation and economic growth; driven by the need to support and sustain entrepreneurship as a key socio economic lifeline.

This vision is realized through opportunity mapping, resource development, capacity building and financial support primarily linked to impact-driven interventions that are geared towards the increase of household incomes across a wider spectrum of beneficiaries.



# Highlights



## Emergency Employment Project

In partnership with JRF, and under the “Emergency Employment Project” implemented by UNDP’s “Mitigating the Impact of the Syrian Refugee Crisis on Jordanian Vulnerable Host Communities Program”, a series of sustainable economic micro businesses were launched across the Rihab and Hosha areas (funded by DANIDA), the Sarhan area (funded by Central Emergency Response Fund), as well as Manshieh and Khaldieh (funded by the Government of Kuwait and the World Food Program).

UN’s renowned and innovative three phased approach (3x6) was implemented across five target areas in the Mafraq governorate;

promoting sustainable livelihoods for local communities and refugees affected by disasters and violent conflicts.

The project targeted youth and women between the ages of 18-40, focusing mainly on female participants, with the aim of decreasing unemployment rates, promoting a culture of volunteering and community services, financial literacy and women engagement in entrepreneurial activities by offering micro grants to 300 youth across these areas.



### The Tide is Turning

The tide turned for Samar, 31, after launching a home-based seasonal pickles business; providing for her family and attending to her sick mother. But JRF offered Samar something beyond economic empowerment, it helped her engage with her community via volunteer programs, including an environmental street initiative of the Municipality of Manshyyat Bani Hassan. This combination of community

activities and entrepreneurial acumen gave Samar an edge over her peers. “The Emergency Employment Project” offered me the opportunity to develop my teamwork skills and knowledge of community-based initiatives. It certainly had an impact on me, it helped boost my self esteem, working closely with my community members; striving together towards a better socio-economic future,” says Samar.



### Tech from the Ashes

Khaled and Abdullah's phone repair shop has a special twist to it; reviving obsolete phone parts to fix repairable mobiles. From damaged batteries to control panels, the young entrepreneurs forged their way into fame at their local area of Al-Khaldiyyeh. “The

project offered us an unprecedented opportunity to tap into our business potential,” says Khaled. “Our business model is not only sustainable, it is also eco-friendly, which is a rare characteristic of tech ventures.”



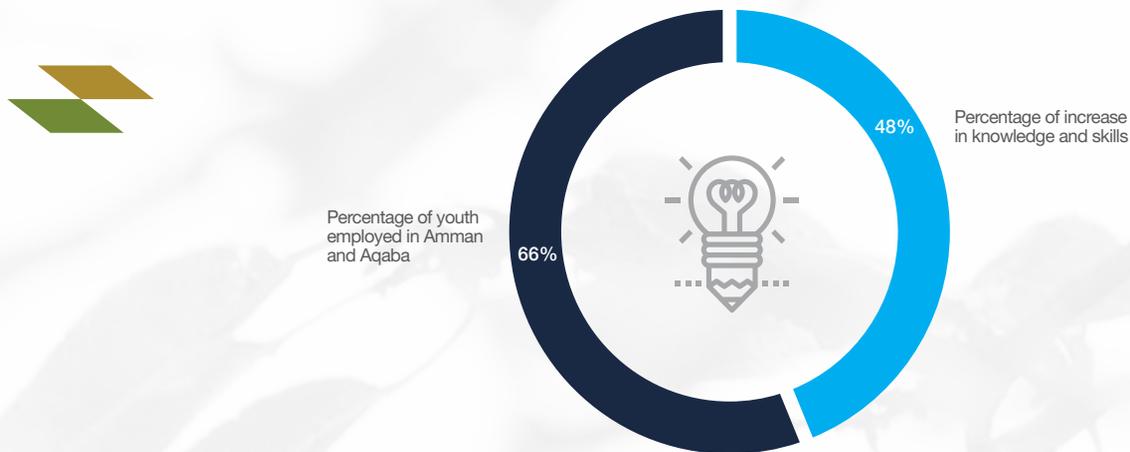
## Youth Career Initiative

The Youth Career Initiative (YCI) is designed to work with underprivileged communities through schools, community based organizations and local media, to identify, screen and select the most deserving youth candidates for a unique career development program in hospitality.

In partnership with a series of 5 star hotels, youth undergo capacity building and hands on training based on global core standards, adapted to the needs of Jordan's local market. The 6 month series of programs is delivered within the regular, day to day operations of a full service hotel, based on standard courses offered to hotel staff.

Training also addresses competencies in English, computer literacy, and workplace readiness, in addition to post training career coaching and support.

The program targets high school graduates who demonstrate potential and a desire to learn, but have no means to improve their livelihoods. JRF relies on its network of local non-profit and community organizations with access to youth to broaden the search for suitable candidates. Prospective students are screened and interviewed by the hotels' HR staff.



### High Hopes

Prior to joining the Youth Career Initiative (YCI), life for Mohammad, 30, was void of promises. Now a full timer at the Sheraton Amman, "I have this dream job that I've never thought I would one day get and the opportunity to provide for my family."

A pinch of courage and creative seasoning were all it took to turn Mohammad into the master chef he is today. Cooking never crossed the mind of the young man at first, having spent his childhood laboring to support a family of six.

As part of a six month internship program including English Language and Computer Literacy skills training offered by the Youth Career Initiative, Mohammed enrolled as a cooking apprentice at one of Jordan's five star hotels, where he honed his skills with

an elite team of chefs and hospitality masters. "I was truly inspired by the experience. Working with international masters in cooking and culinary arts through the program made me realize how passionate I am about food," says Mohammed. That passion enabled him to become Assistant Chef in no time, which motivated him to pursue his training at the Royal Academy of Culinary Arts through a scholarship.

He was later promoted to Assistant Executive Chef, which enabled him to work full time at one of Amman's most prestigious restaurants. He currently volunteers with JRF through YCI to help inspire youth to consider hospitality as a career choice.



## Citi Micro Entrepreneurship Awards

The Citi Micro Entrepreneurship Awards Program is designed to strengthen the effective role of micro finance in alleviating poverty worldwide. The program seeks to create awareness and appreciation of active contributions made as a result of individual micro entrepreneurship.

In 2015, JRF offered turn key management support for the Awards Program, liaising with 133 nominees, recommended by 14 Micro Finance Institutions. Twenty four awards were granted to beneficiaries from a wide variety of industries including handicrafts, agriculture, services, and trade. A special Excellence Award was announced commemorating the Program's tenth anniversary.

Selection criteria is based on measuring both the entrepreneurial potential and income levels of future entrepreneurs and business visionaries.

JRF has formed a national selection committee consisting of individuals from governmental, non governmental and private sector institutions. For the past ten years, JRF has been facilitating nominations, press campaigns and an annual awards ceremony.



### A Dash of Success

Amer, a Citibank Award recipient, forged his way through a career in sportswear 23 years ago. The journey was nothing less than intimidating, but the establishment of a factory in 2000 pushed him to the forefront; gaining the trust and admiration of Jordan's major private schools including the King's Academy.





## Fourth Annual Entrepreneurship Week

Promoting social and commercial entrepreneurship via training programs and coaching, the 4th Annual Entrepreneurship Week was launched in Aqaba to empower over 212 local participants, mainly youth, to leverage their entrepreneurial skills and acumen with the aim of launching and supporting entrepreneurial and social

change projects that serve the needs of Aqaba's communities and neighborhoods. The program, funded by Marsa Zayed Project, also featured women empowerment training sessions. Training covered film making, professional photography, e-marketing, culinary arts, glass decoration, weaving, and project management.



### A Touch of Brilliance

Rasha's training took her artistic skills to new heights; launching a handicrafts mini venture in her neighborhood that offered an array of unique items, including a series of henna cosmetics, which she successfully sold to women of her community and beyond.



## Jordan River Child Safety Program



Ever since its establishment in 1997, the Jordan River Child Safety Program (JRCSP) has envisioned and is building a Jordan for safer children and their families; placing child welfare at the forefront of national policy and enabling positive change in the lives of Jordan's children.

That vision has kept the likes of Ahmad and Hussein from losing their lives after their frail and fragile bodies barely tolerated severe neglect. That vision helped Ghadeer overcome her gradual demise into parental abuse, and join thousands of marginalized women who are empowered today by JRCSP.

To date, JRCSP has helped transform the lives of over 200,000 children and parents; adopting a holistic model that encourages genuine participation and the engagement of all stakeholders - through awareness, prevention and intervention.

This is achieved by empowering families and communities via advocacy and awareness, as well as establishing a network of experts and practitioners sharing knowledge and best practices adopted across child and family safety programs and initiatives.

Our mission is driven by the need to empower a society that actively prevents every form of abuse against children, which calls for a



strategic shift in our model; focusing on outreach and expansion across governorates via partnerships with community based organizations and training programs that put youth and mothers in the forefront of social change and sustainable child and family interventions.

From “Women Educators” to “Youth Volunteers”, JRCSP is revolutionizing child & family safety programs with the aim of generating scalable community outreach that advocates peer-to-peer awareness and collective prevention as drivers of social change; relying on two major development stages: women educators; ensuring community-wide awareness, and CBOs; ensuring expansion across youth volunteers through training programs.

By 2020, JRCSP is set to roll out programs across three southern governorates, two northern governorates, as well as three central regions in Jordan.

JRCSP approaches child and family safety through a set of pillars designed to offer lifelong solutions to abuse, by focusing on individual rehabilitation and development, as well as social integration empowering children and families and the eco-systems they rely on.

JRCSP acts today principally as an empowerment platform; rallying resources, tools, stakeholders and community members – all working seamlessly towards a higher level of child welfare and parenting education; driven by the growing urgency to promote, advocate and protect children’s rights across the Kingdom.



# Highlights



## Queen Rania Family & Child Center

JRF established the Queen Rania Family and Child Center (QRFCC) in 2005 to offer a series of intervention and prevention programs targeting children, youth, parents, and professionals.

QRFCC has evolved today into a comprehensive community based model, offering holistic services aimed to combat child abuse, empower families, and promote a culture of child safety. It also functions as a training center offering knowledge and expertise locally and regionally, via capacity building programs for child safety professionals.

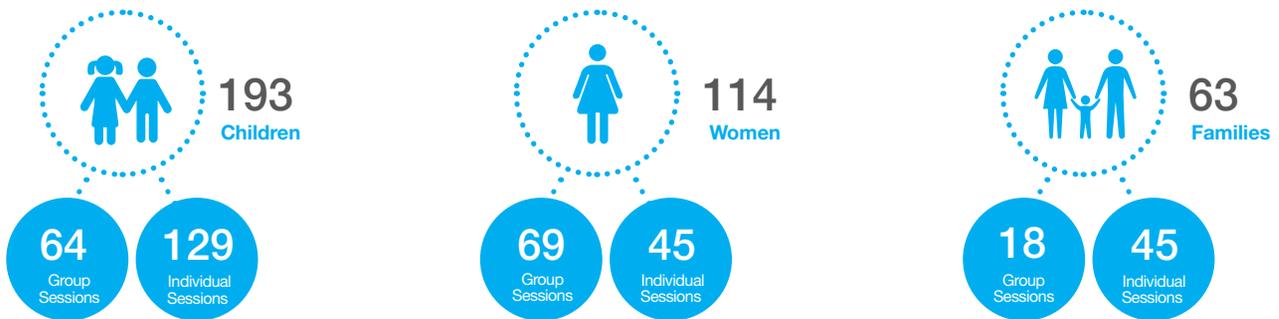
QRFCC adopts a holistic approach placing child and family at the core of its work, by offering integrated psychosocial support services featuring interventions in education, health and recreation.

Services address emotional, social, mental and spiritual needs as well as physical development, in addition to Case Management services

that offer abuse victims and their families a set of comprehensive rehabilitation and reintegration solutions, working with different counterparts and stakeholders and following closely on pre and post treatment interventions.

QRFCC's main objectives revolve around spreading awareness and increasing knowledge concerning child safety and protection from abuse, activating the roles of Jordanian community members and institutions to promote children's rights and safety, enabling child safety programs and frameworks on a national level, strengthening positive family dynamics and relations, empowering community members with the skills needed to protect children against abuse, as well as enabling children to protect themselves via awareness and training.

### Psychosocial Services



**500 Male & Female Adolescents**  
Engaging over 500 male and female adolescents via summer and winter youth clubs and activities.

**900 Private School Children**  
Educating over 900 private school children visiting JRF's "Beit Sgheer" on protection and safety concepts.

**2,700 Young Females**  
Supporting 2,700 women and young girls via engagement in self-empowerment workshops and parenting programs.

**2,300 Children**  
Empowering 2,300 children via engagement in summer and winter volunteer activities.

**1000 Women**  
Educating over 1,000 community women on child protection concepts.

### Mending Bridges

Key child protection and parenting concepts and skills have turned Um Suhaib into an ideal mother. As one of Beit Sgheer's beneficiaries, she was able to develop solid relationships with her children, based on trust and mutual understanding. She was able to bring her children closer to their father as well.

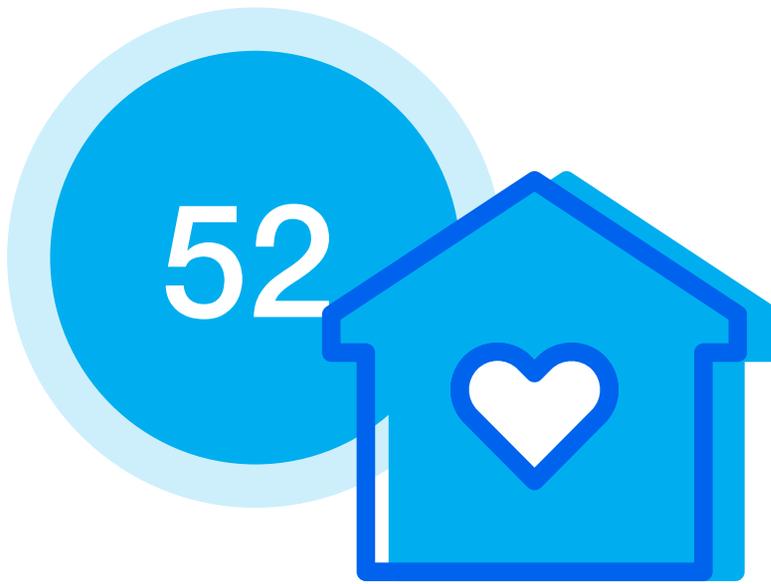


## Dar Al Aman Center

Children at Dar Al Aman receive counseling and therapy via a team of high caliber counselors and psychologists, offering child interventions at individual and group levels. Psychosocial services are also provided in parallel to families.

Once a suitable and willing family is identified based on a rigorous screening process, our counselors develop an intervention plan

with the family leading up to child integration within a safe and healthy environment. In the absence of a suitable family, the child is transferred to a long-term care center. Children leaving Dar Al- Aman continue to be supervised for at least one year by JRF staff.



Number of children served by Dar Al Aman Center in 2016



### Back to Life

"B", an 8 year old victim of a severely abusive alcoholic parent, had nothing to look forward to. At Dar Al Aman, "B"'s first couple of weeks were all about helping him express himself. Soon enough, "B" was able to interact with his peers via summer club activities that focused on art, theater and sports.

"B" leads a normal life today, thanks to the specialists at Dar Al Aman who paid meticulous attention to "B"'s needs as a child and made sure his mental and physical conditions were properly monitored and attended to.



## 110 Family & Child Helpline

Launched in 2007, JRF's 110 Family & Child Helpline service is an unprecedented initiative that has evolved into a regional success story and model.

Currently offered in all governorates, with a recent expansion across Aqaba, the helpline provides effective ways to combat child abuse and offer counseling services to abuse victims and their families.

JRF ensures the helpline is a confidential service primarily designed

for women and children. It prevents abused children and women from being stigmatized; providing resources and guidance that would not obstruct, label or judge beneficiaries.

The helpline's counselors are dedicated university volunteers specializing in counseling or social work; supervised and trained by JRF specialists . To date, over 51,393 calls were addressed and responded to via the toll free service.



### Classification of Calls by Governorate

**46.8%**

Amman

**2.93%**

Madaba

**10.7%**

Zarqa

**11.5%**

Irbid

**7.2%**

Baqa'a

**4.7%**

Mafrq



**1.16%**

Jerash

**1.16%**

Tafleh

**1.4%**

Ajloun

**2.9%**

Maan

**3.3%**

Karak

**3.3%**

Aqaba



## Better Parenting Project

“Better Parenting” is a non-formal early childhood intervention project that aims to train caregivers and parents on the knowledge, skills and practices required to sustain the holistic development of their children. It also aims to create more awareness among caregivers of children up to eight years of age to help provide a healthy, stimulating, and caring environment. The two phase project is funded by UNICEF, with the second phase currently commencing this year.

The project aims to reduce violence against children; through the roll out of 7,200 awareness workshops reaching 14,400 beneficiaries across targeted areas in Amman (including the Queen Rania Family and Child Center), Karak, Ma’an, Irbid and Rsaifah.

Over 574 educational workshops were conducted by male and female educators across targeted areas; empowering 11,584 beneficiaries, in addition to 32 workshops conducted during the month of Ramadan.

Two female educators were recognized and honored as among “the 10 Most Influential Women in the Kingdom” for their ability to drive change and impact in their communities.



### The Joys of Motherhood

For Zabiah, JRF's Better Parenting Project transformed her life, both as a mother and educator. “It's embedded in everything I do today.” Zabiah's public advocacy and awareness activities have touched the lives of hundreds of parents from

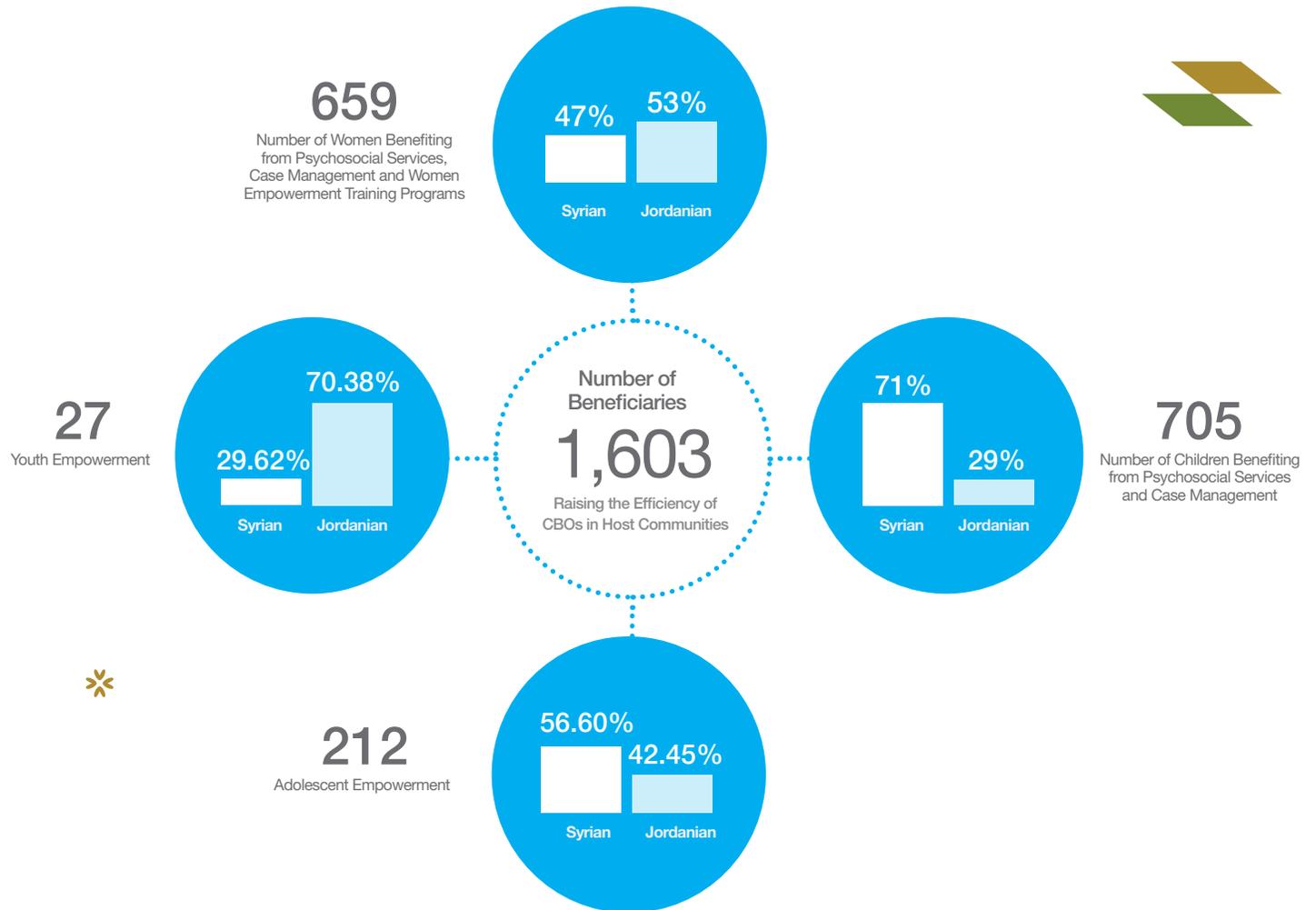
her community in the Northern Jordan Valley. Beloved by children and mothers alike, Zabiah is on a mission to continue to advocate children's rights and sound parenting practices across the local communities of northern Jordan.



## Building CBO Capacities in Host Communities Project

Funded by the UNHCR, JRF's "Building the Capacities of CBOs in Host Communities Project" was launched to enhance existing capacities at the QRFCC, as well as launch new impact driven initiatives. The project's key objectives included CBO capacity building across key areas; offering comprehensive case management and psychosocial

services to women and children, as well as empowering women through specialized training programs. The project also trained 27 youth to conduct various community initiatives in socio-economic development.



### One for All

Abdullah Al Khatib, 22, underwent intensive training via JRF's Building CBO Capacities in Host Communities Project, during which he developed knowledge and skills required to train adolescents on issues pertaining to child protection.

"I was so proud of my participation in this project; it motivated me to work with local communities;

an experience of a lifetime. Citizenship was at the core of everything I learned. It is not about slogans and national chants, you know, it is primarily about cooperation and harmony between all members of the Jordanian community, be it Jordanians or Syrians or any other nationality. It's about active participation and a positive approach to change."



## Foster Care Project

The project aims to decrease child admissions and stays in residential care institutions by offering communal alternatives, in addition to promoting the healthy development of children by providing psycho-social support.

The project, launched in partnership with the Ministry of Social Development and UNICEF, targets mainly orphans, children of unknown parents, and children of disintegrated families.

The program features weekly psychological services for foster care families and children, followed by monthly interventions. Topics include parenting skills and psychological education.

In 2016, 17 children were delivered to 17 foster families. Throughout the project's duration, JRF reached and placed 52 children in foster care families across Amman.



### A Mother is Born

"I've been trying to adopt a child for four years now. Being single didn't make it any easier, it was a serious challenge," says Rawand.

"I learned about JRF's alternative family program, and went through the screening immediately. I volunteered in a foster care center to go through

the experience of caring for a child. It was life-changing; I had mixed feelings of enthusiasm and dread. I remember walking in a corridor and hearing a child crying. My heart leaped, I went into Zaid's room, held him, he stopped sobbing suddenly and hugged me. I became the mother I longed to be that very instant!"



## Training & Consultancy

With a solid record of accomplishment driven by a rich and cumulative experience in socio-economic empowerment for local communities across Jordan, JRF's Training & Consultancy Division is designed to empower individuals to become proactive citizens, and provide support for communities in their strife for sustainable development.

Our model advocates active participation and positive contribution among community members and organizations, with the aim of leveraging skills required to improve efficiency and best practices designed to sustain and enhance the provision of services across CBOs.



We offer a wide variety of advisory and consultation services, among other various training programs, based on the needs of individuals and organizations; adopting the highest international standards, strategies and training methods beginning with needs assessments, inception, design, implementation and ending with monitoring and evaluation; empowering individuals, institutions and communities in

key socio economic development areas, including child and family protection, as well as youth and women empowerment.

Our programs are conceived and rolled out by a highly specialized and experienced team of trainers and consultants, with a solid local and regional track record in the design and execution of interactive training sessions, tools and manuals.



# Highlights

## Rugs Weaving Training

A JRF training project was conducted in Al Qassim City, in Saudi Arabia, supported by the Saudi Ahli Bank; targeting 21 Saudi women representing the Kingdom's governorates.

Project activities were designed to enable 21 female coaches to manufacture a range of gifts using a variety of techniques, which in

turn supported the Unayzah Association in providing opportunities for women to improve household incomes via business skills programs designed to market local produce across Saudi Arabia.

21  
Women Trained



### Unconventional Novelty

For Zahra, starting a career in weaving never crossed her mind, except when she accompanied her mother to the JRF's Rug Weaving Training, in the Kingdom of Saudi Arabia. Her daily involvement with the trainees helped her delve into the profession easily, mastering the nuts and bolts of weaving; from the quality and nature of

fabrics, to sales and marketing, to the production of rugs. Supporting her mother's micro-business, Zahra today produces a wide selection of rugs incorporating modern ideas and unconventional designs that have successfully captured a new generation of clientele across Saudi Arabia.





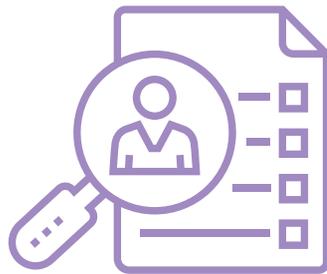
## Strengthening the Capacity of MOSD and FPD Project

Funded by UNICEF, the project aims to improve the level of services allocated to domestic violence cases handled by government social workers, in collaboration with the Ministry of Social Development and the Family Protection Department.

A national case team has been formed by JRF in collaboration with the National Council for Family Affairs (NCFA), consisting of 58

social workers across Jordan, who underwent training programs to leverage their case management skills by adopting international case management methodologies, procedures and standards.

Throughout the project, 12,715 accumulated case files were examined by the team. By the end of 2016, over 10,063 open case files have been closed by a team of trained case managers.



# 12,715

Number of Accumulated Case Files Reviewed by Case Managers who Received Training by JRF



### Hope Uncovered

Six siblings subjected to multiple types of severe abuse by their father and their stepmother, including burning and beating, ended up with serious injuries including one victim sustaining a brain concussion. Other crimes included physical and emotional neglect.

Escaping a hopeless situation and moving to live with their grandmother, the children were facing a new disaster: extreme poverty. The desperate grandmother forced the eldest child to stay home to help with house chores and take care of his siblings.

Intervention included a legal prosecution of the father and the stepmother, in addition to frequent

follow-up and intervention sessions with the father and his wife in an effort to change their attitudes towards the grandmother and help them realize the repercussions of their acts.

A series of comprehensive psychosocial assessments had been conducted for the six children, focusing on personal hygiene, physical, mental and emotional health. Treatment included sessions with other family members to help the children reconnect with their parents, at the same time help the grandmother develop sustainable solutions to support and raise the six siblings.



### Out of the Abyss

A victim of physical violence, neglect and severe hunger by her father and stepmother, "A" was already fading at the age of 14. Referred to Al-Takaful Association, the CBO was able to save the child from a near death experience caused by starvation.

Al-Takaful's experts were able to rehabilitate "A" psychologically and physically, following a series of intervention and health assessment sessions.

"A"'s case was also referred to the Family Protection Department, which took appropriate measures against the child's family. The CBO ensured that all channels of communication remained open with JRF to sustain a continuous interventions program for "A", supported by an action plan that offered "A" the maximum level of protection against abuse.





## Makani Project

Funded by UNICEF, Makani is a name given to associations and centers offering children, youth and community members safe environments and a set of programs that help them overcome any difficult circumstances they may encounter; empowering them to become active and productive members of their communities.

Makani centers offer a comprehensive approach to service provision covering alternative education, skills building programs and psychosocial support. Each center adopts a community outreach

component linked to the services provided at the center.

Makani supports the engagement of local networks of partners to facilitate and enable community think tanks, practices and applications necessary to achieve systemic and sustainable change.

JRF has been implementing Makani since 2014, in collaboration with local entities and partner NGOs in Amman, Ajloun, Aqaba, Jerash, Karak, Irbid, Mafraq and Ramtha.



• **Psychosocial Support Services (PSS)**

Psychosocial work is a component of child protection and intersects with “social work”. Local community initiatives, such as parent awareness programs and child and youth activities, enhance the ability of families and local communities to support one another.

• **Learning Support Services (LSS)**

This component aims to provide local learning services across Makani centers in accordance with local educational needs and levels; taking into consideration the individual differences of learners.

Improving the life skills of vulnerable and at risk youth is a major pillar of Makani’s model. Life skills activities aim to enhance the role of youth by enabling them to voice their concerns and aspirations, actively participate in their communities, and rethink their social responsibilities as citizens. Additionally, it creates opportunities for marginalized groups and vulnerable youth to enable them to make effective life choices, socially and economically.

• **Life Skills**

Makani offers a series of training programs focusing on the development of life skills among youth and adolescents, with a special focus on civic engagement. Youth are provided with structured activities on a variety of subjects based on UNICEF’s Life Skills Manual, with the aim of enhancing their active participation in their communities; becoming civically engaged and economically active.



**15.79%**

Informal Educational Services

**12.04%**

Tutoring and Remedial Educational Services



**56.73%**

Psychosocial Support Services

**15.42%**

Basic Life Skills

**Daybreaks**

Down syndrome never held Batul back when she was a child, but at the age of 18, no center would take her in, leaving her and her family in dismay.

That changed when her mother learned about Makani, where Batul was to later join and undergo a series of unique non-formal education and basic life skills programs, as well as psychosocial support activities that boosted her sense of

self, security and confidence. Batul was able to interact with new people and develop her social and communication skills. “My daughter had a particular weakness in her hand muscles, she was unable to hold a pen,” says Batul’s mother. “I believe a miracle has taken place here. She reads and writes like never before, thanks to the care and support she received from Makani.”



**Crossroads**

It takes over an hour and a half on foot to get to Makani Center in Irbid. But the daily excursion is a heavenly stroll for Siham’s two boys, compared to life in war torn Syria, which they’ve managed to

escape. Free education and life skills counseling and training at Makani have finally made life possible for Siham and her children.



## Internal Strengthening for Change Project

The USAID funded project is designed to cultivate a strong and vibrant civil society in Jordan by supporting a broad range of civic initiatives. "Internal Strengthening for Change" aims to serve a wide spectrum of communities and CBOs and introduce them to the fundamentals of sound institutional and program management, while simultaneously exposing them to USAID grant opportunities.

The project reached over 900 local civil society organizations from different governorates; developing their administrative capacity

and improving the impact of their community programs. Over 30 strategic plans were developed for local organizations from the governorates of Jerash, Ajloun, Amman, Zarqa, Karak, Ma'an and Tafileh. In addition, 18 operational manuals were designed in the fields of human resources management, financial procedures, monitoring and evaluation, as well as annual plans for 6 local bodies from the governorates of Tafileh, Ma'an and Zarqa.



### New Grounds

"For the very first time, our work here has a clear strategic direction, supported by a holistic set of work-flows and goals," says Amer Khawaldeh, Chairman of the Association of Retirees of Al Rashadiyah Cement Factory. The association has successfully completed the program's first and second phases, including an evaluation of the association's institutional development and readiness. The third phase featured training on strategic planning followed by coaching sessions

during which a comprehensive and integrated strategic plan was developed.

"This year's General Assembly will be special, as we plan to demonstrate to our board members the unique achievements of our association and its new strategic directions. We are on a mission to turn Al Rashadiyah into an exemplary model for volunteering and community work."





## Income Generating Projects

JRF strives to create economic opportunities for women, capitalizing on their potential as independent breadwinners within their families.

There has been an immense interest from community women to participate in various social and economic empowerment programs

and activities, which demonstrates their eagerness to learn, participate, and develop, especially as entrepreneurs.

The Jordan River Design Projects consist of: (Al Karma Embroidery Project, Bani Hamida Weaving Project, Wadi Al Rayan Project) and Al Karma Kitchen.





## Jordan River Designs



### Al Karma Embroidery Project

Launched in 1988, the renowned embroidery project now employs 16 women and contracts over 500 others to embroider traditional and contemporary home furnishings, gift items and fashion accessories.

Set up to support women seeking extra income, the project also aims to maintain and promote traditional heritage; offering a wide variety

of embroidery items from different and diverse local areas across the Kingdom.

Since inception, over 1,500 women have benefited from the project, generating over JD 3 million for beneficiaries all across Jordan. The project has also empowered 256 women via professional training in handicrafts.

#### Breaking the Silence

Afnan never succumbed to her hearing loss, despite the many challenges it posed, as she forged her way through school up to grade 10, and later joining a handicrafts center where she mastered sewing, among other arts. Working at Al Karma Embroidery Project was a turning point

in Afnan's life, where she managed to master delicate sewing arts in no time; becoming a full time employee working from home; supporting her parents and her siblings' education.



### Bani Hamida Weaving Project

The Bani Hamida Weaving Project was launched by Save the Children in 1987, later merging with the Jordan River Foundation in 1998.

Reviving an otherwise impoverished region, the project revamped the long celebrated tradition of Bedouin weaving crafts, helping to maintain the social fabric of the Makawir area and contributing to the livelihoods of its local community.

JRF has been working with the women of Bani Hamida to seek other means and opportunities to increase the number of project beneficiaries. Through its Rural Community Cluster Development Program, JRF was also able to successfully build a Service Complex that includes a marketplace, bus stop, storage space and offices for local cooperatives.

#### The Dream Weaver

Meeting Halima, a Bani Hamida beneficiary, you realize you are in the presence of greatness. Halima forged her way into financial independence not only as a skilled artisan, but as a unique entrepreneur and social figure who was elected as the first female member of Mukawir's Municipal Council.



## Wadi Al Rayan Project

The Wadi Al Rayan Project revolutionized the use of cattail reeds and banana leaves as raw material, which prior to its launch were burnt and dumped, posing as environmental hazards. These are now used to produce hand-made items such as baskets, coasters, mats and other unique home accessories.

Since the project's inception in 1997, local women have been continuously trained to operate and manage this venture via training

sessions, focusing on topics including: marketing, entrepreneurship, strategies and business development.

As with all JRF's income generating projects, Al Karma Center in Amman offers the local women of Wadi Al Rayan support in the management, design, quality control and marketing of their products across Jordan.



### Iron Lady

For the past 18 years, Na'eemah has been forging her way into success under Wadi Al Rayan's various handicrafts projects including weaving, sewing and braiding banana leaves. Prior to joining Wadi Al Rayan, Na'eemah had no gift for art, it was all acquired the hard way, when she decided to own her economic success and provide for her parents.

"What we do here is truly unique. We are reviving a history of traditional craftsmanship, empowering local communities and creating an eco-system that is both environment-friendly and economically sustainable," says Na'eemah.



## Al Karma Kitchen

Al Karma Kitchen was established in 2006 and is part of Al Karma Center in Jabal Al-Natheef. The kitchen offers a wide variety of products including Arabic sweets and Macarons with Oriental flavors, among other unique items. The kitchen utilizes the talents of highly

skilled Jordanian female chefs, and provides excellent economic opportunities for workers as well as the community women of Jabal Al Natheef. JRF has also recently established a new kitchen in Jabal Al Naser in East Amman.

### The Right Recipe

Manal decided years ago to bring her poverty to an end. It took a genuine recipe of cake mix that she ended up mass producing for Al Karma Kitchen. The recipe, which was among many others to come, worked magic. She was able to fund her daughter's university education, and support her husband at a time when making ends meet was almost impossible.





# Partners & Donors



## Acknowledgement

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 pro-actively to cement new partnerships with organizations that share our objectives for social and economic development in Jordan.

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