



Al Rajaa Society

خطوات تعلقو

**Annual Report
2021**

Table of Contents

Overview	03
How do we think?	04
An annual report, why?	06
General Manager’s Message	07
Programs and Projects:	08
Hadara	08
Diyar	10
Muhtawa	12
Lego Learning	14
Al Rajaa Summer Camp	15
Qiyam	17
DeBono	20
Masader	22
Riyadeh	24
Nasil	24
Shoruoq	25
Shababna	28
Other Impactful Activities	30
Building the Organization’s capacity:	32
The “Eternal Creativity” conference:	32
Leaders Preparation Camp	34
Impact and Outcomes	36
Learning as a Strategy:	37
Success Stories	38
Partnerships and Cooperation	40
Our Future Plans	41
Conclusion	42
Al Rajaa in numbers	43

Overview

Al-Rajaa is a non-governmental, private academic institution that aims to promote development and education as a concept and practice. It targets children and youth of all ages, as well as parents, specialists, and caregivers. It offers programs, activities, studies, and consultations that aim to build a society with strong educational and intellectual foundations, qualifying it to live as knowledgeable and conscious individuals. Despite its rich historical and cultural heritage, the city of Jerusalem faces many challenges, especially when it comes to children who grow up there with limited opportunities for personal and professional growth, making their future uncertain. Recognizing these challenges, our organization has designed a set of targeted programs and projects to address them. Our organization strives to develop creative life in schools by empowering teachers and students in interactive creative educational fields, encouraging educational principles among school students, reducing dropout rates, improving academic levels, and scientific excellence by preparing children and young generations with ethical and educational leadership skills. Additionally, we integrate programs to enhance youth capabilities and create job opportunities through three programs in the education and creativity axis. This distinguishes our work as we consider all the factors that affect students in this important stage of their lives, realizing that children need to equip themselves with multiple skills such as critical thinking, leadership, and innovation in order to succeed in a rapidly changing world. For this reason, the organization provides training, support, and care to develop these skills and apply them in real life. By doing so, it helps prepare children and students in schools and universities to face future challenges and opportunities, while also contributing to preparing caregivers in general to become more understanding of the needs of students and children and better able to deal with them. Al Rajaa organization’s programs are designed to go beyond traditional classroom preparation. The organization offers opportunities for participation

in various educational programs, recognizing that these activities can provide valuable experiences and skills such as teamwork, communication, and creativity that can be applied in various areas of life. Through its programs, the organization encourages the exploration of interests and passions, helping to develop a well-rounded personality prepared to make a positive impact on society for both students and caregivers. Al Rajaa Organization also recognizes that many Palestinians face social, economic, and political challenges that can affect their education and personal development. Therefore, the programs have been designed in a customized way to address these challenges, providing a safe and supportive environment for children to grow and learn. One of the most significant impacts of the work is the positive effect that the organization inspires in Palestinians. By providing them with the necessary tools and support for success, children are empowered to become leaders and agents of change in their communities. Many children who have participated in the organization’s programs have gone on to continue their education, with a greater awareness of their future potential. Older individuals have returned to pursue higher education or secure different jobs, having invested in new skills and abilities gained through the programs. In this way, they positively influence their surroundings and the community as a whole. In general, Al-Rajaa is considered a vital resource for the residents of Jerusalem. Its innovative projects and commitment to excellence have a positive impact on the lives of Jerusalemites and contribute to a better future for everyone. The organization acknowledges that the challenges facing this sector in Jerusalem are complex and multifaceted, but it is committed to addressing them through its various programs and projects. As such, it is a shining example of the ability of non-governmental organizations to make a real difference in people’s lives, empowering them to reach their full potential and become agents of positive change in their communities.

How do we think?

At the Al-Rajaa Foundation, we believe that building ethical, behavioral, and social skills in communities is crucial for creating a better future. That's why our mission revolves around promoting leadership, critical thinking, and innovation among children and youth, to help them become responsible citizens and active contributors to their society. We understand that the Jerusalem community faces many challenges, and we see it as our responsibility to support students and caregivers with the skills and knowledge they need to face these challenges with courage and determination.

Our vision for the future is to reach a generation that possesses the ability to innovate, an active generation with a sense of responsibility to serve their community. We want to see young people and children who have confidence in themselves, compassion for others, and a dedication to making a positive change in their societies.

We believe that investing in their development can enable us to create a better future for all of Jerusalem. We want to see more enlightened parents and teachers who possess a range of skills and abilities that make them more capable of positively influencing students, and managers who have a sense of responsibility towards the educational process and consider it a passion rather than a job. Our vision is aimed at an interconnected network of capacity building and skill development for all sectors involved in the next generation, starting with the students themselves and ending with caregivers in general. At the core of our organization, we have a set of values that guide our actions and decisions. These values are not just words on paper, but principles that we strive to apply in everything we do. We believe in creating a sense of community and



belonging for all our target groups, and we strive to promote an inclusive environment where everyone feels valued and accepted. We prioritize honesty and transparency in all our dealings, and we recognize that trust and credibility are essential for building strong relationships with our participants, partners, and stakeholders.

As we take on our role in developing this sector with utmost seriousness and a deep understanding of the responsibility that comes with it, we strive to provide a safe and supportive environment for growth and learning. We aim to enhance teamwork and collaboration among participants and partners, committed to perseverance in the face of obstacles and challenges, while maintaining a steadfast determination to achieve our goals through providing the highest quality services and programs to our participants. We are dedicated to continuously improving our work and increasing our efforts by striving for excellence in everything we do.

In short, we believe that investing in the next generation and tools to build them is a powerful way to create positive change in our society, and we are committed to doing so by contributing

to the creation of a generation of responsible citizens who are engaged in making a difference in their communities. Our values are not just words.. At the heart of our

organization lies a set of fundamental values that guide us in everything we do. These values are principles that we strive to commit to in all our actions and decisions, and they are:

- Belonging is one of our key values, and we are dedicated to creating a sense of community and inclusivity for all our participants. We promote diversity and respect for all, fostering an environment where everyone feels valued and accepted.
- Truthfulness is another essential value that we uphold, as we believe honesty and transparency are the foundations of trust and credibility. We maintain open and honest communication with our participants, partners, and stakeholders, building strong relationships based on trust.
- Responsibility is integral to our mission, as we understand the significance of our role in the development of young people. We are committed to providing a safe and supportive environment that facilitates growth and learning.
- Cooperation is another important value that we embrace, as we believe in working together to achieve a common goal. We promote teamwork and collaboration among our participants and partners, recognizing that together we can achieve more than we ever could alone.
- Determination is a value that drives our work at Al Rajaa Organization. We maintain a steadfast and unwavering commitment to achieving our objectives, persevering in the face of obstacles. Our resilience enables us to overcome challenges and continue making a positive impact.
- Finally, Quality underpins everything we do. We strive to provide the highest quality services, programs, and support to our participants. Our commitment to excellence ensures that we continuously improve our offerings, making a real difference in the lives of young people and the wider community.

An annual report' why?

The annual report of Al Rajaa Organization is a comprehensive document that plays a crucial role in communicating the unique work that the organization does in Jerusalem. The report is not just a tool for transparency and accountability, but also serves as a means of showcasing the organization's achievements, challenges, and future plans to stakeholders. It provides a clear understanding of the progress the organization has made towards achieving its mission and vision.

The report sheds light on the impact of Al Rajaa Organization's programs and projects on the community. The safe and supportive environment provided by the organization gives children and youth the opportunity to develop their skills, talents, and interests. More than 30,000 children and youth have benefited from the services of the organization. The annual report also includes the achievements of the organization in making a positive impact on the lives of the people in the Jerusalem community.

The report acknowledges the contributions of donors and volunteers who have supported the organization's work over the years. Support from donors and volunteers is crucial to the success of our programs and projects. The annual report recognizes the importance of partnerships and relationships that have contributed to our success. By highlighting these contributions to stakeholders, the annual report encourages a sense of cooperation among community members to build a stronger and more empowered Jerusalem community. At the heart of the success of Al-Rajaa organization are its employees and volunteers. Their dedication and hard work have helped the organization achieve its goals and create a positive impact on the lives of young people in Jerusalem. The annual report highlights the successes of these volunteers and employees, the lessons they have learned, and their future plans. The report recognizes the efforts of these individuals and motivates them to continue their work towards building a better future for the community.

Through its annual report, Al-Rajaa highlights its commitment to transparency and accountability, and to achieving a positive impact on the lives of children in Jerusalem. The report also reflects the values and community spirit of dedication that encouraged the establishment of this institution from the beginning. The report serves as a testament to the dedication that

Al-Rajaa demonstrates in pursuit of excellence and its desire to create a better future for all.

The annual report of Al-Rajaa is an important tool for communicating with its beneficiaries and stakeholders of its programs and activities in general. The report plays a crucial role in Al-Rajaa's commitment to transparency and accountability towards its beneficiaries and stakeholders, including donors, volunteers, the local community, and partners. It serves as a means of communication about the organization's achievements, challenges, and future plans with its beneficiaries and stakeholders, while providing a clear understanding of the progress made by the organization in its journey towards achieving its mission and vision.

The report sheds light on the challenges that the Al Rajaa organization faced in achieving its goals. These challenges included financial difficulties, limited resources, and external factors such as political instability and the pandemic that hit the world in 2020. The annual report acknowledges these challenges and provides an overview of how they were dealt with. Additionally, the report outlines the plans that Al Rajaa has developed to overcome these challenges and achieve its mission and vision.

In addition, the annual report serves as a crucial tool for evaluating the performance of the organization and identifying areas that need improvement. The report provides the organization with a platform to review its progress in achieving its goals and assess the effectiveness of its programs and projects. The report also helps the organization identify areas that need development to achieve its mission and vision. This enables the organization to develop more effective strategies and plans to address the needs of the community and beneficiaries and achieve maximum positive impact.

The annual report is a comprehensive document that plays a crucial role in clarifying the unique work of the organization in Jerusalem. The report highlights its impact on the community and acknowledges the contributions of donors, volunteers, and partners. Additionally, the annual report serves as a guide to the Raja's commitment to transparency, accountability, and making a positive impact in the community.

Chairman of the Board of Directors' Message

Ahmed Jaber



As we reflect on the past years, we at Al Rajaa Organization are proud to have weathered the storm of Covid-19 and emerged even stronger and more resilient. Our focus has been on building our organizational capacity and adapting to the ever-changing landscape of our world. Innovation and creativity have been at the heart of our approach, the urgent need that arose from the limited resources and restrictions that occurred during the pandemic.

We have developed interactive online platforms that have allowed us to continue serving children and youth despite the limitations imposed by the pandemic. We have also added a new dimension to our programs by investing in new educational games, bringing hands-on learning to the forefront of our development efforts.

This year, we have placed a strong focus on the most needy issues and demographics in our community. Our specialized educational programs are designed to equip the youth we serve with the necessary skills to thrive in our rapidly changing world. We have updated our offerings with toolkits, programs, and resources that align with the requirements of the 21st century.

Our adopted business model has helped us establish self-sustaining income sources to

maintain the sustainability of our institution. We aim to increase the percentage of budget coming from paid services to 30%, which will enable us to maintain the quality of our work while ensuring its continuity.

Our impact on society is at the heart of our work, and we are proud of the success stories and the impact we have left on the people we serve. Our partnerships with exceptional institutions such as the German International Cooperation (GIZ), the United Nations Children's Fund (UNICEF), and the Arab Fund for Economic and Social Development have helped us achieve these successes.

We believe in transparency, accountability, and making a positive impact on the lives of young people in Jerusalem. Our annual report highlights our achievements, challenges, and future plans to our stakeholders. We celebrate our impact on the community and acknowledge the contributions of our donors, volunteers, and partners. We are committed to building a stronger and more empowered Jerusalemite society, and we invite you to join us on this journey.

Programs and Projects:

As a fundamental and essential element of the Al Rajaa Development Strategy, we have restructured our projects, which now fall under three main programs: the Future Skills Program, the Innovative Education Program, and the Social Impact Program. The reorganization of our programs and projects was fully aligned with our strategic goals, which are distributed as follows:

Future Skills Program

The Future Skills program encompasses all projects aimed at developing the capabilities and skills of children and young generations in the field of future skills, such as:



Hadara

Hadara is an innovative project aimed at enhancing programming and information technology skills, as well as promoting critical thinking and social change. Through specialized training, students develop games, applications, and websites that address educational challenges. The project targets 15 students with 12 hours of training on creative and critical thinking, 60

hours of programming training, and another 12 hours of training on presentation and marketing skills. Hadara also includes field trips to global and local universities and companies specializing in programming, information technology, and artificial intelligence, as well as closed camps where students try to come up with innovative technological solutions to social and educational issues. The ultimate goal is to raise students to become effective agents of change in their communities.

Category	Training workshops	Coding camps
Number of Students	15	45
Total		60





Diyar

Diyar project aims to provide students between the ages of 13-16 with guidance skills and tourism knowledge through 10 practical field trips and tours in historic Palestine. The program includes a series of meetings aimed at honing and developing the participants' skills and abilities in managing events and educational tours.

The program provides students with the basics of awareness, knowledge, and culture in performance and the ability to manage and organize cultural, informational, and scientific events and tours of all kinds. It includes practical training for conducting integrated tours of several tourist and historical sites to develop their skills in tourism guidance and handling

research tools by developing viewing techniques and practical skills in tourism guidance (bus, museum, and tourist tours) as well as developing and updating presentation and communication skills and developing creative and innovative leadership skills, in addition to first aid training.

Diyar project provides students with the opportunity to become successful tourist guides and entrepreneurs, while enhancing their leadership skills in their communities.

Category	Student
Number	16
Total	16



محتوى

اصنع جميلاً ليبقى

Muhtawa

Muhtawa project aims to empower students with media skills by providing practical training in television program design, media interviews, presentations, filming, editing, and production. Female students between the ages of 13 and 16 receive 12 hours of training in communication and emotional intelligence skills, as well as 60 hours of training in digital media, content creation, and marketing. The project also includes visits to six media agencies

and centers, and offers an opportunity to develop collective initiatives such as producing a film about Sheikh Jarrah or a promotional campaign to support Palestinian products.

Category	Training
Number	15
Total	15



LEGO EDUCATION

Lego Learning

This program is based on school curricula, relying on material and digital tools to develop creativity and innovation. Through interactive and entertaining means, the program inspires children to be active and collaborative with their peers. Interactive and experiential learning techniques are applied to learning daily issues and facilitating the learning of computer science, design concepts, reading and writing skills, as well as a range of social and emotional skills in translating concepts into reality.



Category	Male student	Female Student
number	30	30
Total	60	



Al Rajaa Summer Camp

Continuing the idea of the Al Rajaa Summer Camp, the organization organized its fourth summer camp with the participation of 650 boys and girls, which is a new record for our organization. The unique summer program contributes to the growth and development of individuals through a diverse range of activities. 120 members of the Al-Rajaa team participated in its implementation, including guides, trainers, administrators, and volunteers. During the camp, various sports, social, educational, and entertainment opportunities were provided to contribute to building and enhancing the national, cultural, and social identity of the students, including field trips and tours that provide new perspectives on the historic landmarks of Palestine. The comprehensive camp experience helps students develop new skills, make friends, and enjoy learning by exploring depopulated villages and reimagining Palestine pre-Nakba through documented information on Palestinian storytelling. What makes the camp unique is the quality and variety



of the activities it includes, such as flying planes over the Palestinian coast, experiencing hot air balloon flights, and using trains, in addition to dozens of non-traditional sports activities that summarize the role of educational tourism in building a generation aware of its identity, capable of presenting its narrative more clearly and focused.

Category	Students
Numbers	650
Total	650



2. Innovative Education Program:

This program includes a set of projects that focus on developing innovative educational methodologies and technologies. These projects aim to enhance the ability of educators and school administrators to effectively interact with young children and develop their skills to positively influence their communities.



Qiyam

This program includes a set of projects that focus on developing innovative educational methodologies and technologies. The aim of these projects is to enhance the ability of educators and school administrators to effectively interact with young children and develop their skills to positively impact their communities. One such project is the Values project, which is part of a program to support positive behavior and dialogue. It consists of 20 sessions for children aged 8-17 with their parents, with the goal of enriching traditional education with interactive experiences and emotional and social intelligence skills development. Through developing problem-solving skills and peer interaction tools, the project aims to instill educational values



such as positive dialogue, tolerance, respect for diverse viewpoints, positive thinking, dialogue, and integrity, as well as working to establish a more trusting relationship between caregivers and students by deepening the understanding of teachers and students of themselves. The project includes 12 hours of teacher training and open days at the school to make learning more engaging and impactful, while equipping participants with important life skills. It targets school students between the ages of 7 and 18, as well as caregivers such as teachers and parents.

Category	Teachers	Male students	Female Students
numbers	240	683	821
total	240	1504	
Overall	1744		

Student training



Teacher meetings





DeBono

Al Rajaa Organization is a licensed reference in Palestine for the DeBono program, which provides innovative methods to unleash students’ creative thinking abilities. The program is well-known around the world for its success in enhancing critical thinking skills, objective evaluation of information and variables, and providing opportunities for students to solve problems and make decisions. DeBono uses simple and proven methods, tools, and strategies to enhance practical thinking and encourage students to think outside of the traditional educational system. By participating in the DeBono project, students can envision positive changes, develop practical solutions



to daily challenges, and increase the value of education through the type of thinking that the Rijaa Foundation considers one of the most important elements of the educational process. The project is implemented through 20 training sessions for students, 12 training hours for teachers, as well as a number of open days that bring teachers and caregivers together with students in non-traditional and non-methodical frameworks. The project targets caregivers such as teachers, educational supervisors, parents, as well as curriculum experts from individuals and educational institutions who participate in the specialized DeBono program series, each with its own goals and unique tools.



Category	Teachers	Male students	Female Students
numbers	220	274	526
total	220	800	
Overall	1020		



Masader

Masader is a personal development project that combines outdoor activities with specialized counseling. Through a series of motivational educational and recreational games, students and participants in this project learn to work as a team, take collective and individual responsibility, enhance listening skills, and deal with complex situations through practical experiences.

Masader” project uses experiential learning methodology and employs experimental activities to enhance skills and reduce negative behaviors. Participants enjoy adventures in safe and clean environments, and teamwork and group building are fostered through tasks assigned to teams that require the adoption of different strategies. Additionally, the project helps to alleviate social pressure and inspires personal growth for students.



Category	Students
Numbers	1200
Total	1200





Riyadeh

With the world facing the COVID-19 pandemic and the need for more relevant educational curricula, there is an urgent need to prepare children for the future. This is where the School Entrepreneurship Project comes in, focusing on developing entrepreneurial skills for elementary and secondary school students to contribute to overcoming social problems and economic burdens in the community of Jerusalem. The project provides participating schools with toolkits and guidance training for teachers to help them develop students' entrepreneurial capabilities to meet

the needs of the job market, as well as encouraging them to think about self-employment as an alternative to scarce traditional jobs. The methodology provided in this project is implemented through innovative teaching strategies, including 24 training hours, in which a school support committee consisting of administrative and educational staff for each school is prepared and trained in dealing with children's ideas and monitoring their implementation. Through this project, students learn how to identify social needs and respond to them by producing innovative products and services. The project aims to empower children with the skills they need to succeed in a rapidly changing world and prepare them for a successful professional and personal future.

Category	Male student	Female Student
number	10	10
Total	20	

Training Universty Students

The goal of the Youth Training Project for university students is to empower 100 college students to become agents of change by developing their critical and creative thinking skills. The project provides educational and interactive tools through a range of materials including report writing, administrative correspondence, self-marketing, art of dialogue, and persuasion skills. By focusing on critical and creative thinking, students gain the necessary skills to make a positive impact in their communities. Through this program, students can apply their knowledge and skills in real-world scenarios to drive change.



Category	University Students
number	100
Total	100

Social Development Program:

This program is a central platform for social development initiatives. This approach ensures optimal utilization of resources and the most effective and successful implementation of our social development projects.



Nasil

Nasil Project is a comprehensive initiative aimed at promoting values of responsibility, patience, tolerance, leadership, and constructive criticism among at-risk children. The project also provides psychological and social support using methods such as music, art, and non-curricular activities to ensure smooth reintegration of students with their peers in schools.



Additionally, the project provides training for teachers and parents to help them deal with negative behaviors. Field research on the phenomenon of school dropout in Jerusalem was conducted, and the "Aswiya" campaign was launched on social media to combat violence and bullying and promote positive behaviors. The project also contributes to improving the quality of education and changing the traditional education system to one based on ethical principles and values.



Category	parents	Teachers	Students under home arrest	Dropout students	Male students	Female students
Number	114	115	20	50	164	131
Total	114	115	20	50	295	
overall	594					

Open Days



Academic support



Parents' workshops



Teachers' workshops





Shoruoq project aims to provide psychological support to students dealing with the COVID-19 pandemic. The program includes 12 nature-based activities led by mental health specialists to reduce stress and promote mental health. These activities cover topics such as stress management, awareness, and positive thinking to enhance students' coping mechanisms. The project aims to empower and equip students with the necessary tools to navigate daily pressures, promote resilience, and boost self-confidence. The project is delivered through five training sessions of three hours each, with each session focusing on



different practical applications. Some of these sessions take place outdoors, on the beach, in nature reserves and parks with open and safe spaces. These sessions revolve around developing empathy, flexibility, creativity, social, and community skills among children.

Category	students
number	75
total	75





Shababna

This project aims to provide participants with essential life skills through engaging sports activities. The project consists of 12 groups in different areas of Jerusalem, each comprising 15 youths aged between 14 and 18, totaling 177 participants. Specialists led 300 training hours and 12 open days in nature, including recreational activities aimed at reducing social and educational pressures, promoting the mental health of targeted children and youth. The project aims to improve the participants' communication skills, teamwork, problem-solving,



decision-making, critical and creative thinking, dealing with social and psychological pressures, children's rights, and COVID-19 prevention. The project engages participants by communicating with specialized associations at targeted locations while creating a fun and supportive environment for youth to develop important life skills and improve their overall health.

Category	Male student	Female Student
number	90	90
Total	160	



Other Impactful Activities

In addition to the projects implemented within the three different programs that the Raja Foundation focuses on, many events and activities have been carried out that have had a significant impact on the foundation’s progress and strategic goals, these include:

Building the Organization’s capacity:

As part of the Civil Society Institution Building Project implemented by the German International Cooperation (GIZ), which aims to enhance the capacity of institutions to provide programs and services that meet the needs of society, a workshop was organized to assess the capabilities of the organization and analyze its performance, followed by developing a strategic plan to establish an integrated system for scientific monitoring and evaluation that aligns with the organization’s current capabilities and strategic plans.

The presence of Al-Rajaa within this program helped to improve its organizational and production efficiency. As a non-profit organization, Al-Rajaa attaches utmost importance to designing an advanced monitoring and evaluation system that relies on its current capabilities and strategic plans. The organization seeks to build self-learning methodologies and policies, in addition to preparing our organizational and administrative reports that meet the needs of the organization and help improve its capabilities.



The “Eternal Creativity” conference:

The “Eternal Creativity” conference was held with the participation of 320 teachers, educational counselors, academic experts, and school principals. The conference aimed to contribute to finding solutions for the challenges and problems of the 21st century, whether in the academic or behavioral educational framework.

The conference was a pivotal turning point in the approach of the Al Rajaa organization towards the challenges and problems facing the educational framework in Jerusalem. The dialogues and discussions held during the conference resulted in many points that

can be built upon to facilitate successful interaction among the various components of the educational system. The goal is to bring about positive change at all levels of the education sector in the city.



Category	Teachers and supervisors
number	320
Total	320





Leaders Preparation Camp

Under the supervision of a specialized educational team, 45 children aged 11 to 17 participated in a diverse program of activities in the Golan Heights. The program aimed to develop a set of skills in children and adolescents that would enable them to contribute to improving their communities. The camp included educational tours, directed recreational activities, and focused training on the principles of initiative, self-direction, leadership, responsibility, creativity, and innovation.



Additionally, the camp combined development and entertainment, integrating behavioral changes with physical activities to provide children with the maximum benefit from the most enjoyable methods for them.

Category	Students
number	45
Total	45



Impact and Outcomes

Al Rajaa is an organization that has been dedicated to providing innovative educational and training programs to individuals and communities in the Middle East for several years. The impact of Al Rajaa's programs has been both quantitative and qualitative, with a strong focus on empowering participants with 21st-century skills and entrepreneurial activities. The organization's robust monitoring and evaluation (M&E) system tracks progress against specific objectives and strategic goals, making necessary adjustments to its programs to optimize their impact.

During the past year, strong quantitative and qualitative results have emerged from measuring the impact of Al-Rajaa programs, with a focus on evaluating the extent to which participants were empowered with modern skills and entrepreneurial abilities. The implementation of the organization's Monitoring and Evaluation (M&E) system has led to progress in Al-Rajaa's performance by measuring the contribution to achieving specific and strategic goals and making necessary adjustments to improve the impact of the organization's programs.

The monitoring and evaluation (M&E) system of Al Rajaa relies on an annual review of its performance. This system is constantly updated to increase the inputs and outputs of the implementation of various programs and projects, as well as feedback from beneficiaries and partners. This approach allows Al Rajaa to stay informed about emerging trends and challenges in the communities it seeks to serve, and to adapt its programs to meet the evolving needs of the community.

One of the recent evaluations conducted by Al Rajaa assessed a random sample of its programs and projects, specifically including the projects of Qiyam, Dibono, Mohtawa, Hadara, and Diyar. The results of this evaluation were extremely satisfactory, with the projects receiving high ratings regarding community satisfaction and active participation from local communities. Additionally, the evaluation found that the impact resulting from these projects is likely to be

sustainable, which is evidence of the effectiveness of Al Rajaa's approach.

The "**Qiyam**" or "Values" project focuses on providing students with the basic skills related to developing positive behavior. The project has helped these young people develop essential life skills, such as communication, problem-solving, leadership, and skills they can use to achieve success in their personal and professional lives.

The "**Hadara**" or "Civilization" project aimed to contribute to social change by developing students' capabilities in creative and critical thinking, as well as their skills in the field of technology. The project invested in the abilities of technology enthusiasts through a special educational program focused on developing knowledge and skills in programming, game design, website development, and applications that address or highlight education issues in schools.

The "**Diyar**" project aimed to enhance identity and promote tour guiding skills among young women, equipping them with the necessary skills to become successful tour guides. The project helped improve their skills in managing educational and touristic tours, empowering them to take on leadership roles and start successful entrepreneurial projects.

The "**Mohtawa**" project aimed to develop the media skills of young people, both in traditional media such as various forms of media, and in digital media based on social media and technological techniques. The project provided participants with the knowledge, skills, and necessary attitudes to manage television programs, media interviews, and produce visual and audio content, as well as marketing skills. The goal of the project was to equip young people with the essential skills they need to succeed in one of the most important entrances to the modern economy.

Al Rajaa Camp program offered by the organization is a unique program that provides a combination of sports, social, educational, and entertainment activities, including field visits and educational tours. This approach not only provides children with opportunities

to learn and grow, but also equips them with the skills they need to succeed in the 21st century.

Al Rajaa programs have reached a wide range of children, including those at risk, university students, and even children who are forcibly confined to their homes under home detention or house arrest. For example, "Nasil" project, which focuses on identity and values, has worked building the children's identity, values and principles, while "Shuroq" project aims to improve children's skills in dealing with social pressures. These projects have been found to have a significant positive impact on the lives of young people and children, including enhancing their self-confidence and developing their creative abilities.

The partners did not stop at just assessing the impact

of the programs and projects offered by Al-Rajaa for individuals and groups in Jerusalem. Through interviews with targeted children, parents, teachers, and youth, a solid truth was reached that Al Rajaa has achieved significant positive change in developing the personalities of its targeted groups. Participants reported a substantial improvement in their personal skills and their ability to communicate effectively and meet the requirements of successful leadership, leading to greater success and a brighter impact on their personal and professional lives.

In terms of financial sustainability, the organization has managed to cover up to 30% of its operational costs through unique self-funded services that contribute to the sustainability of the institution.

Learning as a Strategy:

In our ongoing efforts to support the personal and professional development of young people, learning became an essential part of our strategy. We are not only committed to develop the learning-teaching process, we are also committed to keep our ourselves learning in every and each step, we have gained valuable insights that can inform the design and implementation of effective youth programming. These insights can help us better serve youth and empower them to reach their full potential.

One of the most important lessons we have learned is that traditional approaches to programming may not be effective in engaging and motivating young people. Instead, extracurricular activities that challenge them in critical thinking and encourage thinking outside the box are more likely to be met with enthusiasm and acceptance. Such activities allow participants to express themselves creatively and develop their unique skills and talents.

Moreover, we have learned that professional development should be integrated into most projects. Children and youth themselves have emphasized the need for activities that help them develop fundamental skills such as self-marketing and confident leadership. These skills are critical

for success in both personal and professional contexts, especially in light of the ongoing and rapid developments in the job markets.

Lastly, we have found that community initiatives that focus on technical skills such as app development, gaming, and website design can be highly effective in motivating and engaging young people. By providing a creative space for students to take responsibility and showcase their skills and talents, these initiatives can inspire them to pursue their goals and develop their own ideas.

As we continue to develop and refine our youth programming, we are committed to incorporating these key insights and strategies. By doing so, we aim to empower young people to achieve their aspirations and contribute to their communities and the world at large.

Through our efforts, we hope to create a new paradigm in youth development that prioritizes innovation, creativity, and professional development. We are excited about the possibilities and believe that our approach can help transform the lives of young people and pave the way for them to be more giving and determined in facing the challenges of their generation and their city.

Success Stories

Sedra Jaber:

A talented 16-year-old girl from Jerusalem is passionate about photography and social media. Her passion led her to capture the essence of life through her camera lens and to participate in a content project, where she was able to refine her skills and learn new techniques to develop her abilities and enhance her passion. Her participation in the project was not only successful, but also a pivotal experience that opened her eyes to the power of photography and cinematography. Despite her limited experience, she quickly learned the art of capturing moments and creating impactful films. The project provided her with valuable training, allowing her to create meaningful films, something she did not think was possible. Sedra's participation in "Hadara" project not only helped her develop her skills in photography and filmmaking, but also allowed her to gain a new perspective on the world around her. She was able to see the potential of photography and filmmaking as a means of communication and storytelling, and learned how to use these mediums to convey specific messages and achieve certain goals. This experience gave her the confidence to continue pursuing her passion for photography and filmmaking, and to turn any reality into an impactful story. As Sedra looks to the future, she knows that the skills she gained through her participation in "Hadara" project will accompany her throughout her life. With the continuous development of the media landscape, Sedra is excited to continue exploring her potential and pushing the boundaries of photography and filmmaking to their limits. She is determined to be part of the next wave of creative media professionals who tell stories and inspire the world with their unique vision.

Yousef Al-Hammouri

Meanwhile, 17-year-old Yousef Al-Hammouri has an unquenchable passion for technology and science. His journey began when he discovered "Hadara" project, which was the perfect platform for improving Yousef's skills and expanding his knowledge in these fields. Through his participation in the project, Yousef began a journey of self-discovery, challenging himself and reaching new heights in his personal and professional life. He was able to unleash his creativity and showcase his ideas, as the project provided opportunities to develop his skills in innovative and practical ways. Yousef's success is a testament to his determination and dedication to his work, as he succeeded in marketing himself and his ideas on social media, offering a unique approach to programming, which allowed him to create modern, fast, and effective websites and links. He has become a role model and an inspiration to others, encouraging them to think creatively and critically to solve problems and overcome challenges. Today, Yousef is a key member of an enthusiastic and dynamic team of technology enthusiasts, using his skills and knowledge to drive innovation and create new opportunities for growth and development. He is admired by others for his deep expertise in computer engineering and his ability to apply that knowledge to solve practical problems. Yousef's story reminds us that failure is not a barrier, but an opportunity for learning and growth. His unwavering commitment to his goals and his unlimited passion for technology and science has helped him reach great heights, and he continues to explore new ideas and push the boundaries of what is possible. With his remarkable talent and unlimited potential, the sky is truly the limit for Yousef Al-Hammouri.



Shahd Kamlieh

Shahd Kamlieh is an ambitious and forward-thinking girl from Jerusalem who dreams of becoming a famous tour guide. Her passion for her homeland and thirst for knowledge led her to participate in "Diyar" project, which aims to promote belonging, cultural awareness, and sustainable development in Palestinian communities. This experience was a turning point in her life, as she gained the tools and resources needed to develop her skills in communication and leadership and explore new horizons. Through her participation in "Diyar" project, Shahd was able to overcome the obstacles that were hindering her progress and gained valuable skills in group management, first aid, and photography, all of which were useful in turning her into a more confident and inspiring leader. With this newfound confidence, she was able to gain the strength needed to achieve her dream of becoming a tour guide and inspire others to do the same. Shahad's passion and dedication, along with the skills and knowledge she gained through "Diyar" project, set her on the path to success. She now has a deeper understanding of the history, culture, and beauty of her homeland, and her love for tourism has allowed her to explore every corner of her beloved country. She is now able to share her experiences and knowledge with others, inspiring them to appreciate the beauty and richness of her homeland. Shahad's journey is a testament to the power of "Diyar" project and the endless opportunities it provides for young people to develop their skills, broaden their horizons, and achieve their dreams. Throughout the project, Shahad was able to overcome the challenges that hindered her progress. Her journey is a witness to the bright future that awaits her as a tour guide, and her story serves as a source of hope for all those who dare to dream and pursue their ambitions.

Rani Jouda:

Rani Jouda is a visionary student who is 17 years old and studies at Al-Eman School. He is passionate about computer programming and business management. When he discovered "Hadara" project, he knew it was his opportunity to showcase his creativity and realize his potential. Through the project, Rani was able to use his technological skills, including programming, marketing, and idea formulation. He amazed his family and friends with his ability to understand complex concepts and explain them in a simple way using technology, which inspired him to push himself further. Rani's participation in the "Hadara" project not only expanded his skill set but also gave him the opportunity to gain practical experience that strengthened his passion for technology. This moment was pivotal in his life, as he became determined to become a successful electrical engineer and leader in the field of technology.



Partnerships and Cooperation

We acknowledge with confidence the steps we have taken in our personal and professional development journey, and we feel deeply grateful for all those who supported and contributed to the success of our various programs. We recognize that our achievements would not have been possible without the guidance, encouragement, and resources provided by our partners and supporters.

We thank from the bottom of our hearts all those who believed in us, invested in our growth, and played a vital role in the success and development of individuals such as Shahd Kamlieh, Yousef Al-Hammouri, Rani Jouda, and Sedra Jabir, who acquired valuable knowledge and skills through our various projects.

In addition to our individual supporters, we extend our thanks and appreciation to the various institutions and organizations that shared our efforts and goals. Their collaboration helped expand the scope and impact of our programs, and their contributions were crucial to this success. We also appreciate the trust placed in us and look forward to continuing our partnerships to

achieve our shared goals of empowering youth and promoting social development in Jerusalem.

We are extremely grateful to the organizations, institutions, and associations that supported our projects. Their resources and expertise were crucial in helping us overcome challenges and achieve success. We appreciate the opportunity we had to be part of a meaningful and impactful program that helped us develop our skills and positively contribute to our communities.

As we move forward, we hope that our success stories will inspire others to continue pursuing their passions and developing their skills. We are committed to continuing to make a positive impact in our communities and beyond.

In conclusion, we would like to reiterate our sincere gratitude to all our supporters. Your contributions have had a significant impact on our lives, and we are grateful for the opportunity to work with a wonderful group of people. Thank you all for your endless and boundless support.



Our Future Plans

Our vision is to shape a world where every child and young person has the opportunity to reach their full potential and achieve their ambitions and dreams. We believe that empowering children with the tools and resources they need can inspire them to make a positive impact in their communities and beyond. We are committed to expanding our reach and impact by offering more innovative and creative programs and projects. Our goal is to create a wide range of opportunities for children to explore their passions and interests in different fields such as technology, entrepreneurship, leadership, arts, and beyond.

We dream of helping children acquire more knowledge, skills, and thinking that will make them creators and future leaders. We want to inspire them to think big, dream boldly, and move forward fearlessly. We believe that with the right support and guidance, children can shape the future they want to see.

To achieve this vision, we are committed to promoting a culture of inclusion and diversity within our organization. We believe that children and young people from all backgrounds and experiences should have equal opportunities for growth and development, and we strive to create a safe and comfortable



environment that welcomes and values the diversity of our society.

We also recognize the power of collaboration in creating positive change, which is why we are committed to working with other organizations, institutions, and associations to multiply our efforts and reach more children. We believe that collaboration will enable us to achieve greater impact and more effective results. We draw inspiration from the success stories of children and young people such as Rani Jouda, Shahd Kamlieh, and Sedra Jaber, who participated in our programs and projects and have become meaningful contributors to their communities. We are confident that with continuous support and encouragement from our society, we can empower more children to achieve their ambitions and make a positive difference in this world.

We feel a great passion for our mission and believe that our work is necessary to build a better future for everyone. We are excited to work towards this goal and look forward to continuing to make a positive impact in the lives of children and young people.

We invite you to join us in our mission to empower the next generation and create a world where every child has the opportunity to grow and thrive. Together, we can make a difference in the lives of hundreds and thousands of children who are waiting for this opportunity.



Conclusion

Al-Rajaa Organization made great strides last year, tirelessly and with great effort, to improve the lives of marginalized children in Palestine. Our efforts were focused on a range of programs and projects aimed at promoting education, entrepreneurship, and social justice.

One of the most attention-grabbing programs is the Future Skills program, which provides training and support for children in the fields of technology, business management, and leadership. Through this program, participants were able to develop the skills and knowledge necessary to achieve their goals and have a positive impact on their communities. The program was particularly successful in helping children become more independent and responsible, with many participants starting their own businesses or returning to continue their education.

In addition, the Innovative Education program achieved great success in improving the quality of education in Palestine by providing resources and training for teachers and caregivers. The program was successful in improving student outcomes, particularly in reading, writing, and mathematics, as well as building the capacity of teachers and caregivers to provide high-quality education that meets the needs of all students.

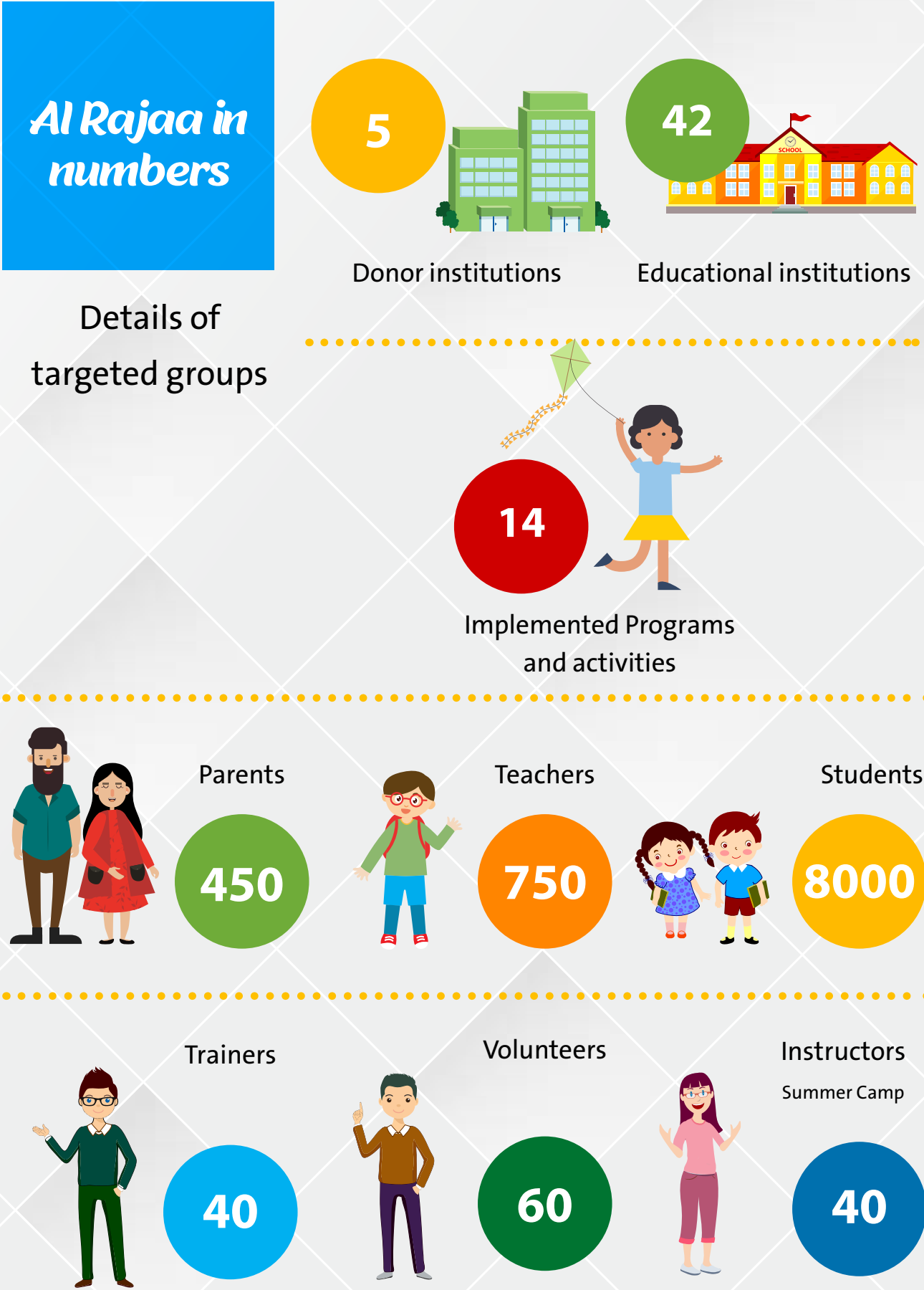
Finally, the Social Impact program was critical in promoting social justice and equality in Palestine. The program focused on a range of issues including gender equality, environmental

sustainability, and access to healthcare, through partnerships with local institutions, associations, and stakeholders. The program was able to make a tangible difference in the lives of many people in Palestine.

Overall, the Al Rajaa Organization was very successful in achieving its goals last year. Its programs had a significant impact on the lives of marginalized individuals, providing children with the skills and resources they need to succeed, improving the quality of education, and promoting social justice and equality.

Given the significant achievements made by Al Rajaa Organization in improving the lives of the marginalized in Palestine over the past year, there is no doubt that the organization will continue to be a positive force in the lives of young people.

With its dedicated employees and committed volunteers, and a strong network of partners and stakeholders, it is well-prepared to achieve even greater successes in the years to come. However, achieving this success requires continued support from contributors, donors, and partners. Therefore, we encourage all who believe in our mission to continue supporting our efforts, whether through financial contributions, volunteer work, or any other means. With your support, we can continue to make a positive impact in the lives of the marginalized in Palestine and help build a better future for everyone.





جمعية الرجاء

Al Rajaa Society

نستطيع التأثير



Jerusalem | P.O.BOX 60411 +972 2 6733144 +972 (0) 546000502 info@alrajaa.org www.alrajaa.org