

Launch of the 2010/2011 Programs

On September 15 we launched our new program cycle for almost 10,000 children!

This year 7,500 girls and boys, at 79 centers, will be participating in our programs in Palestine, which is a major milestone considering our original 5-year plan called for our program to reach 1,500 children in 2011.

Our Jordan program has been expanded by 660 children to 1,050 girls and boys.

Our new Lebanon program will provide 900 children at 11 locations, from Tyre in the South to Tripoli in the North, with access to our sports program.



Creating Livelihoods

Our program in Jordan has just kicked off, and thanks to our relationship with the Microfund for Women (MFW), 660 newly enrolled children will be wearing uniforms that were manufactured by local, female entrepreneurs who are clients of MFW.



By working with MFW we are creating livelihoods and are investing in the local communities our children come from.

As one of our next steps, we are exploring a similar livelihoods initiative in Palestine and Lebanon; to that end, we have been in discussions with NIKE concerning the provision of the fabric we would need to make the uniforms we need in Palestine. In Lebanon, we are in discussions with the Palestinian Association for Women Labour with the aim of manufacturing the uniforms we need for our children there.



Partnerships - New and Renewed

Our ability to provide programs and activities for almost 10,000 children was made possible through the collective generosity of all our donors; the growing base of individuals and our corporate and sovereign donors.

We are proud to now have the support of The Republic of France, Credit Suisse's Sphasis Foundation/Angel Fund, The Shakoura Abu Ghazaleh Endowment Fund, and the Soros Fund Charitable Foundation Matching Gifts Program.

In addition to these new partners we are happy to get the renewed support of the Suliman S. Olayan Foundation, The British Government, HSBC, The Linbury Trust, The Bank of Palestine, and Cairo Amman Bank.

Program Highlights—2010-2011

As we launch our programs this year there are some very special new initiatives and improvements.

We will be testing the vision of all 7,500 children in our Palestine program this year. Our partnership with St. John Eye Hospital will see that the children's vision is not only tested, but that the children, and parent representatives, are taught the importance of personal hygiene, and what they can do to protect their eyesight. Our partnership also includes providing treatment for any impairments the testing finds.

We are also launching our pilot Smoking and Drugs Awareness program at 6 locations across Palestine this year with Sharek Youth Forum. The pilot will test the best approach, and methods, to educating children about the dangers of smoking and drugs. We will use the information we obtain from this pilot to launch a full-scale program next year.

Thanks to the continuing efforts of our senior coaches, we are happy to announce that we have completed the development of our standardized coaching curriculum and guidelines, which includes our strict Code of Conduct for the coaches. This manual will enable us to ensure that all of our coaches are trained to the same high standards.

Norway Cup 2010

This year 20 girls and 20 boys participated in the Norway Cup and enjoyed a very memorable experience.

The 'lush, green grass', "wide open spaces without barriers", "dipping our toes into the sea", and "playing with new friends until late at night", are just a few of the memories and impressions the children took away with them.



In addition to that our U-14 boys won the championship for their group and our U-16 boys were runners-up in their group.

One of our U14 boys, and one of our U-16 boys, were also honoured; each received the Golden Boot award for Best Player of the Tournament!

Thanks to NIKE our teams looked great and were well equipped; however, none of this would have been possible without the continued, generous support of the Trafigura Foundation.



Next Steps

Now that our programs have grown to a significant size we want to encourage environmental awareness and recycling in our children.



We plan to launch a new program aimed at developing children's appreciation for their surroundings into a practical and tangible activity. We will raise the children's awareness of their environment by having them remove the trash from the sports fields we use for our program, and teach them the importance of recycling.

We are also exploring the possibility of adding a dental health program to our existing social-civic programs that are focused on health.