

STAND FOR WOMEN

IMPACT REPORT
AUGUST 2020-2022



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Stand For Women is an NGO established in Lebanon in 2017. It advocates for **women's economic empowerment and gender equality** across the Middle East, and champions sisterhood.

We strive for **parity and equality among both genders** across all walks of life. We achieve this by focusing on accelerating progress for women in the workforce across the Middle East, by creating and nurturing awareness among women, men, and organizations. We are dedicated to **creating workplaces where gender diversity based on merit is the norm**.

Stand for Women strongly advocates for women to take on more leadership positions and to be provided with the coaching that they need to feel empowered, resilient and able to thrive despite the many challenges and adversities that they inevitably face in this part of the world.



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**WOMEN NEED
TO KEEP THEIR
BUSINESSES
GROWING.
IT IS THE SOLE
SOURCE OF
INCOME AND BY
THAT THEY CAN
HELP THEIR
FAMILIES TO
SURVIVE.**



Caroline Fattal, founder of Stand for Women



1. ACCELERATE PROGRESS FOR WOMEN

in the workforce by raising awareness about the importance of their roles in the growth of organizations.

2. SUPPORTING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOAL #5 AND #8 IN LEBANON AND THE MIDDLE EAST

Achieve Gender Equality and Empower all Women and Girls by 2030; and more particularly, Goal #5.5: Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.

3. ADVOCATING CHANGE

across all countries in the GCC, Levant and North Africa.

4. RALLYING ALLIES AND INFLUENCERS

via interviews, thus providing in depth insight on women's roles in the workforce.

5. LEVERAGING RESEARCH AND DATA.

to assess and improve key gender metrics.

6. LOBBYING CORPORATIONS

to share gender data and to work on improving their gender balance.

7. CREATING AWARENESS

among women, men, and organizations to build the inclusion that will change business, society, and lives for a better Middle East.

8. HELPING WOMEN OWNED SMES THROUGH THEIR EXPANSION AND RECOGNITION,

thus providing workshops in partnership with other organizations so they can improve their skills in management, SEO, communication, etc.

9. KEEP ON SUPPORTING VULNERABLE WOMEN-LED MSMES ALL OVER LEBANON,

in order to ensure their business continuity in response to the multiple crises.

10. SUPPORT WOMEN IN LEADERSHIP, SINCE FEMALE ENTREPRENEURS ARE OF CRITICAL IMPORTANCE IN OUR ECONOMIC RECOVERY.

They need resources helping them to grow, sustain their businesses, preserve their employees and create job opportunities. Also they need to promote their products and services, acquire new brands and expand their consumers base. We will facilitate the connection between the businesses and the investors for a local and foreign market expansion, and we will provide the networking among the businesses so they can learn from one another, exchange and share their expertise and know-how.

11. PROVIDE WOMEN IN CORPORATES WITH COACHING

in order to acquire better leadership positions.

12. FIGHT AGAINST PERIOD POVERTY THROUGH OUR INITIATIVE PARTNER WING WOMEN

by offering reusable pads for vulnerable women. Thus, we'll end up providing users with wellbeing and tailors with jobs creation.



**STAND FOR WOMEN IS AN ADVOCATE
FOR GENDER BALANCED BUSINESSES
IN THE MIDDLE EAST.**

OUR MISSION IS TO NURTURE AND
CREATE AWARENESS AMONG WOMEN,
MEN, AND ORGANIZATIONS IN ORDER
TO INSTILL POSITIVE CHANGES WITHIN
THE WORKFORCE.



WE AIM TO ACCELERATE PROGRESS FOR WOMEN IN THE WORKFORCE ACROSS THE MIDDLE EAST. WE ARE DEDICATED TO CREATING WORKPLACES WHERE GENDER DIVERSITY BASED ON MERIT IS THE NORM.

OUR VISION IS TO STRIVE FOR PARITY AND EQUALITY AMONG BOTH GENDERS ACROSS ALL WALKS OF LIFE AND TO CHAMPION SISTERHOOD.



1. ECONOMIC EMPOWERMENT

Provide economic security and economic growth.

2. SISTERHOOD

Ensure collaboration among women to work in a good environment.

3. LEADERSHIP

Ensure women's leadership in all field.

4. SUSTAINABILITY

Providing sustainable solutions for women in businesses.



Stand For Women launched The Marion Fund initiative in the memory of **Marion Hocht Ibrahimchah**, who was among the innocent victims who passed away on August 4, the day of the Beirut port explosion.

The aim of the Marion Fund was to help more than 200 women-owned small and medium enterprises (SMEs) affected by the blast, and to honour Marion’s legacy. The fund was disbursed in priority to the most vulnerable women to help them rebuild and all their businesses.

The focus was on the following 3 categories of women owned businesses:

- 1. **Very small businesses** like grocery shops, pharmacies or tailors.
- 2. **SMEs** that maintain or create jobs and employ more than five people like supermarkets or restaurants.
- 3. **SMEs** that preserve Beirut’s heritage like designers, jewellers or guest houses.



MARION FUND INITIATIVE

SFW | Impact Report

WE HAVE VETTED TILL TODAY 270 WOMEN-OWNED BUSINESSES AND SUPPORTED 140 THAT ARE COMPLETED OR IN-PROGRESS.

295

SMES ASSESSED

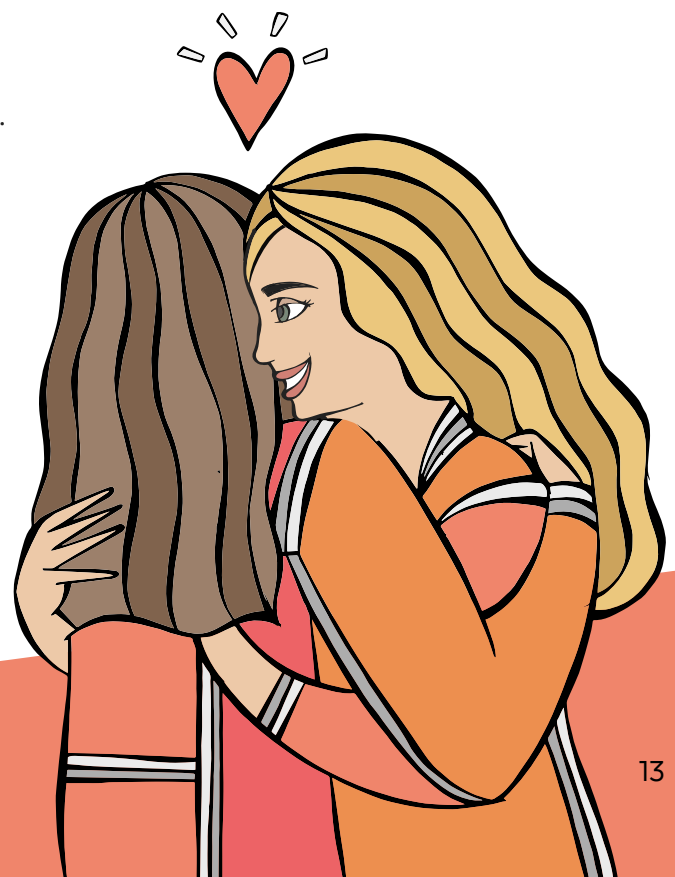
170+

SMES SUPPORTED (RECONSTRUCTION, IN-KIND, IN-CASH)

190

SMES INVITED TO WORKSHOPS (BUSINESS DEVELOPMENT, CAPACITY BUILDING, E-COMMERCE, IAMREMARKABLE).

* Most businesses got simultaneously reconstruction, in-kind and in-cash support.



STAND FOR WOMEN WORKSHOPS

SHE TRADES

Workshop engaged one Lebanese woman entrepreneur to benefit from a training and a mentorship that offer best practices for global trade and support women-owned businesses to sustain, to improve their logistics expertise and to expand their brands presence locally and internationally.

DRAMA THERAPY

Launched by Intisar Foundation, was offered for 14 women affected by the Beirut blast. It is a multifaceted approach to treatment, it entails the use of theater, props and music which helps in the development of body awareness and improves communication skills, productivity and emotional capacity.

CRISIS MANAGEMENT

Training launched by Berytech and in collaboration with Expertise France. Was offered for two Lebanese women entrepreneurs helping them to challenge the current situation.

INDIVIDUAL COACHING AND COLLECTIVE WORKSHOPS

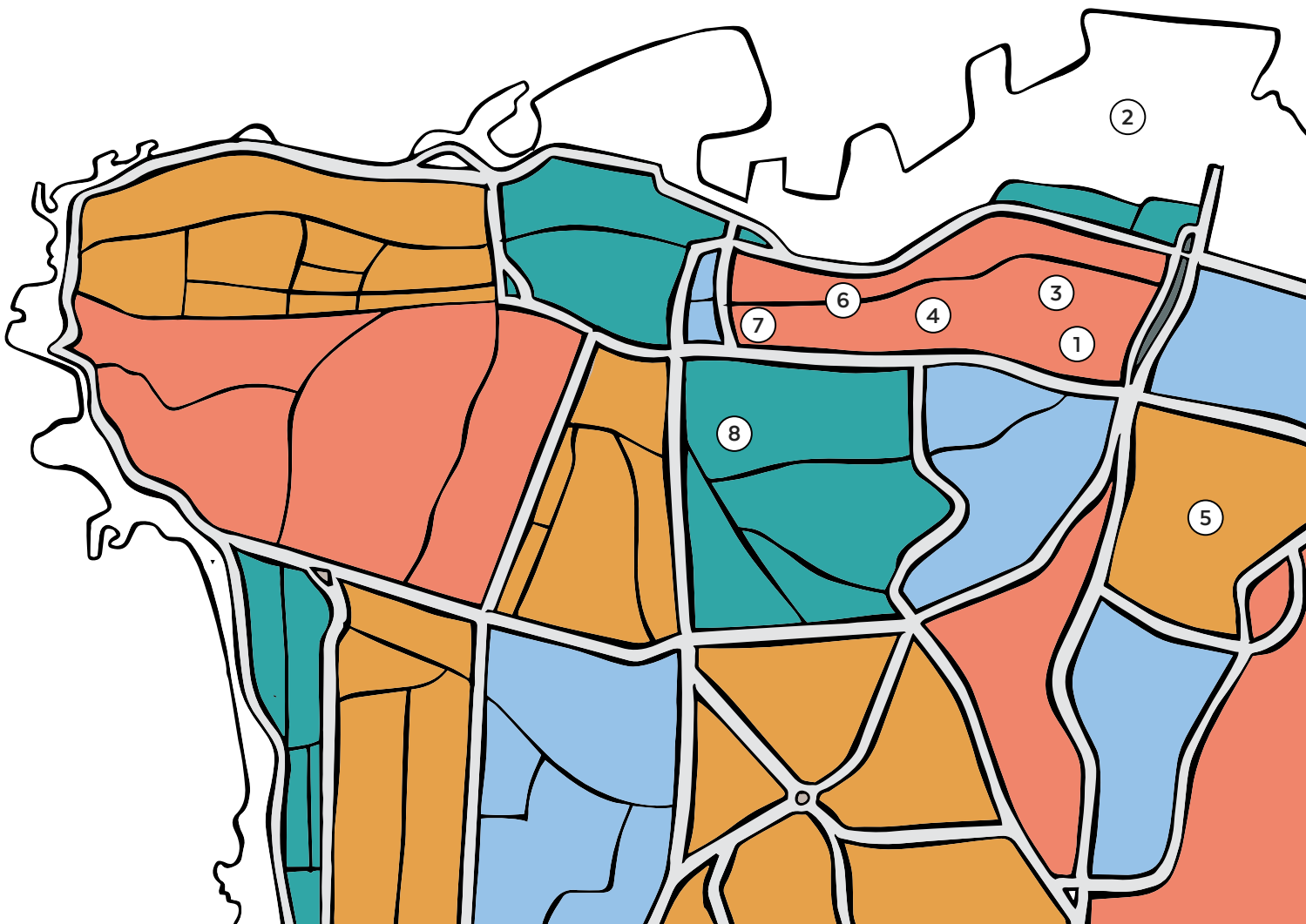
Launched by DareWomen and offered for 5 Lebanese women entrepreneurs helping them to develop their employability and encouraging them to dare, speak out, assume their convictions and realize their dreams.

SHE ENTREPRENEURS

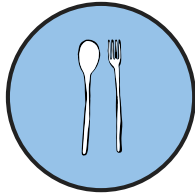
Training launched by the Swedish Institute and was offered for two Lebanese women entrepreneurs. It is a practical and hands-on leadership training based on real business experiences, collaborative learning and participant-centric design.

GEOGRAPHICAL ZONES

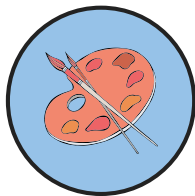
1. Ashrafieh
2. Karantina
3. Mar Mikhael
4. Gemmayze
5. Bourj Hammoud
6. Rmeil
7. Saifi
8. Sodeco



BUSINESSES DIVIDED BY SECTOR



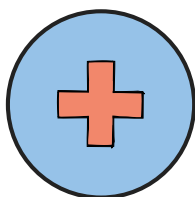
Restaurants, coffee shops, snacks.



Art designers, fashion designers, accessories designers, jewellers, tailors, painters.



Clothes shop, electrical shops, flower shops, perfumeries, bookstores, groceries, pastry shops.



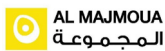
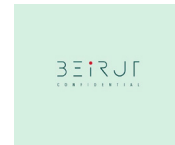
Pharmacies, dermatologist, family doctor, nutritionist.



Hospitality and staffing services, nurseries, insurance services, education, fitness centers, hairdressers, clearing agents, catering services.

NGOS AND INITIATIVES PARTNERS

We worked in collaboration with many amazing NGOs and Initiatives. We complemented each other on the ground, some of us took charge of the core and shell, others with equipment and some supported with the working capital requirements or other imperatives.



ILO
Google Nest
AUB

WE VISITED THE BUSINESS KARAMEL CATERING TO LEARN MORE ABOUT THEIR NEEDS.

They offer their services for different types of events by providing catering and the service that goes with it.

With the support of “The Women Collective Lebanon and Beirut confidential”, we are grateful to announce that we are keeping our collaboration with IECD by supporting indirectly in terms in-kind for Karamel Catering and Kebabig Restaurant.

We promoted the last guesthouse on our social media, in collaboration with Beirut footsteps and Elsa voyage voyage.

WOMEN’S JOURNEY IN PARTNERSHIP WITH OUR LONG TIME PARTNERS SINCE 2017 ESA AND MEREF: FOUR INSPIRING SPEAKERS;

Tania Ezzedine, who is the deputy general manager of Merit Invest.

Nadine Khoury introduced us to the world of agriculture as she is COO at Robinson Agri and president due QOOT Cluster Board.

Elsa Yazbek Charabati shared with us her experience in journalism as a communication expert and head of the interpretation department at USJ.

Finally, **Sophie-Caroline Barre** showed us how to combine both business and design as a designer and general manager of Maison Jeanne Young.



PROJECTS



WE ARE SO PROUD OF OUR PARTNER WING WOMEN LEBANON

Melie, the founder, keeps on fighting to end period poverty by producing reusable pads. She is creating job opportunities for women from vulnerable communities.

The pads are all sold commercially or/and to other organizations (NGO/charities), since period poverty is affecting 76% of those menstruated in Lebanon.

By this, we are providing economic empowerment to women whilst simultaneously reducing period poverty in Lebanon and being eco-friendly.



WE JOINED THE STAND UP CAMPAIGN LAUNCHED BY L'ORÉAL PARIS IN PARTNERSHIP WITH ABAAD ORGANIZATION

This initiative tackles the issue of street harassment against women to teach how you can safely intervene if you witness or experience. (A study shows, that 80% of women had already been victims of or witnessed street harassment but only 25% had offered their help.)

In partnership with Hollaback, they offered one hour of training on how to respond to potential abusers through the 5D's method. This method is composed of five attitudes to adopt when facing harassment: direct, distract, delay, delegate, and document.



OUR COLLABORATION WITH FNF LEBANON TO SUPPORT 11 WOMEN-LED SMES PROVIDING THEM WITH DIGITAL MARKETING AND E-COMMERCE TRAINING

Thanks to Tomkeen, Stephan Bazan and Maria Frangieh, who facilitated the amazing workshop. Participants got 23 hours of group training, 30 hours of tailored one on one sessions and 15 hours of customized workshops. The participants that were part of the session.



We referred 216 women-led SMEs to Kafalat and the MFIs Vitas and Al Majmouaa in order to apply for the **“Building Beirut Businesses Back and Better - B5 Fund”**, that is financed by the Lebanese Financing Facility (LFF), a multi-donor trust fund established in December 2020, and managed by the World Bank.

The Fund aims to support the recovery of targeted micro and small enterprises (MSEs) directly affected by the Port of Beirut blast.

Till to date, out of 216 women-led SMEs referred, 36 businesses got cash grants to cover expenses related to working capital, technical services, equipment as well as repairs.

In collaboration with Fast Forward 2030, and under the Flash Forward program, a financial grant combined with a basic digital marketing training delivered by Socialprise Marketing Agency, was offered to eleven women-led businesses that helped them to cover employee's bonuses, purchase stocks and equipment and to acquire new brands.

Besides, the entrepreneurs along with their employees and more than 70 women-owned SMEs attended the **“Stand Up Against Street Harassment” International Training**, which was held in collaboration with L’Oreal Paris and Abaad Organization. It is a training program that learns how you can safely intervene if you witness or experience street harassment, through the “5D” methodology: Direct, Delegate, Document, Distract, and Delay.



WE PARTNERED WITH UNPAIRME.

UNPAIRME is a local brand of unmatched socks that embrace individuality and uniqueness.

They added to their collection new socks to promote gender equality. On March 8, we launched our joint collaboration, where 8% of the sales was donated to our project in order to support women-owned small businesses, affected by the multiple crises in Lebanon.



WE PARTICIPATED TO THE BEIRUT MARATHON WOMEN'S RACE TO SUPPORT OUR CAUSE.

315 women ran for Stand for Women and contributed at helping women-owned businesses in Beirut.

Participants were Individuals and 14 corporates and Initiatives; which were Holdal GAA, Arab Bank, CMACGM, L'Oreal Lebanon, Entotox, FNF, Grant Thornton, Tinol, Total energies, Vitas, Merit shipping, KFF Khalil Fattal, Bemo Bank, Cannelle and Life 4 youth. Moreover, our partners during the race were Bio Oil and Entotox.



WE COLLABORATED WITH THE LEBANESE CHAPTER OF THE INTERNATIONAL COACH FEDERATION

a group of ICF Lebanon Coaches offered 25 one-to-one life coaching sessions to Stand for Women team, beneficiaries and women from life 4 youth NGO.

ON MAY 30TH, WE HAD AN EVENT AT BDD IN COLLABORATION WITH GOOGLE

A full training session offered by “Maharat min Google” for beginners and advanced level that followed with coffee and lunch break.

First, in November 2021 we started this collaboration with Google by locating 70 + women owned businesses on Google Maps and we identified all the businesses, monitored and followed up, ground visits, and outreach and support.



WE WERE THE MEDIA PARTNER PARTICIPATED TO WATERWOMEN FESTIVAL

that happened in Soult Beach, Batroun. It was all about celebrating the power of the ocean and honouring the power of the wind and waves and also raising awareness.

We discovered different types of water sports, the founders Caroline and Elena, alongside the women trainers introduced us to kite-surfing, swimming, paddle, foil riding, free-diving, yoga and a lot of others activities related to the Ocean.



BAALBECK JOURNEY

As part of our 2022 objectives, Stand for Women team visited Baalbeck on July 2022, and met three women owners of MSES from Agri-food and embroidery sectors. Cash grant support was offered thanks to Beirut Marathon March 2022 Women's Race proceeds generated.

OUR SECOND TIME AT WOMEN'S JOURNEY WAS A SUCCESS.

Three incredible speakers shared their story:

Myriam Nasr Shuman who is the director at Agenda Culturel, **Janis Sarraf** who is a photographer and our founder **Caroline Fattal**, also chairwoman of Fattal Group. This event was made possible thanks to our long-time partners with Meref and ESA business school.

At Stand for Women, we offer support to corporations seeking to improve their gender diversity.

Recently our Founder Caroline Fattal, facilitated Women's Day bootcamps for a leading consulting firm Strategy & Middle East. If interested in coaching practice send an email to stand@standforwomen.org

WE ARE GRATEFUL FOR THE YEAR 2021-2022 IN TERMS OF DONATIONS AND PARTNERSHIPS.

- UK Online giving (Benevity platform)
- Tamari Foundation
- Dikkeni Impact Lebanon
- Beirut Community Center
- Lutheran World Relief
- Arc En Ciel through GIZ Project, which main focus is the realization of the right to work for people with disabilities affected by the Beirut Blast and to revive local businesses

Besides the cash grant assistance, the in-kind support and business development workshops, we were able to provide the networking among the businesses so they can learn from one another, exchange and share their expertise and know-how.



Stand For Women is a registered Association at the Ministry of Interior under number 2359, and at the Ministry of Finance under number 3400443.

It was established in 2017, the main office is at Sin El Fil, Jisr El Wati, Dani Chamoun Street, Fattal Building.

The board of directors is composed of the following individuals:

Ms. Caroline Fattal the President

Mr. Charbel Fakhoury the Scrutineer and Treasurer

Ms. Carine Rizk the Secretary.



THE PERMANENT TEAM OF SFW CONSISTS OF:

Mrs Caroline Fattal is the Founder

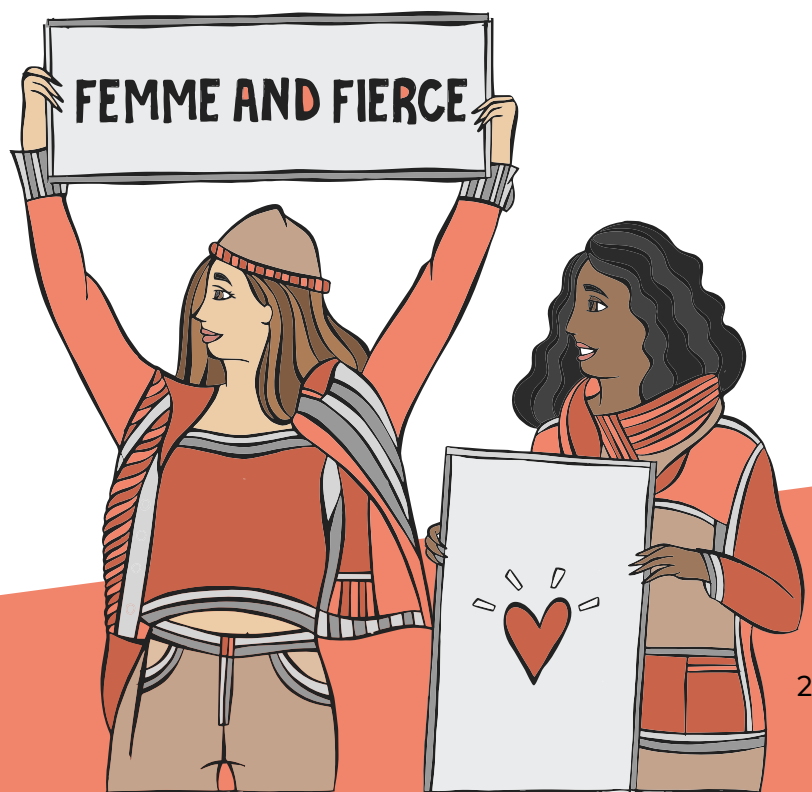
Mrs Roula Achkouti is the General Manager and

Miss Sarine Anserlian is the Project Manager

Just like our number of beneficiaries, our team is growing every year. In addition to the permanent team, we also welcome interns and volunteers.

In 2021, Lola Imbert came to help us while on her internship. Joelle Deaibess also joined the same year as a volunteer. In 2022, we welcomed 3 interns and one volunteer. Among the interns, Alexa Chabouté, Zoé Kurkowski and Luana Teychenne. Christa Maria Daher joined us as a volunteer.

They supported us in releasing impact reports and worked on specific projects like beneficiary projects, merchandise projects, database update, SMEs and ground visits, developing of social media platforms, access donation on international platforms, and supporting us in events, disbursement of donations.







WE HAVE RECEIVED DONATIONS IN THE PAST TWO YEARS. THANK YOU FOR THE SUPPORT AND BELIEVING IN OUR CAUSE!

THUS WE ARE LACKING DONATIONS AND THE WORK MUST CONTINUE TO KEEP ON SUPPORTING.

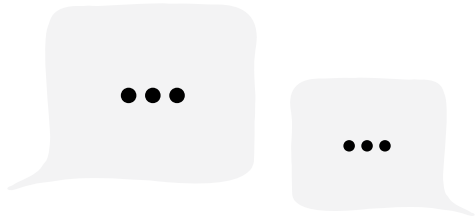
USD 248,000

DIRECT DONATIONS

USD 359,000

INDIRECT DONATIONS





“Thank you very much for everything. Thank you to everyone who has been helping. Give my regards to Roula, Mme Caroline and Paul.”

“Thank you! We will distribute them to our artisans.”

“Hello, thank you very much for the items you sent over yesterday. I love you guys very much; thank you thank you thank you for your help.”

“Thank you so much for your initiative in Baalbeck. The beneficiaries were all so happy to be acknowledged personally with a visit along with the help token.”

“I really don’t know how to thank you, we are so happy!”

“Hello Mme Caroline! Thank you very much for the gift, I can’t express how happy it made me especially coming from you. God bless your family. Thank you very much.”

“Hello Roula, I want to thank you for your help. Please thank Mme Caroline and the whole team on my behalf.”

“Hi, how are you? I hope everything is good. I just received the coffee machine. Thank you very much! God bless you!”

“Of course I am coming, I miss the team, most beautiful souls that I met, you left me speechless. Everytime I look at the machines I remember your generosity, Mercii!!”

“Bonjour! Thank your for putting my name on the list, they brought me all the items that I requested from machines & laptop, and thanks for the constant follow up. Bonne journée”

“Thank you for everything. Thanks to the team we were able to get back on our feet during these hard times. What you are doing is amazing and I thank you for it. We can now survive for a few more months and hopefully keep going.”

“This is all thanks to your kindness and sweet heart. I appreciate whatever you are doing, not just with me but with everyone.”

“I just got a call from an NGO on your behalf. I explained the damages to them and explained to them that we were able to get back on our feet thanks to your help, we could not have done it without you. I will not forget what you have done for me, but we still need help because of the increase of prices and she told me she took notes and will try her best to help us. Thank you very much for everything you have done.”

“I am very happy thanks to your help. You always surprise me, thank you very much for your help God bless you and the people who raised the amount.”



CONTACT US

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