

STAND FOR WOMEN

IMPACT REPORT
2023 - 2024



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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.





**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 WORPLACES 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.



WE HAVE LAUNCHED WOMEN-FOCUSED INITIATIVES IN RURAL AREAS AND CREATED NUMEROUS JOB OPPORTUNITIES, SUPPORTING MORE THAN 60 PROJECTS THAT ARE COMPLETED OR IN PROGRESS.

369 Hours

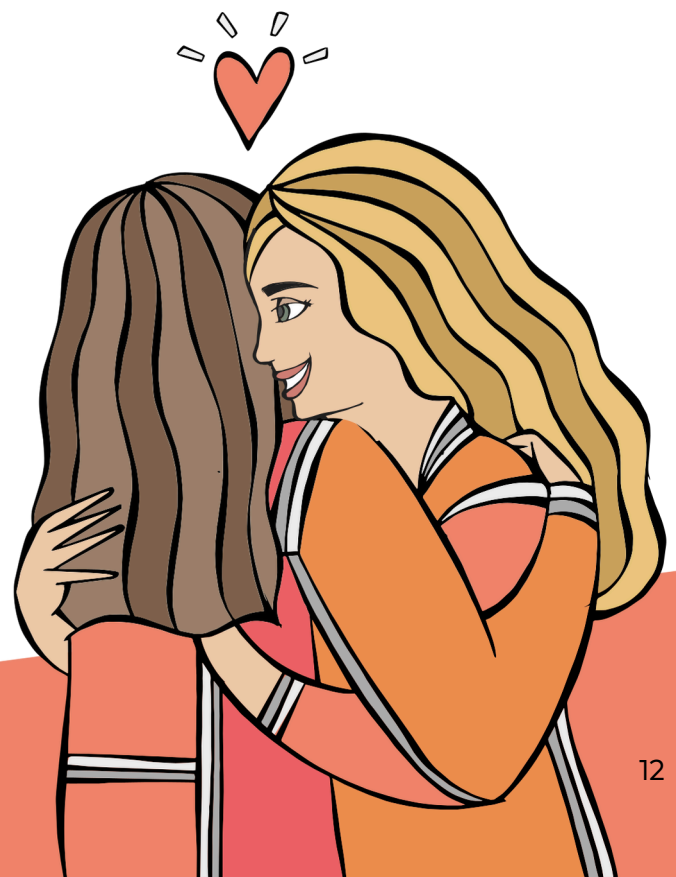
SOFT SKILLS & VOCATIONAL TRAINING FOR TRIPOLI, CHOUF, AKKAR & SAIDA BENEFICIARIES

66

SMES SUPPORTED
MAINLY IN NORTH LEBANON (TRIPOLI, BATROUN, AKKAR), SOUTH LEBANON (SAIDA), EASTERN LEBANON (DEIR AL AHMAR, BAALBEK), AND MOUNT LEBANON (CHOUF)

70

JOB OPPORTUNITIES CREATED



198 Hours

LEADERSHIP COACHING

14

PARTNERSHIPS

652

GIVEN VOICE ON SOCIAL MEDIA

04

SFW EVENTS

203

TRAININGS, EVENTS ATTENDED & COVERED

07

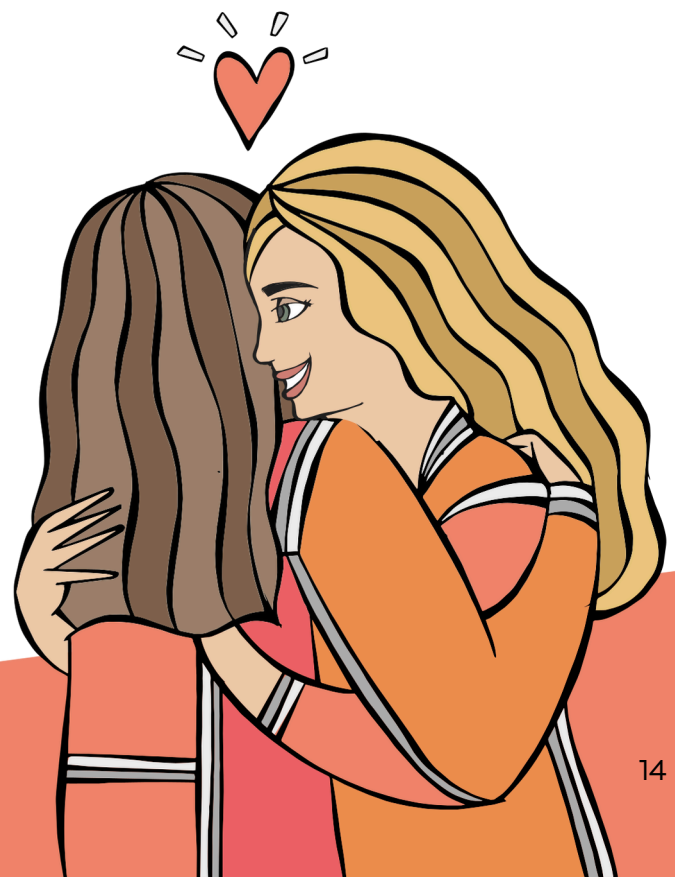
GROUND VISITS & SUPPORT IN 7 LOCATIONS:
TRIPOLI, BATROUN, AKKAR, SAIDA, DEIR AL
AHMAR, BAALBEK, CHOUF

* Giving Voice on our social media platforms, advocating for and representing diverse viewpoints and experiences of women, while encouraging awareness and empowerment.



SFW PARTNERS

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STAND FOR WOMEN INITIATIVES

FAST COMPANY MIDDLE EAST MAGAZINE

“Two years on, women-led businesses are building back from the Beirut blast” and the impact of 3 women-owned businesses we supported Maral Maniss Art, LovMellow and Nstudio

INTERVIEW ON ICIBEYROUTH

Lynn Tehini and our founder, Caroline Fattal in a series called “Une Femme Une Histoire”, which highlights Caroline’s remarkable journey, shedding light on the very real challenges women face in the entrepreneurial world. Fueled by the power of sisterhood, we can overcome even the toughest challenges. This series was possible through the generous support of the European Union in Lebanon

INTERVIEW ON MCFMI

Our founder was among a panel discussion with 3 incredible Lebanese Women who lead NGOs, the interview was made possible with May Chidiac Foundation Media Institute and with the support of UN Women

COLLABORATION WITH 2 LEBANESE ILLUSTRATORS

Yasmina Keyrouz known as “Aphroditeismysister” to illustrate posts on; Women in Corporate, Sports, Women-Owned Shop, Collaboration & Allies, Divas of the Arab World, & Women’s day. Also, Olivia Brazier to illustrate posts on; Respectful workplace week, Day of the girl, and support Women-Owned Businesses during festive season

FEMME FRANCOPHONE ENTREPRENEURS 2023

We were the social media partner for the FFE Competition organized by AUF, Berytech and l'Orient Le Jour; aiming to support french-speaking women in their business creation project in Lebanon. The 12th edition winners were: Dr Gael Bou Ghannam & Dr. Sandrine Atallah (metle metlik), Dr. Gaelle Chaer (Gaio), Christelle Gemayel (vietrail)

SIGNING AN MOU WITH CCI FRANCE LIBAN

A partnership agreement to keep on empowering women and champion sisterhood through projects such as “Women’s Journeys” which was launched back in 2017

FORBES 50 OVER 50

Our founder Caroline Fattal Fakhoury had been nominated on Forbes Annual List 50 over 50, being among powerful founders, CEOs, humanitarians and vanguards across Europe, Middle East and Africa 2024

INTERVIEW ON FRANCE 24

Our founder Caroline Fattal Fakhoury was invited by Aziza Nait Sibaha for an interview on France 24 Arabic called “dayf w masira”

INTERVIEW ON VIRGIN RADIO STARS

Our founder Caroline Fattal Fakhoury was invited on Virgin Radio Stars, the Monday show with Maya Nassar. Sharing useful tips and insights on how she reached to the top.

Yasmina Keyrouz Designs 1, 2, 3 & 4 // Olivia Brazier Designs 5 & 6



WE VISITED GREEN VILLAGE IN SOURAT TO MEET WITH LIFE PROJECT 4 YOUTH (LP4Y);

It's an International NGO with a movement dedicated to the professional and social integration for young women living in excluded areas and lack the opportunities. They offer a 3-months residential training program, participants gain soft skills like public speaking and communication, as well as hard skills like English proficiency and computer literacy. Developing qualities such as self-confidence, teamwork, and time management; and with an exposure to various departments including Digital Center, HR, Finance, and Events. 'GV' significantly enhances the employability of these young women and a purpose. Our visit concluded with 2 interested volunteers joining our team.



WE SUPPORTED & FILMED ALISSAR CARACALLA, AS SHE SHARED THE ONGOING LOVE STORY OF CARACALLA DANCE SCHOOL

incorporating dance, theatre, and heritage. The short film was done by Elsa Yazbek Charabati and her team

WE ARE EXCITED TO ANNOUNCE OUR PARTNERSHIP WITH KRISTIESLAB AND THE LAUNCH OF #THEKNOWHER INITIATIVE

With a steadfast focus on networking and fostering growth, this online platform serves as a free-of-charge, diverse, and inclusive directory specifically designed for women-led SMEs. Our aspirational goal is to bridge connections and facilitate partnerships with potential clients, both locally and regionally, providing these businesses with the visibility and opportunities they deserve. This collaborative effort stands as a testament to the transformative power of partnerships and the unwavering commitment to gender equality; made possible with the incredible partners Bloom EMEA, The Nawaya Network, UN Global Compact Network Lebanon, and the support of UNDP Lebanon



WE PARTNERED WITH “LUX” TO CHALLENGE BEAUTY STEREOTYPES AND CHAMPION GENDER EQUALITY IN BEIRUT, AMMAN, & BAGHDAD

LUX, the renowned global soap brand, leads in the fight against sexism with a groundbreaking campaign to ignite a wave of change, empowering women worldwide to embrace their individuality and redefine societal norms. This collaboration embodies our shared commitment to creating a more inclusive and equitable world, where every woman's voice is heard! Many influencers/public figures shared their story and a graffiti was revealed at the end in each country. For Phase 2, on Women's Day LUX highlighted the opposition to societal discrimination against women, through its bold campaign #MyBeautyMyStrength flipped the script to challenge the norms and wash away the double standards.



WE PARTNERED WITH A FRENCH-LEBANESE NGO CALLED “ALISSAR” FOR WRAP PROGRAM TRAINING



Phase 1: The session of Women Rural Acceleration Program (WRAP) held in Tripoli, with an aim to provide an empowering and transformative experience for 5 remarkable women. This project equipped them with Entrepreneurial Skills, Social Media Branding & Marketing, and Pricing Strategies; thanks to the esteemed team at Melius Consultancy for the courses.

Phase 2: The session of WRAP Program held in Chouf, 2 days training at Rural Entrepreneurs Center in Semqaniyeh, where we delved into skills training, covering essential topics like pricing strategies, branding and digital marketing.

We continued our collaboration with Alissar in Saida of our “Women Sewing Training Program” at Al Moasat Association. This project helped 21 women gain the skills required to enter the tailoring Industry and to guide them establish their own revenue generating initiatives or finding a decent job. At the end of the training, they received a sewing machine and accessories. A huge thanks to AFD France for funding the activities.



We launched our third project with Alissar, Sustainable development program in Akkar, which empowered 40 women in soft skills training providing them with the expertise and resources required to kickstart their own ventures in agro-food production, handicrafts and tailoring located in the rural area. In 2024, we continued our project with 3 months intensive training, they learned the skills needed to develop their revenue-generating initiatives in the agro-food production and tailoring sectors. This project was possible through our partnership and a generous grant from La Guilde.



Raising funds & in-kind support:

For the next phase, we raised funds from Argentina, United States, UK, UAE and Lebanon which made possible for us to purchase 16 sewing machines for the women of Akkar. Along with the 20 food processors generously donated by Kenwood. We are now empowering these micro entrepreneurs with the tools they need to turn their training into real opportunities in the fields of sewing and agro-food production.



Final phase of the project was finalized by distributing the machinery. Our mission: Supporting rural women build sustainable businesses, create new livelihoods and inspire positive change in their communities.

This project was possible through our partnership with Alissar and a generous grant from La Guilde. Thanks to Khreibet El Jindi Municipality for hosting us!



WE ARE DEVOTED TO NURTURE THE UNSTOPPABLE YOUNG CHANGEMAKERS OF TOMORROW

Recently, we had the privilege of witnessing the incredible spirit of 4 talented young girls at International College (IC) who stepped up to champion the cause of gender equality for their project and sell our merchandise. Through their dedication, they not only raised awareness but also provided crucial support to our mission of promoting the sustainability of Women-Owned SMEs. With every purchase, you're not just acquiring a product; you're investing in a future where equality thrives. Together, we amplify these young voices, and in doing so, we pave the way for a brighter, more inclusive tomorrow.



WOMEN'S JOURNEYS EVENTS IN PARTNERSHIP WITH OUR LONG TIME PARTNERS ESA AND MEREF, SINCE 2017:

- June 30, 2023 - 4 Inspiring Speakers Inge Kerkloh Devif, Elsa Aoun, Hala Labaki, and Léa Baroudi & Special Edition with HEC Paris.
- October 4, 2023 - Our second time at Women's Journeys, 4 incredible speakers shared their story Sabine Sciortino, Nada Moghaizel Nasr, Lilia Benbelaid, and Joy Majdalani & with a Special Edition Institut Francais
- December 14, 2023 - Our third time at Women's Journeys was a success, special edition entrepreneurs and partners Berytech & Auf for #WeDo Movement, joining us 4 incredible speakers Jennifer Mansour, Dr Gael Abou Ghannam, Carla Saba, and Sabine Skayem



- April 22, 2024: The joint 13th edition of Women's Journeys and 5th Edition of Dialogos en Femenino Plural was a success in collaboration with the Spanish Embassy in Lebanon, Berytech & Auf. And our 4 panelists, Dalia Jaffal, Mona Salameh, Zakieh Karam, and Ramy Boujawdeh who shared their journeys from Corporate to Entrepreneurship

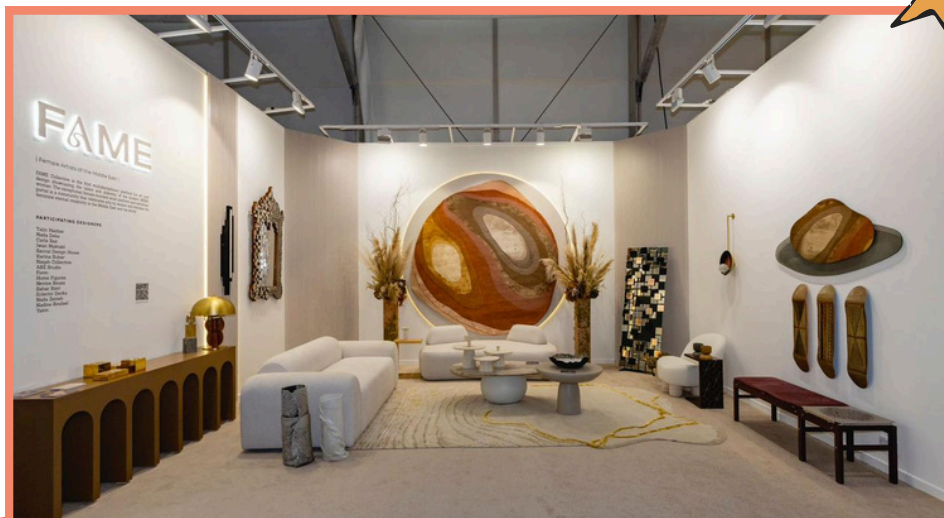
Followed by a Speed Mentoring session with Berytech, where participants (mentees) were seeking advice, discuss challenges and explored career opportunities with the mentors.



WE PARTNERED WITH THE FAME COLLECTIVE

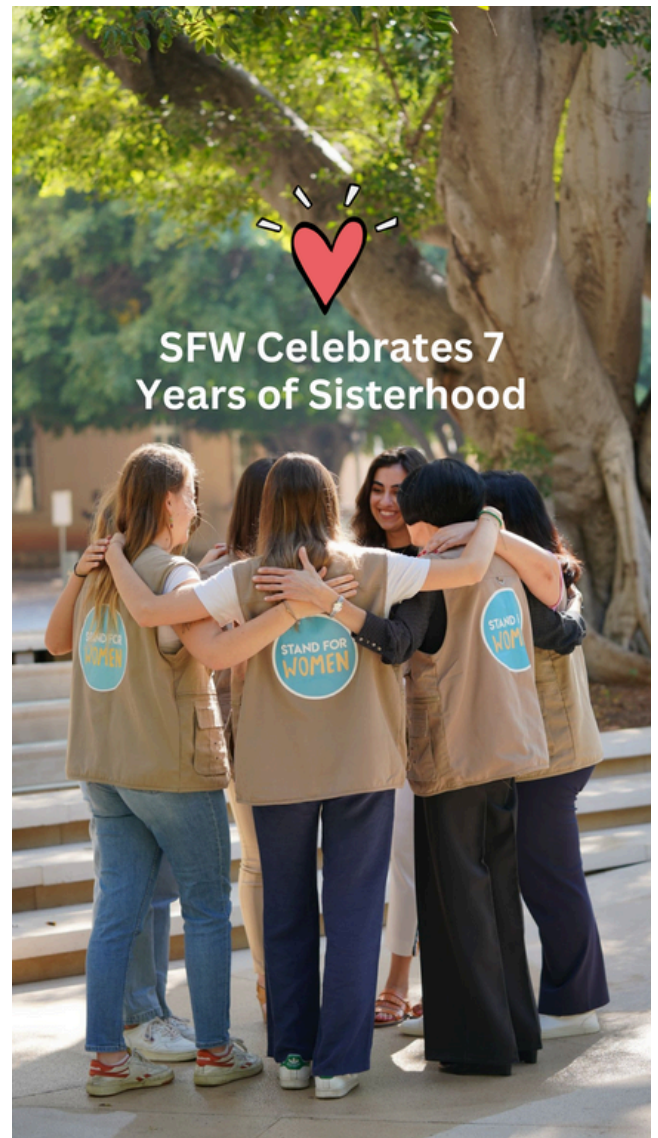
Stand For Women announced its dynamic partnership with The Fame Collective, furthering our shared mission to empower and champion women, particularly within the thriving arts scene of the MENA Region.

Through “Traces of the Land” exhibition in Dubai Design Week, we are supporting together Women Designers from the MENA Region. These talented artists have made significant contributions to various forms of art within the rich and diverse cultural scene. Each craft piece carries local heritage with it. Participating Designers Talin Hazbar, Nada Debs, Carla Baz, Iwan Maktabi, Saccal Design House, Karina Sukar, Naqsh Collective, ARE Studio, Form The Studio, Home Figures, Nevine Bouez, Sahar Bizri, Eclectic Decks, Yakin Design, Nada Zeineh, and Nadine Roufael.





Transformative session and experience “Breathing Together for Peace & Unity” guided by Brook Avsar, SOMA Breathwork Coach. The session guided the 35 participants on a journey of healing & transformation through synchronized breathing techniques.



SFW Celebrates 7
Years of Sisterhood

November 10, 2024 marked Stand for Women’s 7th anniversary, we’ve accomplished so much over the years and our mission remains unchanged: to advocate for women’s economic empowerment and champion sisterhood. A huge thanks to our team, the dedicated volunteers and our online community!

COACHING PRACTICES

WE OFFER COACHING SUPPORT TO CORPORATIONS SEEKING TO IMPROVE THEIR GENDER DIVERSITY. ALSO TO INDIVIDUALS & GROUPS, WOMEN & MEN TO REACH THEIR HIGHEST POTENTIAL

Our founder Caroline Fattal, facilitated a 2-day coaching session titled 'Leading Self & Others.' Delving into the profound influence of storytelling and vulnerability in leadership, explored diverse leadership styles, mining for values, elevator pitche, and embraced the power of the 5/1 rule, among other essential topics. We extend our heartfelt gratitude to 'Strategy & Middle East' for their trust.



DONATIONS & FINANCIALS

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USD 568,657

TOTAL DIRECT DONATIONS

USD 386,250

TOTAL INDIRECT DONATIONS

AS OF 2020 UNTIL NOW, WE HAVE RECEIVED FUNDS THAT SUPPORTED OUR INITIATIVES, ALTHOUGH NOWADAYS WE ARE LACKING DONATIONS AND THE WORK MUST CONTINUE TO KEEP ON SUPPORTING!

year 2020	USD 122,507
year 2021	USD 147,952
year 2022	USD 103,000
year 2023	USD 144,276
year 2024	USD 50,922



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 TEAM OF SFW CONSISTS OF:

Mrs Caroline Fattal is the Founder

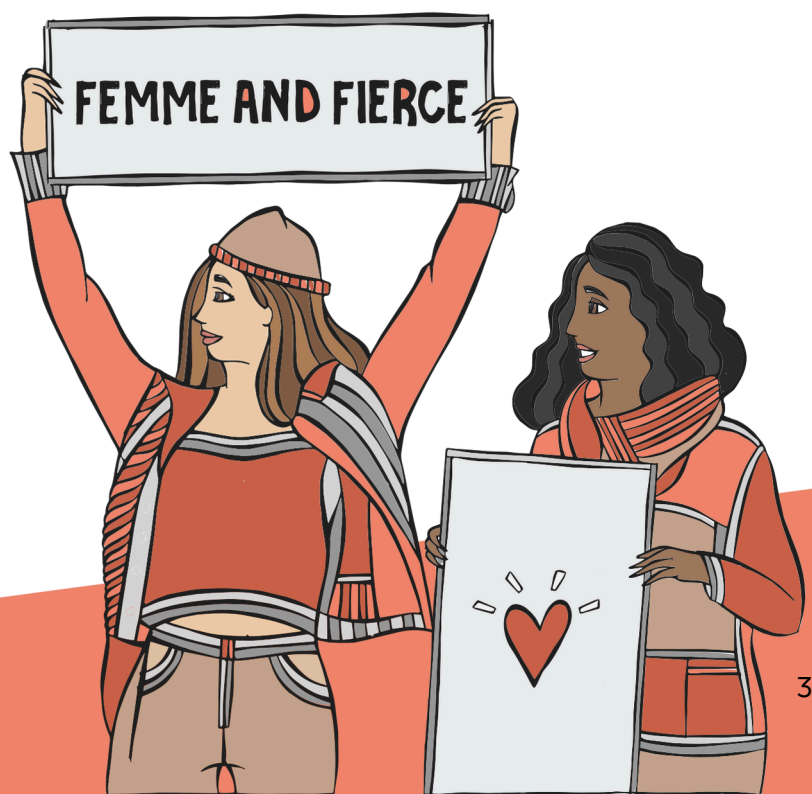
Mrs Roula Achkouti is the General Manager

Miss Sarine Anserlian is the Project Manager & Comm

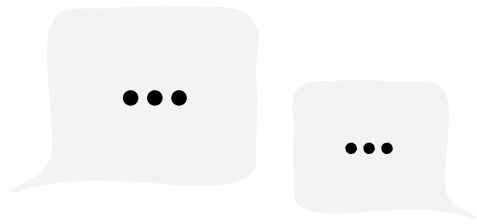
In addition to the permanent team, we also welcome interns and volunteers.

In 2023, Soumayraa Hmouda and Ghida Adawieh joined us as volunteers from LP4Y. Also, Agness Nohra and Reem Olleik joined as interns. In 2024, Dana Dghaidy joined our team as a communications volunteer.

They supported us in specific projects, beneficiary projects, managing social media platforms, database update, SMEs and ground visits.







“Hello my dearest!! Loved the event. Getting to know more about the panelists and their entrepreneurship journeys was soo inspiring.”

“Thank you for granting me the opportunity to work with you. I enjoyed every moment of it, and it’s an experience I’ll always remember.”

“Very Inspiring and motivating. Their sharing experience was very beneficial.”

“Grateful to have you by my side since day 1 (August 2020)”

“Thank you for the successful training program in Chouf, I personally learned a lot.”

“Always Empowering Women.”

CONTACT US

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