

STAND FOR WOMEN

IMPACT REPORT
2025



Dear Friends, Partners, and Supporters,

The past year has been a stark reminder: meaningful change is not born from comfort, but from persistence in the face of adversity. In Lebanon and across the region, the crisis has deepened, with over 80% of the population now living below the poverty line, and women and girls bearing the brunt of this collapse. Gender-based violence is rising, access to healthcare and education is shrinking, and economic instability has pushed countless families to the brink. Meanwhile, the philanthropic landscape has grown more competitive, with funding dwindling as global crises redirect donor priorities.

At Stand For Women, we felt these pressures firsthand. Donations declined, yet the needs of the women and girls we serve only grew more urgent. But we did not waver. We doubled down on what matters most: creating opportunities for women to learn, grow, lead, and succeed. Through entrepreneurship programs, leadership development, education, mentorship, and economic empowerment, we remained steadfast in our belief that supporting women is not just the right thing to do but it is the most powerful way to rebuild families, businesses, and communities.

The impact you'll read about in this report is a testament to the collective efforts of our team, partners, volunteers, and supporters. It reflects the trust of the women we serve and the unshakable belief that progress is possible, even in the darkest of times. Every initiative, every partnership, and every opportunity created is a step toward a future of greater inclusion, equality, and opportunity. When I founded Stand For Women in 2017, I was driven by a simple conviction: when women thrive, societies thrive. What began as a vision to advance women's economic empowerment and gender equality has grown into a vibrant community united by purpose, resilience, and sisterhood.

Thank you for standing with us, believing in our mission, and making this work possible.

With Gratitude,
Caroline Fattal, Founder of Stand For Women



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1. ABOUT US

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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.



2. OBJECTIVES

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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 SDGS #5 #8 AND #17 IN LEBANON AND THE MIDDLE EAST,

Achieve Gender Equality and Empower all Women & Girls by 2030. SDG 5 (Gender Equality) by working towards a more equitable world for women. SDG 8 (Decent Work & Economic Growth) by supporting women-led micro, small, and medium-sized enterprises (MSMEs) across Lebanon. SDG 17 (Partnerships for the Goals) by collaborating with stakeholders to achieve our mission.

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. SUPPORTING YOUNG GIRLS,

focusing on training programs designed to equip young girls with the tools, mentorship, and confidence needed to turn their ideas into reality



2. OBJECTIVES

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8. CREATING AWARENESS,

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

9. 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.

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

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

11. 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 consumer 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.

12. PROVIDE COACHING TO WOMEN IN CORPORATIONS AND LEADERSHIP SUPPORT,

in order to acquire better leadership positions.



3. MISSION & VISION

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MISSION: 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

VISION: WE AIM TO ACCELERATE PROGRESS FOR WOMEN IN THE WORKFORCES 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



5. VALUES

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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 fields.

4. SUSTAINABILITY

Providing sustainable solutions for women in businesses.



STAND FOR
WOMEN

"A WOMAN ALONE
HAS POWER,
TOGETHER
WE HAVE
IMPACT"



6. SFW SUPPORT

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150

Hours of leadership coaching sessions

70+

Social Media awareness & support to business & initiatives

30+

Trainings, Events attended & covered

177

Vulnerable women & women-led SMEs trained and then supported with cash grant & in-kind

19

Partners

6

SFW events

50

Jobs creation

14

Youth engaged and young girls trained with in-kind support

40

Partnership Meeting



7. SFW PARTNERS

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Illustration by Yasmine Keyrouz

STAND FOR
WOMEN



8. FEATURED

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STAND FOR WOMEN INITIATIVES:

COLLABORATION WITH FEEL22

For the second year, Feel22 partnered with us during March, Women's Month to donate through Glow Points. Every 350 GP equals \$1, supporting our cause and empowering women.

FEATURED ON UN ESCWA

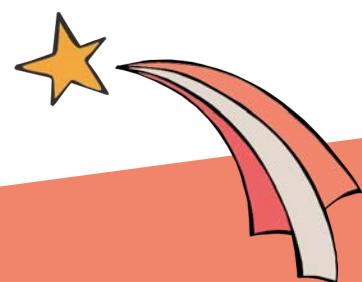
On IWD ESCWA highlighted the impactful work of some Arab women who are championing women's rights in alignment with the Beijing Platform for Action +30, and our founder Caroline Fattal was one of them.

FORBES MIDDLE EAST

Our founder Caroline Fattal Fakhoury has been recognized as 10 powerful businesswomen leading family-owned businesses (Fattal Group) in the Middle East region in 2025.

INFLUENTIAL WOMEN

As part of our Women's Day campaign with LUX, we asked 14 influential women whose voices and journeys continue to inspire us, featuring: May el Khalil, Karma Ekmekji, Hiba Dandachli, Tania Ezzedine, Lea Bou Chaaya, Elsa Yazbek Charabati, Rita Hayek, Dr. Rita Sammour, Aziza Sbaity, Lina Rai, Rayanne Harake, Nadine Njeim, Myriam Shuman, Lynn Tehini.



8. FEATURED

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MEDIA PARTNERSHIP AT HORECA LEBANON

The exhibition took place from April 8 to 11 at the Seaside Arena, bringing together hospitality professionals from across the industry. We connected with and raised awareness around women in hospitality, featuring brands such as Kamakian, Bites of Delight, Panda Boutique, Ayadina, Spreadly, Little Melly and others.

MEDIA PARTNERSHIP AT BEAUTY & WELLBEING FORUM

The forum took place from April 24 to 27 at the Seaside Arena. Throughout the event, we highlighted inspiring women-owned businesses, including Helwe, Laki Beauty, Savvy Element, GlowH2O, Your DR A, Musee Arsai, Rivage, DR A + and others.

MEDIA PARTNER & SPONSOR AT MAY CHIDIAC FOUNDATION

Women on the Front Lines (WOFL), organized by the May Chidiac Foundation in partnership with UN Women Lebanon, took place on November 12 and drove the mission forward to continue empowering Lebanese women. Stand for Women supported the event as a sponsor and media partner.

STAND FOR WOMEN IN BAALBEK

We visited Palmyra Hotel, a place where history, art, and culture have crossed paths for over 165 years. During the attacks on Lebanon, the hotel was damaged, we supported by installing solar panels to keep this living monument powered.

ATTENDING A BUSINESS TRAINING

We attended a business training for women-owned businesses, conducted by Samir Messarra at the Hope Center in Gemmayzeh.

8. FEATURED

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SPEAKER AT WEDO EVENT IN CYPRUS

Our founder was a panelist at the International Women's Day 2025 celebration in Cyprus. Sincere thanks to the High Commission of India in Cyprus and WEDO Co-Ambassadors Viola Edward and Janice Ruffle for bringing together incredible women from diverse backgrounds and experiences, uniting us to share insights, challenge norms, and create opportunities in celebration of IWD under the theme, "For All Women and Girls: Rights, Equality, and Empowerment."

SIGNING AN MOU WITH VITAS S.A.L.

An MOU agreement between Stand For Women and Vitas s.a.l., a leading financial services provider in Lebanon. This partnership is dedicated to empowering women entrepreneurs by providing access to tailored loans designed to help businesses to grow.

SIGNING AN MOU WITH ICF LEBANON CHAPTER

An MOU agreement between Stand For Women and International Coaching Federation (ICF) the Lebanon Chapter, a global community of accredited coaches in Lebanon. This collaboration is dedicated to supporting and empowering women entrepreneurs with the aim to provide practical guidance, mentorship, and strategic support to help women-led businesses.

INTERVIEW ON VIRGIN RADIO STARS

Our founder Caroline Fattal Fakhoury was invited on Virgin Radio Stars Morning show with Maya Nassar to promote Women's Race on November 23, 2025 in Jounieh.

8. FEATURED

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PODCAST WITH BEIRUT DARES TO DREAM

Beirut Dares to Dream Podcast is a partnership between Live Love Beirut and Beirut Digital District (BDD). Our founder, Caroline Fattal, was featured in Episode 3, where she spoke about her journey, a true testament to her mission. Her story proves that women deserve to be heard and seen, and highlights why they should lead by example.

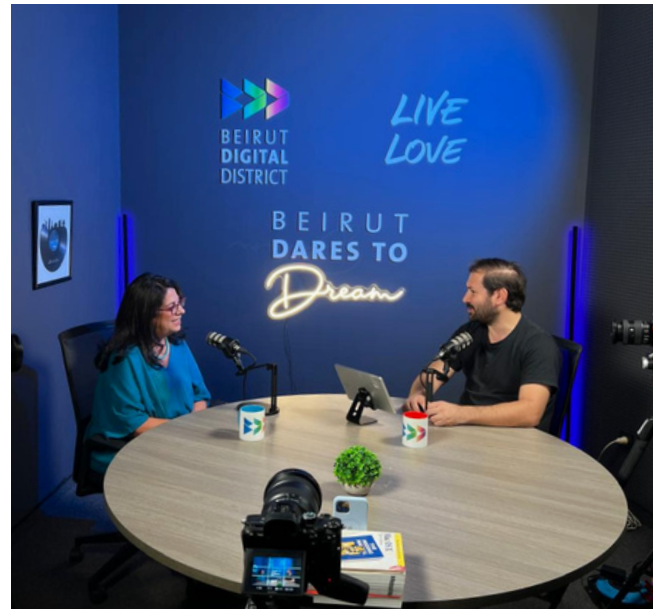
DIVAS OF THE MIDDLE EAST EXHIBITION

This exhibition was a celebration of the women whose voices, art, and presence shaped our cultural identity long before the word empowerment became fashionable. These women: Umm Kulthum, Fairuz, Warda, Sabah, and many more were boundary breakers who used their craft to open doors that society had firmly closed.

SUPPORTING WOMEN ARTISTS AT WE DESIGN BEIRUT

A five-day program spread across five locations reflected on Lebanon's history and present moment. The exhibition took place from October 22 to 26 and supported women artists and designers such as Sarah's Bag (Concept: In Her Hands — 50 traditional Lebanese handcrafted crochet pieces), Vanina World (Concept: Jawharuna), Inaash Tatreez Association (Concept: Palestinian Thobe Tatreez), Bokja Design (Concept: It's All About Perspective, where each handwoven piece tells a story), Salim Azzam (Concept: 40 Women Artisans Sit in a Circle performance), Nada Zeineh, Yakin Design, Editions Levantine, and many more. Walking through the different exhibitions and spaces, it was incredible to see how each designer connected the threads of our past to the spirit of today.

1 Baalbek / 2 BWF Forum / 3 Sarah's Bag / 4 Podcast / 5 Divas Expo / 6 ICF



9. PROJECTS

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WE LAUNCHED A PROJECT IN ZAHLE FOCUSING ON GENDER BASED VIOLENCE AND EMBROIDERY SESSIONS;

Stand For Women in collaboration with Alissar NGO have successfully launched a project in Chtaura, Zahle, where 46 incredible women joined us for an informative session with KAFA Lebanon.

Phase 1: We focused on how to take action against gender-based violence (GBV) and exploitation. Through this initiative, we're empowering these women, raising awareness around a sensitive and often taboo topic, and equipping them to support other women in their communities.

Phase 2: We began with an introduction to embroidery تطريز with CIS College and its various types & forms. In one day, the talented women were able to embroider their full names. They continued developing their skills with more advanced techniques.

In partnership with Stand for Women X Alissar X CIS College
The project is funded by La Guilde and Agir Sa Vie





9. PROJECTS

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WE CELEBRATED INTERNATIONAL WOMEN'S DAY WITH LUX AND 40 INFLUENTIAL WOMEN

LUX celebrated 100 years of beauty and empowerment with Stand For Women at Beit Kanz, under the message #MyBeautyMyStrength. Over 40 influential women gathered for a vibrant brunch, extraordinary women whose strength, resilience, and leadership inspire positive change in our communities. The celebration concluded with a flower workshop, where each woman created a bouquet reflecting her unique journey. They empower us to keep pushing forward, and continue creating spaces where women's voices and leadership are seen.





9. PROJECTS

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WE PARTNERED WITH LUX FOR THE 2ND TIME THIS YEAR

Stand For Women and LUX joined forces at the Beirut Marathon Women's Race 5KM Fun Run, which took place on November 23, 2025

This partnership continues to break stereotypes and make incredible things possible for women around us.

The campaign #SheRunsHerStory champions every woman to break limits, defy stereotypes, and run boldly into her power. As part of this, five influencers created and shared personal videos on social media, reflecting on moments when they felt limited by society's judgment until they chose to rise above it; including: Rita Hayek, Rayanne Harake, Hiba Dandachli, Maya Nassar, and Mira Hasbini. Other influential figures also joined us and supported our cause during the race; Lea Bou Chaaya, Karma Ekmekji, and Hayat Dishari.

We are thankful for all the inspiring women, men, and families who joined us on this beautiful run along the Jounieh coast, and a special thanks to PIMO Lebanon for their incredible work and dedication throughout the campaign.





9. PROJECTS

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STAND FOR WOMEN'S FUNDRAISING EVENT

Our first fundraising event took place on Wednesday, July 23rd, 2025 at Sporting Club, Beirut, in support of Stand For Women's mission to empower women-owned businesses in Lebanon.

DJ Caline joined us for a night filled with purpose and passion, with all proceeds directly funding impactful projects that uplift and support women entrepreneurs.

We had an incredible time planning and celebrating this special evening, welcoming over 258 guests. Thank you for showing up, supporting the cause, and helping us make it truly unforgettable.



9. PROJECTS

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WE PARTNERED WITH ATAYEB EL JABAL FOR THE LAUNCH OF “DAYME” PROJECT

Dayme is a seasonal, touristic, and cultural project by Atayeb Al Jabal, developed in collaboration with Stand For Women, and under the patronage of the Lebanese Ministry of Tourism, Laura El Khazen Lahoud.

The project aims to revive the authentic Lebanese spirit through an interactive experience that blends traditional food, local hospitality, and rural culture. It offers a unique opportunity for tourists and Lebanese to immerse in the Lebanese rural life firsthand, and enjoy a warm atmosphere rooted in generosity and rich heritage.

Launched during the summer season of 2025, Dayme began in the governorates of Mount Lebanon and North Lebanon, setting the foundation for a meaningful, community-based tourism initiative.

Dayme offers tourists an authentic Lebanese experience through traditional homemade lunches hosted by local women in rural communities. Beyond the meal itself, it's a journey into Lebanon's rich culture, heritage, and hospitality.



Celebrate local flavors



Support rural women and local hosts



Promote sustainable, community-based tourism





STAND FOR
WOMEN

أطاليب الجبل
ATAYER AL JABAL



ORGANIZERS:



STAND FOR
WOMEN

UNDER THE PATRONAGE:



SPONSORS:



MEDIA PARTNERS:



ECOSYSTEM PARTNERS:



9. PROJECTS

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WE LAUNCHED PROJECT GIRLPRENEUR

Project GirlPreneur is an 8-week online training program designed to equip young girls with the tools, mentorship, and confidence needed to turn their ideas into reality. The program brought together 14 Lebanese girls aged 15–17, each supported by a dedicated mentor to develop their business ideas.

Created by Dr. Wael Kechli and implemented by The Nawaya Network in collaboration with Stand For Women, the program guided participants over 8 Saturdays as they transformed their ideas into viable business plans through structured training and mentorship.

Following a competitive final pitch, we are proud to celebrate our winners: Fadak, founder of Bloomzy, who secured First Prize and Stand For Women granted her \$1,000 as support for her business. Our Runners-Up, Limar, founder of Guitar for All, and Rawan, founder of Ranova.

Thanks to all the participants for their dedication and commitment throughout the program. This high-impact initiative was generously sponsored by Global Sustainable Foods, Mayrig, and Wakilni.



9. PROJECTS

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STAND FOR WOMEN X FÉMINITUDE

Stand For Women, in partnership with FÉMINITUDE — the umbrella for 88 women film capsules and 44 musical capsules recorded over 25 years, launches a Sanctuary of Creativity and Co-Creation for Feminine Artistic Expression. Curated by Soula Saad and co-created with 13 cultural creative women, this alliance continues Féminitude’s eight-year journey as a cultural platform that reclaims space for women’s voices and invites enlightened men to join in shifting the global narrative, where “Her Story” rises to complete “His Story.”

BEIRUT ART DAYS x FÉMINITUDE, taking place July 9–12, is organized by Agenda Culturel. Stand For Women raised awareness and amplified the initiative through social media and provided a cash grant support.



9. PROJECTS

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CHOCOLATE MAKING IN COLLABORATION WITH THE BEIRUT COMMUNITY CENTER AND GOUDAR CHOCOLATE

Stand For Women, in partnership with Beirut Community Center, guided these 17 inspiring women on a memorable trip to Goudar Chocolate in Jbeil.

They completed a full-day of chocolate-making journey, spending the day mastering the art of melting chocolate, crafting elegant mendiants, molding, decorating, and wrapping their sweet creations with care and style. Many of these incredible women are now dreaming of turning their passion into small businesses, and we're proud to be part of that journey while creating new opportunities for them across different fields.



9. PROJECTS

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WOMEN'S JOURNEYS EVENTS IN PARTNERSHIP WITH OUR PARTNERS ESA AND CCI FRANCE LIBAN, SINCE 2017:

- March 27, 2025 - The 14th edition of Women's Journeys with Holdal featured four inspiring speakers: Andrea Bouez, Rose Bechara Perini, Maha Arayssi Rifai, and Yasmina Sabbah.
- December 4, 2025 - Our second time at Women's Journeys marked a special 15th edition with WEDO (Women's Entrepreneurship Day Organization), focused on "Women Leading AI: From Innovation to Business Impact," with Reine Abbas, Rima Saad Azar, Carol Al Sharabati, and Malak Yacout sharing their stories.



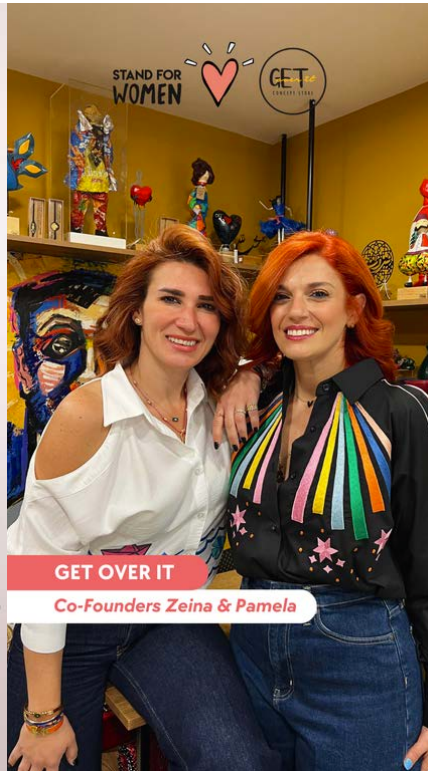
9. PROJECTS

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ZANUBIA SKINCARE

Founder & CEO Sarah Abou Hamdan



GET OVER IT

Co-Founders Zeina & Pamela



YOUR DR. A

Founder Dr. Asma Saliba

YOURDRA®



OUTBORN GENERATION

Co-Founders Deema & Maya Abdo

During the month of May, we collaborated with four women-owned businesses:

Zanubia, a Lebanese natural skincare brand.
Get Over It, a concept store featuring 14 women-owned businesses.

Your DR A, a skincare and wellness brand focused on advanced phytopharmaceutical fusion complex.

Outborn Generation, a concept store showcasing Arab designers based in Dubai, with 62% of the brands being women-owned.

10. COACHING PRACTICES

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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 co-led a leadership development workshop alongside longtime collaborator and executive coach Cherine Debbas, engaging a cohort of senior professionals from the Saudi public sector. The workshop focused on critical leadership themes including trust, influence, alignment, and impact.

The sessions created space for candid dialogue and reflection, an essential component of effective leadership development for individuals shaping public institutions and national outcomes. We are grateful to Strategy& Middle East for enabling this collaboration, and to all participants for their active engagement and commitment.

All proceeds from the coaching support Stand For Women and its projects that advance Lebanese women's economic independence.





**"EACH TIME A WOMAN
STANDS UP FOR HERSELF,
WITHOUT KNOWING IT
POSSIBLY, WITHOUT
CLAIMING IT, SHE
STANDS UP FOR
ALL WOMEN"**

MAYA ANGELOU



11. DONATIONS & FINANCIALS

While we are currently experiencing a decline in donations, we remain dedicated to continuing our mission.

IN 2025, WE PRIORITIZED FUNDRAISING EVENT AND OUR FOUNDER'S COACHING SESSIONS TO STRENGTHEN OUR FINANCIAL SUSTAINABILITY AND GROW OUR IMPACT.

USD 142,000

Total Direct Donations and Coaching

USD 44,600

Total Indirect Donations



12. GOVERNANCE

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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



13. THE TEAM

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THE TEAM OF SFW CONSISTS OF:

Ms. Caroline Fattal is the Founder

Ms. Roula Achkouti is the General Manager

Miss Sarine Anserlian is the Project Manager & Communications

We welcome volunteers and interns each year who support us across a range of projects — from social media marketing to fundraising efforts, including seeking donations, identifying projects to apply for, and providing on-the-ground support.





WOMEN
CHANGING
THE FACE OF THE
WORKFORCE



www.standfor
f t i @ist

14. SFW TESTIMONIALS

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“Thank you for having me, and thank you for your wonderful message Caroline ❤️ you touched my heart. It was a lovely gathering, and I look forward to meeting again soon.”

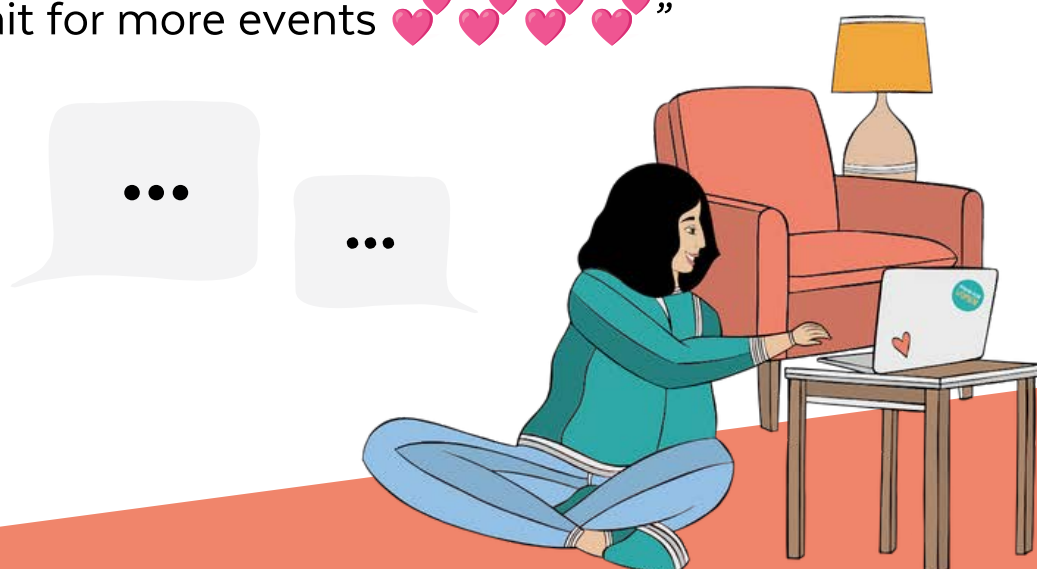
“C’était TOP! Super panel/testimonials and questions 🙌🙌💪💪💪💪”

“Bonsoir et merci pour ce moment tres touchant, voir toutes ces belles personnes, et celles qui les mettent en évidence. Bravo pour ce projet. Montrer la richesse c’est nourrir l’espérance!”

“La soirée d’hier etait magnifique! Heureuse d’avoir pu partager avec vous ce moment! Tu sais a quel point j’admire SFW et votre mission ❤️🥰”

“Bonsoir Caroline. Merci encore pour hier. C’était une superbe soirée. Ça faisait longtemps que je n’avais pas assisté à une soirée aussi fluide et homogène en tt point de vue. Bravo en majuscule 😊”

“Thanks a lot for the invitation! It was a pleasure and it was super super interesting!!! Great job ladies!!!!
Cant wait for more events 💕💕💕💕”



LOOKING AHEAD 2026

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As we look toward 2026, we do so with renewed purpose and ambition. We are committed to expanding our impact by raising greater awareness of our mission across Lebanon, strengthening the sustainability of our programs, and growing our network of corporate and strategic partners. We also look forward to increasing our fundraising efforts through new events and initiatives that will enable us to reach and support more women.

Innovation will remain at the heart of our work. By expanding our digital coaching and learning programs, we aim to make mentorship, skills development, and opportunities more accessible to women, wherever they are. As we continue to respond to emerging needs, we will remain firmly grounded in our mission and values. The challenges ahead are real, but so is our determination. One thing has never changed: our belief in the transformative power of women to shape stronger economies, stronger communities, and a stronger future. That belief continues to guide us, inspiring us to move forward with confidence, collaboration, and purpose.



CONTACT US

Address: Sin El Fil, Jisr El Wati, Dani
Chamoun Street, Fattal Building

Telephone: 00961 1 512002

Email: stand@standforwomen.org

Website: www.standforwomen.org

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