



20  
23

# BEDAYATI IMPACT REPORT

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# MESSAGE FROM THE CHAIR

As we reflect on the past year, we cannot but observe that the challenges are getting more difficult for the community we serve: an escalating war in Lebanon and a prolonged economic and financial crisis, amidst protracted refugee situations, rising food insecurity, and soaring unemployment rates. This has made it increasingly more difficult to access or create decent employment.

In response to growing needs, we at Bedayati are expanding our team and developing our economic equity and inclusion programs. We are broadening our service model from one focused primarily on youth to also engaging women in skills training and economic empowerment. We are also expanding our skills training model to include vocational skills so that we provide a holistic training program that includes a mix of foundational, hard, and soft skills. In addition, we are working more closely to link our skills training to our economic empowerment activities, so that we can more actively support women and youth in their efforts to achieve financial autonomy.

To this end, we have committed additional resources in 2024 to vocational skills training in the hospitality and tech sectors, and are expanding our entrepreneurship program.

In addition to economic inclusion, we will also be focusing on promoting well-being and social connectedness through mainstreaming well-being in our training programs. We hope this new focus and reimagining of our core services will allow us to more holistically support the population we serve.

As we look back at the past year, however, we cannot but also celebrate the small wins. Our youth have led the change they want to see in their own lives and within their community. One hundred twenty-two youth gained new skills with Bedayati in 2023. Every day over the past year, our students have taught out-of-school children basic literacy. Seven students launched or are expanding their home-based businesses. One of these entrepreneurs has turned a room in her home into a classroom where over 40 out-of-school children come every afternoon to learn basic literacy.

As we step into 2024, we are excited by the new programs and partnerships on the horizon. Thank you for working with us to widen the circle and provide more women and youth with the opportunity to re-imagine their scripts, write again, and write better, as we continuously strive to do exactly that as an organization!

*Ghia Osseiran*

# WE WORK TO ENSURE EVERYONE IS IN

INTEGRITY | INCLUSION | INNOVATION  
NON-HARM | LEARNING | PARTICIPATION

# STRATEGY & IMPACT METRICS

2022-2026

# STRATEGIC PILLARS 2022-2026

We work to economically empower women and youth through widening access to skills training and economic development opportunities and advocating inclusive work.



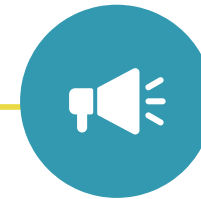
## UPSKILL

Improve technical, entrepreneurial, and core employability skills



## ENABLE

Widen access to entrepreneurship and income-generating opportunities



## ADVOCATE

Mobilize the private sector to act on women and youth inclusion in the labour market

# STRATEGIC PLAN 2022-2026



U

## U P S K I L L

- Upskill 1,000 women and youth by 2026 including:
  - 200 in culinary skills
  - 150 in digital & tech skills
  - 250 in English
  - 300 in soft skills & financial literacy
  - 100 in entrepreneurship

E

## E N A B L E

- Incubate 50 home-based businesses by 2026
- Create short-term livelihood opportunities for 200 women & youth and fixed-term employment for 5 staff
- Get ISO 22000 certification
- Make the kitchen financially sustainable
- Transition to a zero-waste kitchen

A

## A D V O C A T E

- Get 100 businesses to sign the Inclusive Employer Pledge by 2026
- Produce bi-annual inclusion advocacy and policy briefs reaching 1,000 readers
- 10 companies partner with Bedayati through their CSR programs

# Indicators & 2023 Achievements

- |   |  |   |  |
|---|--|---|--|
|    | # of women and youth upskilled                                   | 1 | 122 women and youth upskilled in 2023  |
|    | # of entrepreneurs supported to set up their own home businesses | 2 | 7 businesses incubated   |
|    | Progress along ISO-certified Bedayati Kitchen                    | 3 | Passed the internal HACCP audit in 2023  |
|  | Revenue generated from Bedayati Kitchen                          | 4 | Kitchen generated \$30,706 in 2023   |
|  | # employers who signed the Inclusive Employer Pledge             | 5 | Six businesses signed the Pledge including Groupe Bel, Cafe Younes & Cedar Environmental |



# TARGETS 2024



U

## U P S K I L L

- Upskill 250 women & youth in 2024 including:
  - 140 in culinary skills
  - 40 in digital & tech skills
  - 50 in English
  - 100 in soft skills & financial literacy
  - 50 in entrepreneurship
- Majority of students participating in group trainings (70% minimum) report Improvements in subjective wellbeing

E

## E N A B L E

- Incubate 15 home-based businesses
- Create short-term livelihood opportunities for 15 women & youth and fixed-term employment for 2 staff
- Get HACCP certification for food safety & hygiene
- Make the kitchen financially sustainable
- Transition to a zero-waste kitchen

A

## A D V O C A T E

- 24 new businesses sign the Inclusive Employer Pledge in 2024
- 2 inclusion advocacy and policy briefs are published & disseminated
- 10 companies partner with Bedayati through their CSR programs

# PROGRAMMES

**2023 HIGHLIGHTS: SKILLS TRAINING**

# UPSKILLING PROGRAM

## 01 FOUNDATIONAL SKILLS



English, digital literacy, financial literacy

## 02 SOFT SKILLS



Job readiness, self development

## 03 VOCATIONAL SKILLS

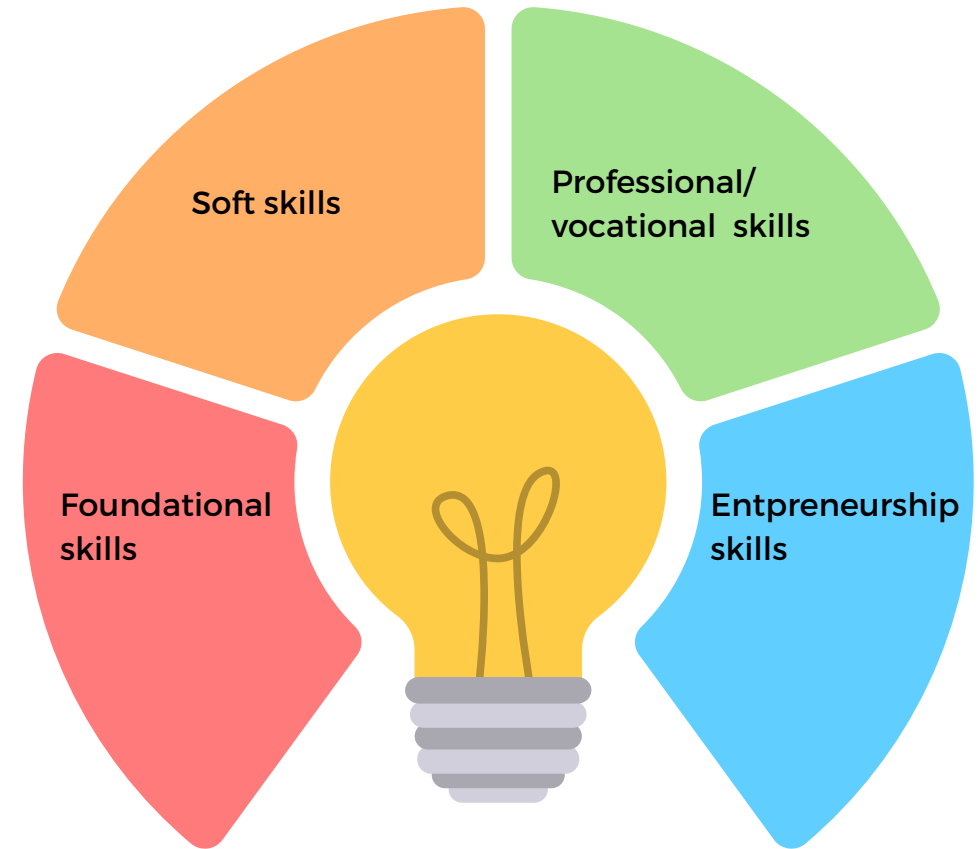


Culinary skills, tech skills

## 04 ENTREPENREURSHIP



Entrepreneurship training, technical & business coaching



**UPSKILLING FOR  
ECONOMIC  
EMPOWERMENT**

# UPSKILLING

122 YOUTH UPSKILLED IN 2023

- English courses (12-week program): 45
- Digital literacy courses (48 hours): 35
- Financial literacy workshops (9 hours): 15
- Soft skills workshops: 54
- Entrepreneurship Program (21 hours): 15
- Culinary skills training (30 hours): 9
- Partial scholarships: 4

## Pawfection – why Pet Grooming Services at home ?

For Cats and Small to Medium Dogs

Dogs are less stressed in their environment

Some owners prefer home services, it saves time and effort

## ENTREPRENEURSHIP

15 women and youth completed Bedayati's Entrepreneurship Program (21 hours) in 2023. Students pitched their business ideas to a jury of business coaches and industry experts. Five winning projects were selected for funding and further coaching. The winning entrepreneurs will receive technical follow-up and group coaching in 2024.



## Meet our 2023 Winning Entrepreneurs

### Abed ([aqlamar.com](http://aqlamar.com))

Abed created a tech blog to teach tech in Arabic, where he leads content writing. On the website, he markets paid courses. He plans to set up Qalam Academy to train others on content writing and app development. He also intends to generate income through Google AdSense ads.

### Nayla (Maze Dry D-Light)

Nayla is creating Maze Dry D-light, a brand that sells dried food. A dog-owner herself, Nayla is also providing pet grooming and petsitting services at home for dogs and other pets. You can reach her at @naylagrooming.

### Aya (Aya's nails)

Aya is establishing an in-home nail care service. She had taken the entrepreneurship training at Bedayati in 2022 and pitched in front of a selection jury then, but her project was not selected. In 2023, she pitched again and this time won.



## Meet our 2023 Winning Entrepreneurs

### Sabha (Home schooling)

Sabha provides basic Arabic literacy classes to 40 out-of-school children in her home. Her group classes run daily Monday through Friday. She received a laptop from Bedayati and is also learning digital literacy skills at Bedayati to enhance her teaching and learning.

### Alaa (Accessories)

Alaa sells accessories including chains, bracelets, rings, and watches. He markets his products in pop-up shops and on social media.

### Hassan (Carpenter)

Hassan took a zero-interest loan of \$1,500 in 2022 to purchase carpentry tools he needed to expand his carpentry business. He has repaid 90% of his loan and will take another \$1,500 in 2024 to purchase additional tools. You can find him on @hansancarpentry



## CULINARY TRAINING

Twelve women and youth enrolled in a short (30-hour) professional skills training in baking and pastry making at the Bedayati Kitchen. This program was sponsored by J-MED Support Youth in the Mediterranean, an initiative of the French Ministry of Foreign Affairs and the Principality of Monaco, with the support of IECD.



# CULINARY SKILLS TRAINING





## SOFT SKILLS PROGRAM

Fifty four youth participated in soft skills training workshops at Bedayati addressing diverse topics including CV writing, cover letters, job interview techniques, LinkedIn, personal development, and public speaking.



# RUN BEIRUT PROGRAM

In an effort to promote youth well-being, Bedayati organizes annual hikes and sponsors student participation in marathons and local races. This Program is powered by Run the World Foundation.

# BEDAYATI IN QUOTES

"When I think of Bedayati I think of personal development and productivity. Without personal development, there will be no productivity, and there is no personal development without learning." -A

"Bedayati is an opportunity for those who could not finish their studies to continue their studies."

-A

"You have many opportunities here such as enhancing your language and digital skills, or opening a business."-A

" I am the mother and the father in the family. When I come to Bedayati, I forget my worries. I feel like it's therapy here." -J

"Bedayati is a second home for me."

-M

"Bedayati presents an opportunity for us to improve ourselves. If we commit, we benefit a lot!" -A

# **PROGRAMMES**

**2023 HIGHLIGHTS: BEDAYATI KITCHEN**



# BEDAYATI KITCHEN



WE DON'T EMPLOY YOUTH TO COOK, WE COOK TO EMPLOY YOUTH.

- Bedayati launched its Kitchen in 2020, with the belief that the food we share can be a force for community and empowerment. As people struggled to cope with the economic crisis, the Bedayati Kitchen provided a space where livelihoods could be restored, and food security enhanced. To date, the Bedayati Kitchen has distributed over 75,000 meals to those who need them the most in Beirut.
- The Kitchen generated \$30,743 in 2023.
- With every meal purchased, we share a meal. In 2023, we provided 4,369 free meals.
- The Kitchen created eight livelihood opportunities in 2023.



# BEDAYATI KITCHEN

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## COMMITMENT TO FOOD SAFETY & HYGIENE

- Our kitchen supervisor is the food safety and hygiene team leader at the Bedayati Kitchen and is responsible for ensuring that all our processes comply with food safety and quality standards.
- In 2023, the Bedayati Kitchen passed the internal audit for the Hazard Analysis and Critical Control Points (HACCP), in preparation for HACCP certification in 2024. This activity was powered by the J-MED Initiative to Support Youth in the Mediterranean.

# BEDAYATI CATERING

Our mission is to provide quality catering while empowering women and youth to become financially autonomous members of our community.

We offer customized menus and full-service catering for corporate and private events. You can also find our daily breakfast and lunch specials on Toters. With every meal purchased from the Bedayati Kitchen, we distribute a meal to those who need it the most.

[ORDER NOW](#)



+961 71 106 558



[catering@bedayati.org](mailto:catering@bedayati.org)



# BOOK RELEASE

RELEASE 2024

## Aglaia Kremezi

Award-winning food writer & journalist

" In our part of the world women often gather together—family, friends, and neighbors—to cook and socialize, prepare stuffed cabbage, shape kibbe, or roll paper-thin phyllo dough for sweet and savory pies. With the recipes in this book, I imagine all of us Mediterranean cooks sharing our family traditions and tastes, as if gathered around the same big table "



# Olive Trail

## Culinary Stories of Exile and Belonging

Olive Trail is a collaboration between Bedayati and Meet My Mama, exploring the food trail extending from North Africa to the Eastern Mediterranean. It is a celebration of the oral culinary traditions that have been transmitted and passed down through generations, sometimes withstanding displacement and exile.

The book narrates the food traditions and rituals of diverse culinary cultures in the Mediterranean, delving into the stories and origins of each recipe. Some of the chefs who are featured in this book, including Aglaia Kremezi, Aline Kamakian, Barbara Massaad, Sami Tamimi, Hisham Assaad, Amal Farha, and Andree Maalouf, are cookbook authors in their own right. Others are community cooks and mamas who have preserved, and sometimes reinterpreted, their culinary traditions.

The Mediterranean table is one where food, usually fresh and wholesome, is shared and celebrated. Olive oil is a key Mediterranean staple that is nearly constant across Mediterranean recipes. Not only is olive oil a staple of the Mediterranean diet, but olive trees in the Levant have long been a symbol of rootedness, identity, and attachment to the land, itself a form of resistance against dispossession and occupation.

Food brings us to the same table, and it is this cultural exchange that inspired Bedayati and Meet My Mama to document some of these stories and recipes.

Proceeds from this book will contribute to the programs of Bedayati and Meet My Mama as they work to support women and youth to launch their entrepreneurial and culinary careers.

# 2023 INCOME STATEMENT

## KEY HIGHLIGHTS



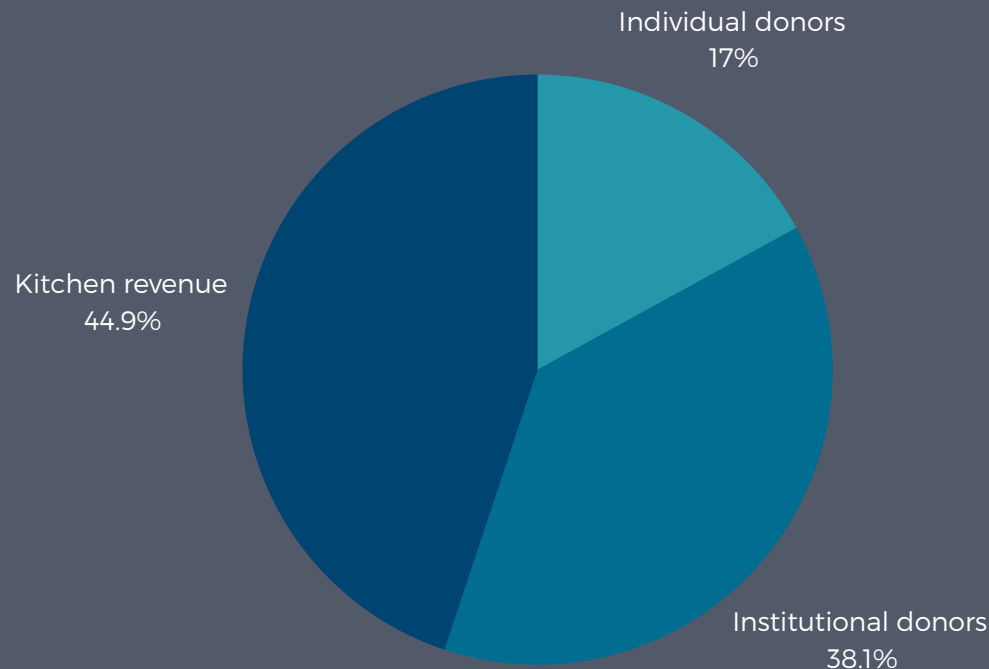
# 2023 INCOME & EXPENSES

**Total income: \$68,493**

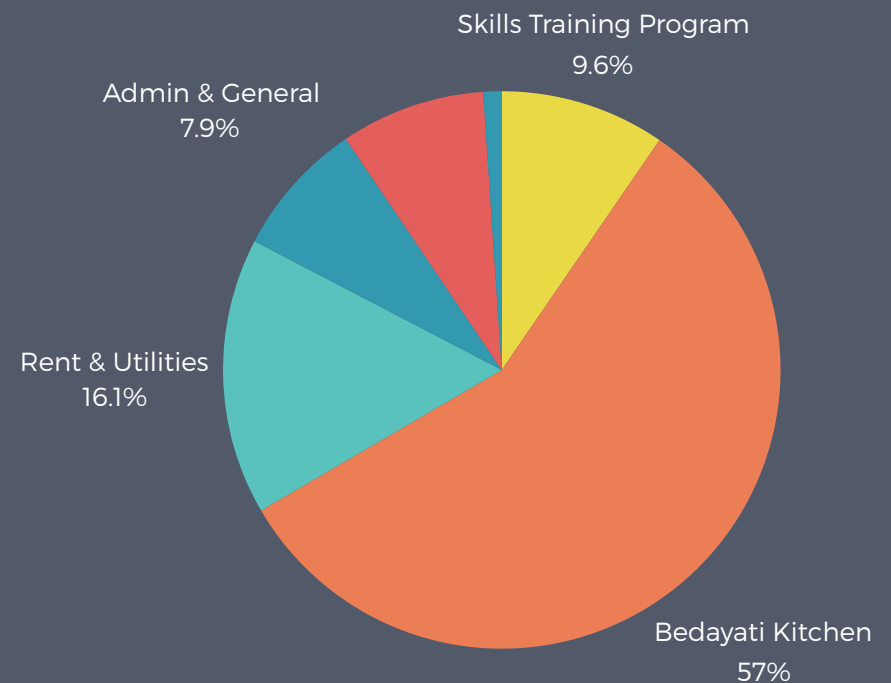
- Individual donors: \$11,659
- Institutional donors: \$26,090
- Kitchen revenue: \$30,743

**Total expenses: \$63,169**

## INCOME



## EXPENSES



# 2023 INCOME STATEMENT



Consolidated income statement	2023 (USD)	2022 (USD)	2021 (USD)	2020 (USD)
<b>Revenue</b>				
Academic staff			4,908	1,400
Sponsorship/fundraising	37,749	33,430	25,490.83	27,560.67
Kitchen revenue	30,743	33,044	4,651.18	
<b>Total revenue</b>	<b>68,493</b>	<b>66,475</b>	<b>35,050.01</b>	<b>28,960.67</b>
<b>Operating expenses</b>				
Accounting & audit	600	1,565	493.09	617.64
General expenses	14,223	10,270	3,299.89	2,363.32
Kitchen staff	12,278	10,312	3,473.94	3,368.27
Kitchen groceries	14,861	28,999	10,738.68	7,290.3
Kitchen other expenses	8,128	2,468	14,513.24	3,469.62
Skills Training Program	5,923	2,180	2,021.10	4,576.39
Depreciation & amortization	5,188	4,149	104.40	-
Finance expenses	660	405	203.64	87.03
<b>Total expenses</b>	<b>61,861</b>	<b>60,348</b>	<b>20,536.78</b>	<b>21,772.67</b>
Surplus (deficit) of the period	6,631	6,127	14,513.23	7,188

**PARTNER WITH US**

**SUPPORT OUR MISSION**

Sign the Pledge

## What is the Inclusive Employer Pledge?

Join a growing movement of Lebanese businesses who commit to help build a more inclusive and sustainable economy and society.

[www.bedayati.org](http://www.bedayati.org)

# INCLUSIVE EMPLOYER PLEDGE

We believe that building an inclusive economy that promotes decent work opportunities for all is a shared responsibility. By signing up to the Pledge, we join a growing movement of organizations using our work and workplaces to help build a fairer and more sustainable society.

## ACCESS

We will promote fair recruitment practices, widening access to decent employment and training opportunities for all.

## LEADERSHIP

We will work with our leadership team and staff to develop and implement strategies and action plans to foster diversity, equity and inclusion in the workplace.

## PARTNERSHIPS

We will partner with education and training providers, civil society and other organizations to promote the employability of talented youth in Lebanon.



# MEET THE TEAM

## BOARD OF TRUSTEES



**CONSTANTIN  
SALAMEH**  
VICE CHAIR



**DANIA  
SHAMMAH**  
SECRETARY



**GHIA OSSEIRAN**  
CHAIR



**HADY KHALAF**  
MEMBER AT  
LARGE



**KARIM CHEDID**  
TREASURER

## GENERAL ASSEMBLY



**AMAL EL ZEIN**



**CATHERINE  
MOURTADA**



**HANIA ZAA TARI**



**JENNY  
GUSTAFSSON**



**KHALIL HIBRI**



**LAMA MAKAREM**



**MAZEN  
FAKHREDDINE**



**NADIA KHOURI**



**REEM AKL**



**ROULA  
MAJDALANI**



**TOUFIC  
MAJDALANI**



# TOGETHER FOR INCLUSION



# SUPPORT OUR MISSION

BEDAYATI (LEBANON)  
BLOM BANK S.A.L  
SWIFT CODE: BLOMLBBX  
ACCOUNT NUMBER: 018/02/353/1268362/1/3  
IBAN: LB81 0014 0000 1802 3531 2683 6213

BEDAYATI UK (CIO)  
HSBC  
SORT CODE: 401156  
ACCOUNT NUMBER: 10998583



# THANK YOU FOR STANDING WITH BEDAYATI

W: [BEDAYATI.ORG](http://BEDAYATI.ORG)  
E: [INFO@BEDAYATI.ORG](mailto:INFO@BEDAYATI.ORG)  
[@BEDAYATILEBANON](https://www.instagram.com/BEDAYATILEBANON)

