

# Ghiras

Issue 27

Periodic Magazine by Qatar Charity  
Dhul al-Qadah 1443 AH - June 2022

**Drought portending  
humanitarian catastrophe**

**Voluntary Work in Qatar:  
Reality & Opportunity**

**Localizing humanitarian work:  
Importance & Challenges**



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**Ghiras**  
Periodic Magazine by Qatar Charity

**Issue No. 27**  
Dhul al-Qadah 1443 AH - June. 2022

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This issue of 'Ghiras' brings a variety of pieces, including reports, interviews, studies, on humanitarian work and Qatar Charity's local and global humanitarian efforts.

Among the most important topics of this issue are voluntary work in Qatar and promoting the culture of volunteering within the country, in addition to discussing the localizing of humanitarian work globally and Qatar Charity's role in this regard.

As for the localization of aid, this issue discusses that Qatar Charity takes localizing charitable work into consideration when designing its interventions and implementing projects in the countries where it operates. In this issue, a high-level UN official said that Qatar Charity's operating model allows it to be close to local partners on the ground. The issue highlights Qatar's efforts in accelerating localization agenda by training local actors and building the capacities of local organizations.

The issue also includes the achievements made by Qatar Charity in implementing relief and development projects funded by UN and international organizations as part of Qatar Charity's international partnerships.

Besides, 'Ghiras' followed with concern the new famine threatening the lives of more than 20 million people in the Horn of Africa due to drought and high prices. The UN agencies said nearly half the population of Somalia (7.1 million Somalis) face acute levels of food insecurity.

Therefore, 'Ghiras' highlighted the risks associated with the drought, shedding light on the start of Qatar Charity's humanitarian interventions to alleviate the suffering of those affected by food insecurity in drought-hit countries like Somalia.

Qatar Charity's seasonal campaigns like Udhayah drive focus on such countries, as well as on the poorest communities across the world. This is, therefore, a call to action for people to support Qatar Charity's Udhayah drive and its other relief efforts to enhance food security, aiming to benefit the largest number of the affected.

Happy Reading!

**Ghiras**

## Dignity for All

*Qatar Charity is a leading international non-governmental organization working in the field of humanitarian aid and development since 1992; and was established in compliance with the laws regulating the non-profit sector in the State of Qatar.*





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# Why localizing humanitarian action?

“The World Humanitarian Summit (WHS) in 2016 brought significant attention to Localization. The Grand Bargain confirmed a commitment from the largest humanitarian donors and aid organizations to make sure national and local partners are involved in decision-making processes in any humanitarian response, and deliver assistance in accordance with humanitarian principles,” says a piece published by UN OCHA on its website. “Because local actors often have the best understanding of the context and acceptance by the people in need of assistance and protection, they are essential for an effective humanitarian response.”

This issue of the ‘Ghiras’ magazine brought a special feature that includes an interview, two articles, and a report, on localizing humanitarian action. In his exclusive interview with ‘Ghiras’, Mr. Martin Griffiths, UN Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, OCHA, highlighted the growing importance of localizing humanitarian action and developmental work, the most important criteria and the mechanism to achieve the localization, and the most significant challenges facing the localization agenda.

There is an article entitled ‘Humanitarian aid must be more locally-led’ by Dr Hugo Slim, a Senior Research Fellow at the Las Casas Institute for Social Justice at Blackfriars Hall at the University of Oxford, in addition to another article entitled ‘Why localizing humanitarian aid and developmental work is imperative?’ by Mr. Ershad Mahmud, a Pakistan-based Journalist. Among these pieces is report on Qatar Charity’s efforts in localizing humanitarian action and developmental work.





**Martin Griffiths, UN Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, OCHA:**

## Humanitarian response should be “local as possible, as international as necessary”

Mr. Martin Griffiths, Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, OCHA, called for the humanitarian response to be “local as possible, as international as necessary.” This came in an exclusive interview with Qatar Charity’s (QC) ‘Ghiras’ magazine, in which he indicated the growing importance of localizing humanitarian action.

He also praised Qatar Charity’s operating model that allows it to be close to local partners on the ground, noting that Qatar Charity funds local organizations as directly as possible.

Griffiths also casted light on the most important criteria and the mechanism to achieve the localization, and on the most significant challenges facing the localization agenda, touching on how to enable local humanitarian organizations to respond to crises more quickly and more effectively.

Below is the complete interview:

**The pandemic highlighted the relevance of local actors, who were able to access hard-to-reach areas more swiftly, efficiently and easily than their international counterparts**

In your opinion, as Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, OCHA, what is the importance of localizing humanitarian action? Why is there a demand for this globally?

Humanitarian response should be “local as possible, as international as necessary.” That thinking emerged strongly from the 2016 World Humanitarian Summit (WHS).

However, since then, only about 5 per cent of international funding has gone to local or national Governments, charities or other non-profit organizations.

There has been a long-standing demand from local non-governmental organizations (NGOs) for equal footing in humanitarian response. The NGOs say they are often overlooked and underfunded, and international aid organizations, including the United Nations, should allow them the space to grow and take on more responsibility.

There are several reasons for the growing importance of localizing humanitarian action.

First, local NGOs are on the ground before, during and after a crisis. They are first responders but also providers of long-term support. They know and understand the local context of providing support far better than international responders do. Being part of the community, they often have extensive local knowledge, which helps them identify the most vulnerable groups that need assistance.

Second, local NGOs also have the experience of dealing with past emergencies, which makes them extremely effective in a humanitarian response. For example, at the start of the COVID19- outbreak, several NGOs used and adapted their experience in dealing with cholera, Ebola and Zika to prepare communities to face a pandemic.

Third, at a time when international humanitarian support is stretched more thinly than ever in low-income countries, local NGOs are playing a critical role in responding to people in need. The pandemic highlighted the relevance of local actors, who were able to access hard-to-reach areas more swiftly, efficiently and easily than their international counterparts.

Last, but not least, there have been calls to end the domination of organizations from the global North and to empower local NGOs, especially those headed by women, to lead and influence humanitarian action.

What are the most important criteria to achieve localization?

Localization requires a culture shift towards a system that puts affected communities and their representatives at the centre of crisis response, making way for their influence and decision-making. The need to promote greater agency of local and national organizations and entities must be rooted in each response to a humanitarian crisis.

Local and national actors’ involvement in a response should go beyond a fairer share of funding and opportunities to deliver projects – although that is a good beginning. They should also lead and be part of the process that designs, delivers and monitors the response. Decisions related to humanitarian action in a community or country should be validated with communities affected by the crisis.

**Qatar Charity’s operating model allows it to be close to local partners on the ground.**



**The need to promote greater agency of local and national organizations and entities must be rooted in each response to a humanitarian crisis.**

We must do everything we can to make their contributions more visible.

What are the most significant challenges facing the localization agenda?

Let me flag what I see to be the key issues.

First is the issue of leadership and ensuring that humanitarian response, wherever possible, is locally led or co-led while the humanitarian principles of neutrality, impartiality and independence are respected.

International organizations have dominated the last five decades of humanitarian action. In some conflict situations, international organizations may be able to advocate for access more successfully, and international skills and experience may be particularly useful in cases such as trauma surgery or camp management. However, the culture of sharing power and decision-making with local organizations still does not come naturally in this sector.

Second is the issue of meaningful participation and equity, or in other words, not only do local actors get a seat at the table but they are truly welcomed as equal partners, given adequate visibility and able to influence decision-making processes.

This also means guaranteeing that they have the adequate space and support to express their opinions. This would mean, for example, providing translation and interpretation so that language does not present a barrier.

We also need to support locally led coordination platforms and local leadership and ensure greater gender balance.

International humanitarian actors need to acknowledge this new role as enablers of local and national leadership. It also means that the existing humanitarian architecture must include local and national actors as equal partners. None of this will be easy.

When was the localization of humanitarian work called for? Is there a timespan specified to achieve this? What is/will be the mechanism to move forward in this regard?

The 2016 WHS brought significant attention to localization. Several changes were proposed in how donors and aid organizations achieve localization, and these proposals are known as the Grand Bargain – an agreement made at the WHS between donors and aid organizations that aims to get more resources into the hands of people in need.

To achieve this goal, the Grand Bargain set up various measures including a call for investment in local and national responders to improve their capacity; a “localization” marker to measure direct and indirect funding to local and national responders; and providing 25 per cent of funding directly to local responders by 2021. This 25 per cent target changed in 2021’s Grand Bargain 2.0 and was reflected as an “increase” and not as an absolute number.

Commitments were also made to ensure greater integration of local and national actors in coordination efforts. The Grand Bargain, led by the Eminent Person, Jan Egeland, monitors progress on these specific targets.

The initial timespan for meeting the Grand Bargain commitments was from 2016 to 2021.

The Grand Bargain 2.0. runs from 2022 to 2023.

The overall progress on localization is monitored by the Inter-Agency Standing Committee. This is a forum for coordination, policy development and decision-making related to humanitarian assistance provided by the UN and international NGOs. A combination of all these efforts will help us move the needle on some of these issues.

Is there any progress in localizing humanitarian action by UN bodies like OCHA and international organizations, according to your follow-up?

I am proud to say that OCHA has made progress on the commitments we made at the WHS in 2016.

For example, the amount of funding that we allocate through Country-Based Pooled Funds, which OCHA manages, to local NGOs has steadily risen from 22.8 per cent in 2016 to 34 per cent in 2021.

But there is much more that needs to be done and improved, including around the quality of funding that goes to local responders. The Financial Tracking Service, which OCHA runs to track funding flows to humanitarian action globally, shows a dismal statistic: only 5 per cent of global funding for humanitarian efforts has gone to local and national entities since 2016. This must change. We also must have more local organizations leading and co-leading coordination structures.

In your opinion, to what extent does this localization contribute to developing the capacities of local humanitarian organizations to enable them to respond to crises more quickly and more effectively?

These two issues are connected. True localization and effective response can only come about when we not only invest in and empower local partners to

lead and respond quickly, but when we also support their capacity to develop. And developing capacities is not just about providing funding; it is also about ensuring investment in training, mentoring and other development opportunities for local organizations and leaders.

How do you see Qatar Charity’s performance in localizing humanitarian work, as one of the international organizations attaching significant attention to this matter?

Qatar Charity’s operating model allows it to be close to local partners on the ground. It is also commendable that Qatar Charity funds local organizations as directly as possible. Local NGOs have been calling for this for a long time. This also aligns with the global humanitarian community’s objective.







## Why localizing humanitarian aid and developmental work is imperative?

**Ershad Mahmud, Pakistan-Based analyst**

The humanitarian aid or development network is meant to provide assistance to communities in collaboration with interconnected institutions when a country faces an unexpected natural disaster like an earthquake and a massive flood or a war-like situation.

The debate on strengthening and involving the local humanitarian actors in the process has got significantly intensified since the United Nations World Humanitarian Summit 2016 was held in Turkey. A plethora of research work is available on all aspects of the humanitarian and developmental work in the various fields. However, the idea of localizing the humanitarian and developmental work, particularly in the areas of emergencies, reconstruction, rehabilitation, and providing aid to the conflict-hit regions is yet an evolving subject.

### Grounded in Reality

The international organizations bring into play funds, expertise, and international networks. Conversely, local partners generally lack sustained

funding sources, professional skills, understanding of the global developmental lexicon and humanitarian coordination mechanisms which are the key tools to work with the international humanitarian or aid agencies. However, they are grounded in reality and better placed to understand the needs of the local people, security risks, gender sensitivities, cultural and religious contexts, and laws of a particular country. Being the first and last responders in a crisis, the local actors hold utmost significance in the humanitarian work carried out by the International aid agencies, becoming valuable assets of a nation for their social performance and collaborative commitment.

However, establishing a working relationship between international and local organizations is a long-term process that helps local groups to build their organizational capacities, human resources, and networks to serve their afflicted communities at a given time. This process of partnership also helps local cohorts nurture indigenous national leadership skills in young people who gradually take the charge of future work. This working relationship also trains more and more people in the above field which is

a long-term investment in terms of utilizing the hidden potential of the young people.

### Local Ownership

Additionally, the significance of local ownership of the international aid or humanitarian work is widely acknowledged by policymakers and practitioners on the ground. It is considered one of the key policy goals of international organizations and a vital element to sustain the impact of aid work. In fact, it is a two-way street as international actors also gain experience and a deep understanding of the local context by engaging with the local actors.

The on-the-job training, working experience with the international actors and opportunities to practically manage the humanitarian systems help local partners become the legitimate actors in the management of a community, along with the local stakeholders, authorities and international humanitarian actors engaged in a particular region.

Even though international organizations play an important role in the capacity building of young people, particularly in developing their leadership skills; the influence and participation of the local organizations should not be minimized. For instance, in Pakistan, massive financial aid and a huge number of international organizations came to Pakistan in the 2005's earthquake and stayed in the region for a few years. They worked with the local partner organizations as well as individuals which resulted in the capacity building of individuals and partner organizations alike.

Syed Shahid Kazmi, Country Coordinator of Pakistan Humanitarian Forum, representing 35 International NGOs working in humanitarian and development sectors in Pakistan, shared with me that Pakistan is one of the leading countries participating in the UN humanitarian and aid missions all over the world including Africa, Yemen, Sudan and Afghanistan.

According to him, most of the participant Pakistani citizens initially worked with local organizations

that cooperate with international organizations, developed their skills, enhanced their educational qualifications and then, finally found positions in international organizations.

### An Enabling Environment

The above discussion shows that if international organizations try to build the capacity of the local partners and individuals through an inclusive participatory process, it can yield unexpected results. The humanitarian workers from the underdeveloped countries demonstrating their exceptional leadership skills is a phenomenal achievement and a proud moment for the international aid agencies who contributed in creating an enabling environment in the disaster or conflict-hit areas for the local partners to learn and grow.

Creating an enabling and empowering environment for the local partners is a complex, challenging and long-term process of socio-economic change which ensures the transfer of technical knowledge to the young people and helps the developing societies acquire the necessary skills to uplift themselves and others. To give them the best chance of succeeding, collaborative partnerships and effective engagement of local people in all development work is necessary. In this way, the different yet complementary set of skills, knowledge and experience of the international organizations on one hand and the local communities on the other can be best utilized to create a better world.

Needless to say, during the Covid19- pandemic and other natural or man-made disasters; the local organizations have done tremendous work to provide immediate relief to the afflicted communities around the world.





Hugo Slim

# Humanitarian aid must be more locally-led

Impressive pictures of local aid workers and government medical staff responding to the COVID crisis across the Middle East and Africa over the last two years show us the importance of national humanitarian institutions that are locally-led and well resourced. High levels of humanitarian expertise are not always available in countries facing disaster and disease, but it could be and it should be.

International humanitarian aid has expanded dramatically in our century so far. Global humanitarian budgets have boomed. In 2000 total international humanitarian aid was 5.9\$bn. In 2022, the UN is asking for 44\$bn. The COVID emergency, increasing climate-related disasters and long wars, mean this figure will probably keep rising through the 2020s.

## Localization of Aid

Most of this aid is financed by Western governments, Turkey and Arab countries, like Qatar, UAE, Kuwait and Saudi. And it is tightly controlled by the big “superagencies” of the UN, Red Cross/Crescent Movement and international NGOs. Only a small percentage is put directly into the hands of locally-led agencies. Instead, the global humanitarian superagencies spend

it directly in their own operations or enter into sub-contracting relationships with locally-led organizations. This internationally-led model of humanitarian aid is now widely seen as expensive and imperialist, and there is growing support for the “localization” of aid.

This was also the view of Henri Dunant, the founder of the Red Cross and Red Crescent Movement. In 160,1862 years ago this year, Dunant’s famous book (*A Memory of Solferino*), called for significant investment in national humanitarian networks which he envisaged leading humanitarian efforts in their own countries with international support. But in the last twenty years, humanitarian aid has moved away from Dunant’s original vision and become extremely international. The UN, the ICRC and many Western international NGOs have been working for decades in countries like Afghanistan, the Democratic Republic of Congo, Iraq and South Sudan. Yet, all too often they have not helped to empower and build first class national and local organizations. In most of these countries, one would now expect national and local organizations to be bigger and better than their international counterparts. But they are not. Almost everywhere, national organizations remain overshadowed by their international partners.

This situation must change for political and practical

reasons. First, humanitarian capacity should be part of every country’s sovereignty and a mark of its effective development. Secondly, as today’s many overlapping crises shows us, international agencies cannot be everywhere when aid is needed. Global climate emergency, deepening poverty and new wars will soon outstrip the ability of expensive superagencies to meet every need. It will be much better and cheaper to invest in the broad national coverage of a locally-led humanitarian system that is always there and can flex and respond as required. This was the vision of Henri Dunant and it is a good one for the twenty first century too.

But how can be humanitarian aid become more locally-led? I am regularly told that it is not that easy. Apparently, international agencies are trying very hard but three things hold them back.

First is the reluctance of Western governments to lose control of their funds in a network of locally-led agencies. Instead, they still prefer to work through international aid bureaucracies. In the process, they demand highly detailed reporting systems which can only really be managed by the very large accounting departments of international agencies.

It would be harder but better to take a long-term view and invest in supporting and strengthening national and local humanitarian organizations that share humanitarian values, or to insist that international agencies do this localization for them.

## Humanitarian Brain Gain

Secondly, international agencies often claim that many wars and disasters cause a brain drain because thousands of key experts and professionals in government and local organizations flee for their lives, leaving offices empty and national capacity degraded. But this is a simplification of what actually happens in war. In fact, there is typically a humanitarian brain gain. Many people form or join locally-led humanitarian groups in war, and citizen humanitarianism booms.

In most wars and disasters, local and international agencies are full of people who used to be civil servants, housewives, teachers, bankers, soldiers and commercial engineers. The COVID crisis created a big surge in mutual aid and the creation of new local organizations. So, there is no excuse for not investing in indigenous humanitarian growth, or for simply co-opting it into international organizations. Instead, international humanitarians should support the expansion of the national humanitarian sector

in a crisis.

Thirdly, international donors and agencies argue that corruption and incompetence make locally-led humanitarian aid prone to fail and too risky for them to support. This argument against localization is least spoken about in public because it risks reinforcing racist stereotypes. And it is not only international humanitarians that call out routine corruption and incompetence. Many national humanitarians will also tell you that they prefer working for international agencies because they are professional, hard-working and less corrupt.

## Investment in Local Organizations

To talk in whispers about corruption and incompetence is to avoid the challenge of meeting it head on. In every emergency, there are people of integrity working hard to build citizen-led organizations or improve government services. These people need to be spotted and supported by international money, and actively protected from cultures of corruption and incompetence around them. This kind of investment that actively resists corruption is hard work but it is better in the long-term.

Citizens in emergencies around the world should demand international investment in their own locally-led aid organizations. All the big international superagencies today, like the Red Cross/Crescent Movement, IRC, Oxfam, CARE, Caritas, MSF, Islamic Relief, and even the UN itself, started life as citizen-led organizations. The main aim of these big agencies should be to support the birth and development of similar humanitarian institutions led by private citizens and government experts in wars and disasters in other sovereign countries, and not to monopolize and dominate humanitarian response across the globe.

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*Dr Hugo Slim is a Senior Research Fellow at the Las Casas Institute for Social Justice at Blackfriars Hall at the University of Oxford. His new book is Solferino 21: Warfare, Civilians and Humanitarians in the Twenty First Century published in London by Hurst and Co.*



# Qatar Charity's unremitting efforts to accelerate localization agenda

Qatar Charity (QC) takes localizing charitable work into consideration when designing its interventions in the countries where it operates. This is in line with the comprehensive global trends that affect humanitarian and development decision-making, and an affirmation to adhere to the recommendations made at the World Humanitarian Summit (WHS) in 2016 in Istanbul, Turkey.

Qatar Charity is keen to work effectively with local humanitarian organizations. It works at the local level to strengthen and build the capabilities of local organizations, meet the requirements of donors, and enhance joint representation in international forums.

Qatar Charity also allocates 30% of its budget to work with local executive partners through its offices in the countries where it operates. It engages them in planning and implementing projects, as well as in assessing the impact. Qatar Charity's operating model was well received by internationally well-known humanitarian officials.

## Operating Model

Mr. Martin Griffiths, UN Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, OCHA, praised Qatar Charity's humanitarian efforts and operating model.

HE Ambassador Sheikha Alya bint Ahmed bin Saif Al Thani, Permanent Representative of the State of Qatar to the United Nations, said that Qatar Charity is always at the forefront of efforts to accelerate the localization agenda, and has become one of the world's largest humanitarian organizations that works to bridge the gap in the relationship between humanitarian aid and sustainable development. This came during a high-level panel discussion under the title "Accelerating the Child Protection Localization Agenda in Humanitarian Settings: Opportunities

and Challenges", organized by Qatar Charity on the sidelines of its participation in the 76th session of the United Nations General Assembly.

During the panel discussion, the CEO of Qatar Charity, Yousef bin Ahmed Al-Kuwari, underlined the importance of the role of local organizations in humanitarian work, noting that «The role of local organizations is not limited to implementing humanitarian interventions, but they must have equal opportunities to play leading roles and make strategic decisions at the national and international levels.» He believes that local organizations have better knowledge of the place and are able to reach hard-to-reach areas to deliver humanitarian aid, especially emergency food supplies in conflict-hit regions.

## Capacity-Building

Qatar Charity has a proven track record of building the capabilities of staff working at local organizations that cooperate with Qatar Charity, which has recently provided training for medical staff in northern Syria through a group of specialists from across the world.

Qatar Charity also contributed to development projects through Qatar's initiative for Darfur reconstruction under the supervision of the Qatar Fund for Development (QFFD). The projects were implemented in villages in five Darfur states, two projects in each state, and consist of a multi-service model complex, and mobilizing the capacity of the population through providing vocational education and implementing measures to support the capacity of workers at all levels. Besides, there were programs to help returnees and host communities earn a living and become economically empowered, in addition to the projects to help establish peace and social cohesion.







**Dr. Youssef Al Kazim:**  
President of the Arab Federation for Voluntary Activities and vice-president of Alruwad for Voluntary Work



**Nasser Almogaiseeb:**  
Volunteer Strategy Manager at Supreme Committee for Delivery & Legacy

# Voluntary work in Qatar: reality, challenges, prospects for development, and opportunities for influencing

Voluntary work is a symbol of the progress and prosperity of nations. The more a nation progresses, the more its citizens get involved in volunteerism. Voluntary work is also an important part of contemporary life that has brought rapid development in all fields.

Voluntary work in the State of Qatar is based on the fundamental and authentic principles deeply rooted in the customs of Qatar's society, and represents their humanitarian, social and cultural cornerstones.

To discuss this topic, 'Ghiras' organized a symposium entitled 'Voluntary Work in Qatar: Reality, Challenges, Prospects for Development and Opportunities for Influencing'. The special guests, who discussed the topic at the symposium, are: **Dr. Youssef Al Kazim**, President of the Arab Federation for Voluntary Activities and vice-president of Alruwad for Voluntary Work, **Nasser Almogaiseeb**, Volunteer Strategy Manager at Supreme Committee for Delivery & Legacy, **Fatima Al-Amadi**, Manager of Leadership and Civic Engagement at Qatar University.



**Fatima Al-Amadi:**  
Manager of Leadership and Civic Engagement at Qatar University

The participants of the symposium discussed the importance and reality of voluntary work in Qatar, and how to promote it to make it more effective and impactful, in addition to the role of media in raising awareness of the importance of voluntary work. They also discussed the role of civil society associations, charitable organizations, and official institutions in enhancing the participation in voluntary work, and how they can benefit from volunteers and youth initiatives.

**Dr. Youssef Al Kazim** says Qatar has many different fields for volunteering. Voluntary institutions provide training and give awareness lectures to all willing to get involved in voluntary activities to enable them to work professionally in this field. Voluntary work brings many benefits that ultimately aim to promote cooperation and community solidarity and consolidate the sense of national belonging.

**Fatima Al-Amadi** emphasized that voluntary work in Qatar is one of the fundamental principles of society. «Voluntary work reflects cultural and social mainstays, and is inspired by the Qatari society's

customs and traditions, as well as it is an essential part to build a cohesive society," said Al-Amadi.

She noted that Qatar attaches significant attention to the various field of voluntary work, and many institutions and centers in the country provide various voluntary opportunities.

**Nasser Almogaiseeb**, says that voluntary work in Qatar is inherent and deeply rooted, and Qatar's society has been providing aid to the needy and helping neighbors and friends for a long time. To promote the culture of volunteering, the decision of His Highness Sheikh Tamim bin Hamad Al Thani, the Amir of the State of Qatar, came in 2008 to oblige high school students to provide at least 25 hours of community service.

## Arrange Priorities

As for the reasons for not activating voluntary work adequately, Dr. Youssef Al Kazim says that they include the interruption of the culture of volunteering among many individuals, the lack of knowledge of the purposeful contents of voluntary activities, and the failure to clarify the benefits and gains of voluntary and charitable work, in addition to many obstacles that hinder the voluntary activities.

However, **Mr. Nasser Almogaiseeb** believes that voluntary work is highly activated in Qatar, but what it needs is to arrange priorities, especially with regard to major events, for example, FIFA World Cup Qatar 2022, for which the voluntary work program was launched in 2018 to provide voluntary opportunities and create a database to benefit from it in the future.

He touched on the challenges facing the culture of voluntary work, such as believing that volunteering is a waste of time, preferring to hire those who had previously volunteered, providing voluntary opportunities to relatives, and giving few responsibilities to a volunteer, which discourages a person's love for volunteering.



## Effective and Influential

**Nasser Almogaiseeb** believes that we should raise awareness of voluntary work by providing distinguished programs for volunteers to make it more effective and influential in Qatar

He noted that a detailed database should be designed to easily reach volunteers, in addition to developing a system to manage events and voluntary opportunities to bring more effective results.

**Almogaiseeb** states that we should take advantage of volunteers in Qatar in carrying out several tasks like organizing sporting events, distributing aid, making financial or in-kind donations to benefit those in need. The volunteers can also benefit the community through their intellectual skills like writing a column or a cultural book, as well as through remotely volunteering by creating proposals, designs, and others.

**Dr. Youssef Al Kazim** says that voluntary work can be developed in coordination and cooperation with concerned partners in the country to find the best ways to take it to the next level, and to have unprecedented access to a network of well-trained young volunteers.

**Fatima Al-Amadi** pointed out that the work team at the Volunteerism and Community Service section of Qatar University seeks to find a strategy that contributes to promoting the culture of voluntary work and attracting students, especially the young Qatari males, whose participation rate is low compared to females. The section also works to provide voluntary opportunities for youths in innovative ways.

**Dr. Youssef Al Kazim** says that media plays a major role in raising awareness of the importance of voluntary work. He noted that media awakens the latent energies of young people and directs them towards more pioneering humanitarian work everywhere.

He adds, «This reality requires the media to take a serious stand to stimulate the strength of volunteer youth.»

**Nasser Almogaiseeb** underlines that the media is of great importance in society to spread, promote and raise awareness of the culture of voluntary work

He believes that media have two important



**Dr. Youssef Al Kazim:**

Voluntary work requires media to take a serious stand to stimulate the strength of youth.



roles, the first related to talking about the results of voluntary work carried out by volunteers, and the second related to promoting voluntary opportunities such as the FIFA World Cup Qatar 2022, which will provide 20,000 voluntary opportunities to provide more to the community.

## Organization Role

**Fatima Al-Amadi** says civil society organizations and governmental institutions have an important role in encouraging participation in voluntary work. She adds that their role is to provide opportunities for students or members of the community and encourage them to engage in voluntary work, in addition to providing such voluntary opportunities to their employees, in partnership with various institutions that require volunteers to carry out some of their activities.

**Dr. Youssef Al Kazim** believes that the role of institutions is to strengthen social ties, as voluntary work is concerned with the various social sectors within society, and the nature of cooperation in voluntary work includes community partnership, participation in events, and extending support for the benefit of the community.

**Nasser Almogaiseeb** says that the role of civil society organizations, charities, and governmental institutions is to contribute to encouraging people to volunteer continuously in their events, and to support the country's efforts in organizing voluntary work.

He adds that the concerned institutions must promote the culture humanitarian action to attract volunteers in order to take advantage of their capabilities and skills for humanitarian causes.

## Youth Initiatives

Casting light on the role of youth initiatives and their voluntary experiences, Dr. Youssef Al Kazim says that young men and women are a group of individuals, gathered for a specific purpose, which is to express themselves and serve their community for a specific period.



**Nasser Almogaiseeb:**

Voluntary youth initiatives are always distinguished and play a great role in supporting voluntary efforts.



He notes that there is a great confusion between the concept of youth initiatives and youth projects, as youth initiatives exist to serve people free of charge, and thus the young men or women may make their efforts, give their time, or pay an amount of money.

Regarding student initiatives, Fatima Al-Amadi stated that Qatar University greatly encourages youth initiatives, and students' ideas receive attention and are taken into consideration, noting that the university is keen to enhance the continuity and sustainability of student initiatives.

**Nasser Almogaiseeb** praised the voluntary youth initiatives, indicating that they are always distinguished and have a great role in supporting voluntary efforts, as well as they play a major role in supporting official and governmental institutions in Qatar.

He pointed out that studies and the latest statistics showed that informal volunteering through youth initiatives contributes to raising the level of voluntary work from 30% to 50% in some countries.

He indicates that one of the distinguishing features of these initiatives is that they attract more volunteers, and have high transparency and direct contact with volunteers.





# Qatar Charity promotes the culture of voluntary work

Qatar Charity pays great attention to promoting the culture of voluntary work for the development of society. It organizes various voluntary programs that encourage citizens and residents to get involved in humanitarian work, as well as it supports youth initiatives to contribute to the community service.

Qatar Charity also seeks to create a nurturing environment for volunteers and provide opportunities for them to contribute to implementing Qatar Charity's project. It supports voluntary community initiatives, which are voluntary efforts in implementing several projects in various fields. It also provides opportunities for the competition in the voluntary activities.

## Youth Initiatives

During the covid pandemic, Qatar Charity benefited from many volunteers from different nationalities through the 'Volunteer for Qatar' initiative to contribute to community service in Qatar. Qatar Charity also launched the 'Rescue Mission' initiative, in cooperation with 5 Qatari youth initiatives, as part of its relief campaign named 'A call of Humanity' to contribute to helping thousands of those affected by the pandemic worldwide.

In Ramadan, Qatar Charity launches 'Initiatives' Challenge', which is a competition for voluntary youth initiatives participated in by youths and social media influencers.

Qatar Charity, in cooperation with Qatari youths, also launched the 'You Deserve the Reward' initiative, aiming to distributing iftar meals and food packages to workers and low-income families in Doha and other areas of the country during 2020's Ramadan when there were no Iftar tents due to the covid pandemic.

Qatar Charity has enabled many social activists, social media influencers, and media professionals to visit disaster-hit areas and vulnerable communities through a set of campaigns, initiatives, events, media programs and humanitarian convoys, aiming to engage them in voluntary activities on the ground and promote relief and development projects.

## Voluntary Programs

Qatar Charity benefits from volunteers in many sporting, cultural and health activities, including the vaccination campaign for workers in partnership with the Ministry of Health, and the 'Warmth Convoys' initiative under the 'Warmth and Peace' drive, in addition to the National Day activities and other events.

Qatar Charity also designs voluntary programs for the public, aiming to encourage competition in charitable work. Among these programs is 'Khair Homes', which is a competition for Qatari families in community entrepreneurship. Besides, there is the 'Restoration Challenge' program for companies, which aims to carry out the maintenance and renovation of houses of low-income families, in cooperation with community initiatives and the companies. The program continues throughout the year by repairing and furnishing old houses adequately.

## Database

Qatar Charity has a database of volunteers to provides voluntary opportunities for them through the following link:

<https://www.qcharity.org/en/qa/volunteer/main>

Qatar Charity can also meet the needs of government agencies and private institutions for qualified volunteers, through the following link:

<https://www.qcharity.org/en/qa/volunteer/needvolunteer>

## Voluntary Forums

Qatar Charity contributes to organizing voluntary forums and conferences. In August 2021, the Humanitarian Work Forum was organized in cooperation with Qatar University to mark World Humanitarian Day. The forum was considered to be the first initiative of its kind in Qatar as it contains an important educational effort.





## Rehabilitating Syrian IDPs and refugees schools among top priorities

Eleven years of the Syrian crisis have inflicted immense suffering on the people of Syria, casting a dark shadow over the worsening situation of internally displaced persons (IDPs) within Syria and refugees in other countries, who frantically struggle to meet their needs, as they are burdened by the scarcity of job opportunities and the lack of income.

These harsh and problematic economic situations of the Syrian refugees and IDPs have adversely affected their children's education, and many families became in need of their children's support to meet their basic needs.

The education system in Syria is facing pressures beyond its capacity. Schools and educational institutions are ill-equipped and suffer from a lack of resources, a shortage of teaching materials, and damaged infrastructure, in addition to poor quality of education and unsafe roads.

Nearly two million children inside Syria are out of school. The education system has lost 150,000 personnel. The remaining teachers need the training to deal with the increasing complexities in the field of education.

### Qualitative Projects for IDPs

Qatar Charity, since the beginning of the crisis in Syria, has been giving priority to the education sector by designing and implementing qualitative projects for the benefit of society as a whole, taking into consideration the sustainability of its educational projects.

The projects implemented by Qatar Charity in northern Syria include building and renovating schools and creating a suitable environment for the IDPs community's children by building educational tents or providing caravans equipped with all the necessary equipment.

Recently, 420 classrooms were renovated and built in 55 schools in Azaz, Afrin and Al-Bab, cities in Syria, with funding from Qatar Fund for Development (QFFD) as part of its QUEST Education. This aimed to improve educational services for the children in Syria. The

project contributes to the return of more than 25,000 children to schools.

### Refugee Education

With regard to Syrian refugees in neighboring countries, Qatar Charity worked to enable their children to continue their education and help them integrate into their new societies.

During the Syrian crisis, the southern provinces of Turkey were the main destination for the majority of Syrian refugees due to their proximity to the border. The influx of refugees put tremendous pressure on health and education services, and limited the children's access to education.

Qatar Charity, with QFFD's funding and in cooperation with the education directorates of Gaziantep, Kilis and Şanlıurfa provinces, worked to renovate and expand several schools, to increase equitable access to education for Syrian refugees, in addition to rehabilitating 6 schools in Turkey and providing them with the necessary furniture and other items to increase their capacity.

After coordinating and signing the protocol with the concerned authorities in the provinces, Qatar Charity planned to implement the project as quickly as possible, and doubled its efforts to complete the restoration operations. The project achieved its goals by increasing access to education for nearly 12,500 students, both male and female, and creating a safe and attractive educational environment that helps children and education personnel to further enhance the quality of education.

In addition to building and renovating schools, Qatar Charity printed and distributed textbooks in northwestern Syria, and covered 100% of school students' needs for textbooks, free of charge, with QFFD's funding.

Qatar Charity has also supported the families of students and teachers with a monthly allowance for needy families, and worked to provide teachers' salaries throughout northern Syria.



## New MoU between Qatar Charity and Turkey's AFAD

Qatar Charity and Disaster and Emergency Management Authority (AFAD) signed, a memorandum of understanding (MoU) in Turkey's capital Ankara to enhance coordination and cooperation between the two sides in the fields of humanitarian work.

The agreement was signed by His Excellency Sheikh Hamad bin Nasser bin Jassim Al Thani, Minister of State and Chairman of the Board of Directors of Qatar Charity, and His Excellency Süleyman Soylu, Minister of Interior of Turkey, in the presence of the Turkish Deputy Interior Minister İsmail Çataklı and Qatar's ambassador to Turkey His Excellency Mohammed bin Nasser Al Thani and Qatar Charity's CEO Mr. Youssef bin Ahmed Al Kuwari, and AFAD's head Mr. Yunus Sezer.

The current MoU, which is a continuation of the MoU signed in 2016 between the two parties, aims to continue cooperation between them with the need to strengthen disaster and emergency management and humanitarian assistance systems, build a strategic partnership between the two sides, and take advantage of their respective synergies in their humanitarian missions. The current MoU will be in force for three years.

After signing the MoU, His Excellency Sheikh Hamad bin Nasser bin Jassim Al Thani, Minister of State and Chairman of the Board of Directors of Qatar Charity, thanked Turkey's government and relevant institutions for facilitating Qatar Charity's humanitarian work,

whether in Turkey and or in Syria. He also noted that they were an important factor in the successes achieved by Qatar Charity through its office, and 14 million Syrian IDPs and refugees have benefited from its projects.

His Excellency Sheikh Hamad bin Nasser bin Jassim Al Thani appreciated the role of Turkey's government and people in helping Syrian people and hosting millions of refugees, He noted the continuous and fruitful cooperation with Turkey's AFAD, hoping that it will be greater and broader in the coming years.

For his part, His Excellency Süleyman Soylu, Minister of Interior of Turkey, praised Qatar's role in the urgent response to disasters and crises and the Qatari support for humanitarian causes around the world. He applauded Qatar Charity's efforts in providing aid, supporting IDPs in northern Syria, and educating Syrian children in Turkey. He also expressed his happiness with the renewal of the agreement between Qatar Charity and AFAD.

It is worth mentioning that Qatar Charity has made great efforts in providing relief aid to the Syrian people since the start of the crisis in 2011. The efforts became broader after the opening of Qatar Charity's office in Turkey in 2016, and will further be strengthened by partnering with the relevant Turkish bodies and UN organizations.





## Sir Fazle Hasan Abed, the architect of global poverty eradication efforts

Sir Fazle Hasan Abed, who was drawn into philanthropic activities after a cyclone hit Bangladesh in 1970, is the founder of one of the world's largest non-governmental organizations, known as the Bangladesh Rehabilitation Assistance Committee (BRAC), which was, according to Yidan Prize website, "ranked by Geneva-based 'NGO Advisor' as the number one NGO in the world in 2019 for the fourth consecutive year based on its innovation, impact and governance."

### Birth

Sir Fazle was born on April 1936, 27 in the village of Baniachong, which is located in what is present-day Habiganj District, Sylhet, Bangladesh.

### Education

After passing intermediate (twelfth grade) from Dhaka College in 1954, Abed left home at the age of 18 to study naval architecture at the University of Glasgow in Scotland. Since constructing ships was not a feasible career option in his hometown,

he transferred to the Chartered Institute of Management Accountants in London where he studied Accountancy, qualifying as a Cost Management Accountant in 1962.

### Starting a Relief Effort

"He returned home in 1968 for a job as an executive at Shell Pakistan in Dhaka, which was then part of East Pakistan. He was working there in 1970 when the Bhola cyclone hit the region, killing more than 300,000 people and leaving millions more homeless. Seeing the devastation made him rethink his career, and he started a relief effort with friends," according to The New York Times report published in 2020.

During the 1971 Bangladesh–Pakistan partition, he returned to the UK, where he lobbied and raised funds for his country's struggle.

### BRAC into existence

After the emergence of the newly-born Bangladesh, the return of 10 million refugees to their homeland called for urgent relief and rehabilitation efforts. It



was then that Mr. Abed, therefore, established BRAC, using his own savings, and launched a lifelong campaign to improve lives by educating the rural poor, now reaching millions of people in many countries.

According its report, "BRAC is a global leader in developing and implementing cost-effective, evidence-based programs to assist the most marginalized people in extremely poor, conflict-prone, and post-disaster settings. These include initiatives in education, healthcare, microfinance, women's and girls' empowerment, agriculture, human and legal rights, and more." BRAC employs approximately 100,000 people in 11 countries, and touches the lives of 120 million people across these countries.

### BRAC Education Program

BRAC Education Program has over 30 years of experience in working with governments and running schools in conflict-prone and post-disaster settings across 5 countries.

BRAC prepares children and young people for fulfilling futures through early childhood development, primary and secondary schools, adolescent programs, and support at the tertiary level. Outside classrooms, BRAC operates libraries, adult education programs, and scholarship programs.

A leader in low-cost, child-friendly education, BRAC's pre-primary and primary education programs have graduated over 13 million children.

Currently, 3 million students and people across Bangladesh engage in reading, socializing, and

learning through its schools, adolescent clubs, and multi-purpose learning centers where 55% of the people are girls and women.

### Oral Rehydration Solution

In the 1980s, Abed started a campaign to lower the death rate among children in Bangladesh, providing immunization and teaching 14 million mothers how to make an oral rehydration solution with salt, sugar and water to prevent children from dying of diarrhea," says a report published by The New York Times. "These measures helped lower the death rate to around 40 of every 1,000 children from one in four."

Abed was described as "an extraordinary craftsman of the social and economic emancipation of the poor by the economist Muhammad Yunus, founder of Bangladesh's Grameen bank, who won the Nobel peace prize in 2006 for expanding microcredit to give the poorest people in society the chance to transform their lives by borrowing.

Mr. Abed wanted to create a world where every person had the opportunity to realize that potential. He saw inequality and poverty as complex challenges that must be attacked from multiple fronts to systemically eradicate them.

### Graduation Approach

In 2002, Abed's BRAC pioneered the Ultra-Poor Graduation Approach in Bangladesh, the first holistic intervention to help people lift themselves from extreme poverty, after recognizing that existing poverty alleviation programs were not reaching the poorest people. Through the provision of livelihood assets, cash transfers, and continued mentoring and training, the 'Graduation Approach'



addresses participants' multidimensional needs within the local context and helps the world's poorest people transition to greater self-sufficiency, autonomy, and dignity. More than 100 organizations have adapted the approach in 50 different countries, reaching nearly 14 million people. In Bangladesh, BRAC has already reached over 2.1 million households, empowering 95 percent of participants to "graduate" from extreme poverty.

#### Microfinance

"Abed was one of the earliest proponents of microfinance in Bangladesh, believing that for most poor people, access to finance was one of the biggest problems. Brac provides 4\$bn in microcredit annually. Later he pioneered the "graduation approach" to sustainably help people out of extreme poverty. The model has been adopted in more than 40 countries," according to a report published in 2020 on The Guardian's website.

"Fazle Hasan Abed believed that people were poor because they were powerless, but given the right conditions they could work hard to become agents of change," says the report.

#### Awards and Prizes

He earned a number of national and international awards and accolades, including the 'Laudato Si' Award,' the 'WISE Prize for Education,' the 'World Food Prize,' the 'LEGO Prize,' the 'Leo Tolstoy International Gold Medal,' the 'Spanish Order of Civil Merit,' and the 'Thomas Francis, Jr Medal in Global

#### Public Health

Sir Fazle Hasan Abed was the first Laureate of the WISE Prize for Education (established by the Qatar Foundation) in 2011 in recognition of his efforts in bringing basic primary education to some of the world's poorest communities, from Afghanistan to South Sudan

He was also recognized by Ashoka as one of the 'global greats' and is a founding member of its prestigious Global Academy for Social Entrepreneurship.

In 2009, he was appointed Knight Commander of the Most Distinguished Order of St. Michael and St. George by the British Crown in recognition of his services to reducing poverty in Bangladesh and internationally.

In both 2014 and 2017, he was named in Fortune Magazine's List of the World's 50 Greatest Leaders.

The many honorary degrees received by Sir Fazle Hasan Abed include those from Princeton University (2014), the University of Oxford (2009), Columbia University (2008) and Yale University (2007).

#### Death

The eminent took his last breath on December 2019 ,20, leaving behind his tremendous social, humanitarian and development works, most notably his organization BRAC that benefits millions of people globally. He is still alive in the hearts of people.



## The reunification of Afghan children with their families

Many Afghan children ended up getting separated from their families, due to the situation in their country. However, they had always hoped to be reunited with their family members.

As Qatar Charity contributed to caring for and coordinating services for unaccompanied Afghan children, it, under the State's direction, managed to reunite the last three Afghan children with their families in Qatar's capital, Doha, after a tough couple of months of separation.

The three children were among 260 minor Afghan evacuee children who were separated from their families in August 2021, and were taken care of by Qatar Charity. They were mostly aged between six and 17 years old.

Qatar Charity cared for these children for seven months around the clock through hundreds of volunteers, social workers, psychologists, and the employees of Qatar Charity and its partners.

Qatar Charity, in cooperation with UN organizations and various partners, has also sought to maintain family ties in the reunification process. Different teams of caregivers and social workers worked to build a relationship of trust with all children to ensure that evacuation decisions were in line with the principle of the best interests of the child.

On this occasion, a ceremony was organized at Qatar Charity's headquarters in Doha, and attended by the three children along with their families, HE Ambassador of the French Republic to the State of Qatar Jean-Baptiste Faivre, and many Qatar Charity's officials, who congratulated the children on their reunion with their families.

"We are delighted with the reunification of the last three children, who had been cared for by Qatar Charity since August 2021, with their families," said Mr. Yousef Al-Kuwari, CEO of Qatar Charity, adding that "We are proud of our belonging to Qatar's community that answered our call to volunteer and worked tirelessly for months."

"Today, Qatar Charity is among the world's largest organization that support vulnerable children and orphans to ensure that they live in dignity, and are protected from all forms of exploitation," indicated the CEO of Qatar Charity.

Al Kuwari also thanked all the partners like Qatar Social Work, Generation Amazing, Qatar Foundation, and Hamad Medical Corporation for providing medical, psychological and social support for the children.

This move reflects the long experience that Qatar Charity has in caring for and protecting children, as well as its close relationship with the Afghan people.





## **Worsening drought in Horn of Africa**

**The life of millions  
at risk**





# Famine threatens the lives of millions in Horn of Africa

“Humanitarians continue to call for scaling up assistance in the Horn of Africa, where the worst drought in 40 years is affecting some 15 million people across Kenya, Ethiopia, and Somalia,” says a report published by UN agencies in May this year. “The drought follows four consecutive failed rainy seasons, and the fear is the number could jump to 20 million if the current below-average rains fail.”

“We must act now ... if we want to prevent a humanitarian catastrophe,” the UN Food and Agriculture Organisation (FAO)’s representative to the African Union, Chimimba David Phiri, said at a UN briefing in Geneva in April.

“With Somalia facing the risk of famine, half a million Kenyans one step away from catastrophic levels of hunger and malnutrition rates in Ethiopia well above emergency thresholds, time is fast running out for families who are struggling to survive,” says a report published by the World Food Programme (WFP) USA.

## Somalia

“A historic fourth consecutive failed rainy season, skyrocketing prices and an underfunded humanitarian response have resulted in a 160 percent increase in people facing catastrophic levels of food insecurity, starvation and disease in Somalia,” says the Joint FAO-OCHA-UNICEF-WFP Press Release published on FAO website on 06/06/2022.

A new report from the Food and Agriculture Organization (FAO) shows that 7.1 million Somalis (close to 50% of the population) now face crisis-level hunger. Of those, 213,000 people face catastrophic hunger and starvation.

## Ethiopia

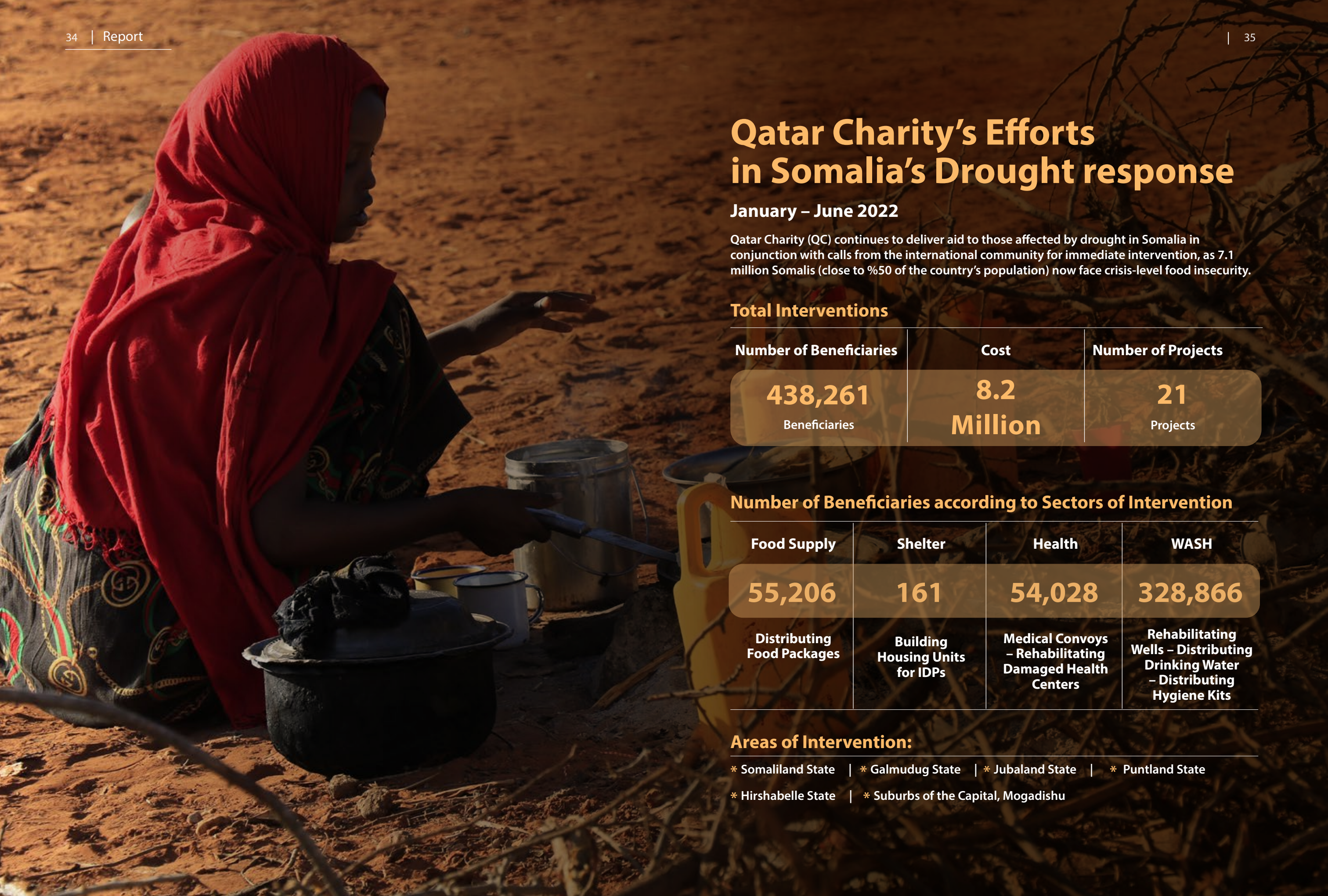
“In Ethiopia, crops have failed, over a million livestock have died and an estimated 7.2 million people wake up hungry every day in southern and southeastern Ethiopia,” indicates the WFP report.

## Kenya

“In Kenya, the number of people in need of assistance has risen more than fourfold in less than two years,” notes The WFP report. “The rapidly escalating drought has left 3.1 million people acutely hungry, including half a million Kenyans who are facing emergency levels of hunger,” shows the WFP USA report.







# Qatar Charity’s Efforts in Somalia’s Drought response

January – June 2022

Qatar Charity (QC) continues to deliver aid to those affected by drought in Somalia in conjunction with calls from the international community for immediate intervention, as 7.1 million Somalis (close to %50 of the country’s population) now face crisis-level food insecurity.

## Total Interventions

Number of Beneficiaries	Cost	Number of Projects
438,261 Beneficiaries	8.2 Million	21 Projects

## Number of Beneficiaries according to Sectors of Intervention

Food Supply	Shelter	Health	WASH
55,206	161	54,028	328,866
Distributing Food Packages	Building Housing Units for IDPs	Medical Convoys – Rehabilitating Damaged Health Centers	Rehabilitating Wells – Distributing Drinking Water – Distributing Hygiene Kits

## Areas of Intervention:

- \* Somaliland State
- \* Galmudug State
- \* Jubaland State
- \* Puntland State
- \* Hirshabelle State
- \* Suburbs of the Capital, Mogadishu





# A village that creates nurturing environment for the vulnerable in Tanzania

The ‘Qatar People Village’, which was inaugurated by Qatar Charity (QC) in Kigamboni, Tanzania this year, is one of its qualitative projects that creates an inclusive nurturing environment for the needy through a variety of facilities and services.

The village, which was built in cooperation with, Al-Rahma International, a Kuwait-based charitable organization, has 100 houses, a medical clinic, a mosque, an elementary school, a nursery, a sewing center, a bakery, a water well and water storage tanks. Nearly 24,000 people benefit from all the facilities of the project.

The village achieves a set of goals, namely providing safe and decent housing and basic health care for 100 families, in addition to the education service.

The village also provides potable water to the residents, who suffered from a water crisis, and contributes to creating job opportunities by training female students at a sewing workshop.

The houses were entirely built with materials suitable for the environment and weather in Tanzania, which has high rainfall throughout the year. Each housing unit has two rooms and a hall with a bathroom and a kitchen, in addition to other service facilities.

The village built by Qatar Charity in Tanzania reflects the quality of support provided by Qatar’s people to Tanzania’s people.

“We hope that the village will make an impact on the lives of its beneficiaries due to its integrated facilities and services,” said the advisor to the CEO of Qatar Charity, Mr. Jassim Abdullah Al Jassim. He added that Qatar Charity managed to provide emergency relief and implement various qualitative development projects in the country.



# A new prosthetic limb A fresh hope for Syrian IDP

Ahmed Muhammad Ali, a young person from the northern countryside of Homs, hoped for a brighter future after completing his studies, and to play an active role in his community. However, his dreams were shattered in a dark night, which became a terrifying nightmare for him.

When Ahmed’s family was enjoying a peaceful sleeping in the night, a sudden bombardment caused the amputation of his right foot and the injury of his left foot. He, therefore, became unable to move and began to struggle to meet his simplest needs. Due to his disability, he did not find a suitable job to meet the needs of his family members, who were dependent on him. This doubled his pain and sorrows.

Ahmed underwent physiotherapy in Homs. After five months, he was able to walk on one foot with someone’s help and on a crutch. “I got a prosthetic limb fitted, which was very heavy. I had trouble moving because of the prosthetic limb. We were displaced from Homs countryside after three years of injury.

Ahmed’s journey of torment did not come to an end. His family was displaced to the countryside of Idlib where they faced many hardships in IDPs camps, and due to no work, they struggled a lot to meet their basic needs.

Ahmed did not surrender to these challenges. He went to the Center for Prosthetics and Physiotherapy’ in Azaz, northern Syria, where he was examined and his amputated leg was measured. Then, Ahmed hoped for a better life through this center.

One morning, he received a call from the center where he was provided with a new prosthetic leg, which, he said, is better than the previous one, and helps him walk easily. He indicated that due to fear for falling, he was using a crutch when walking with the old prosthetic limb. He noted that with the new prosthetic limb, he walks easily without any another support.

It is worth mentioning that Qatar Charity continues to support of people who have lost limbs and people with special needs through the ‘Center for Prosthetics and Physiotherapy, which aims to lessen the suffering of beneficiaries, and enable them to easily lead their daily lives.



# Charity Marketing

Contemporary Issues, Research and Practice

Edition: 1st

Edited By: **Fran Hyde**  
and **Sarah-Louise Mitchell**

Publisher: **Routledge**

Published in: **2021**

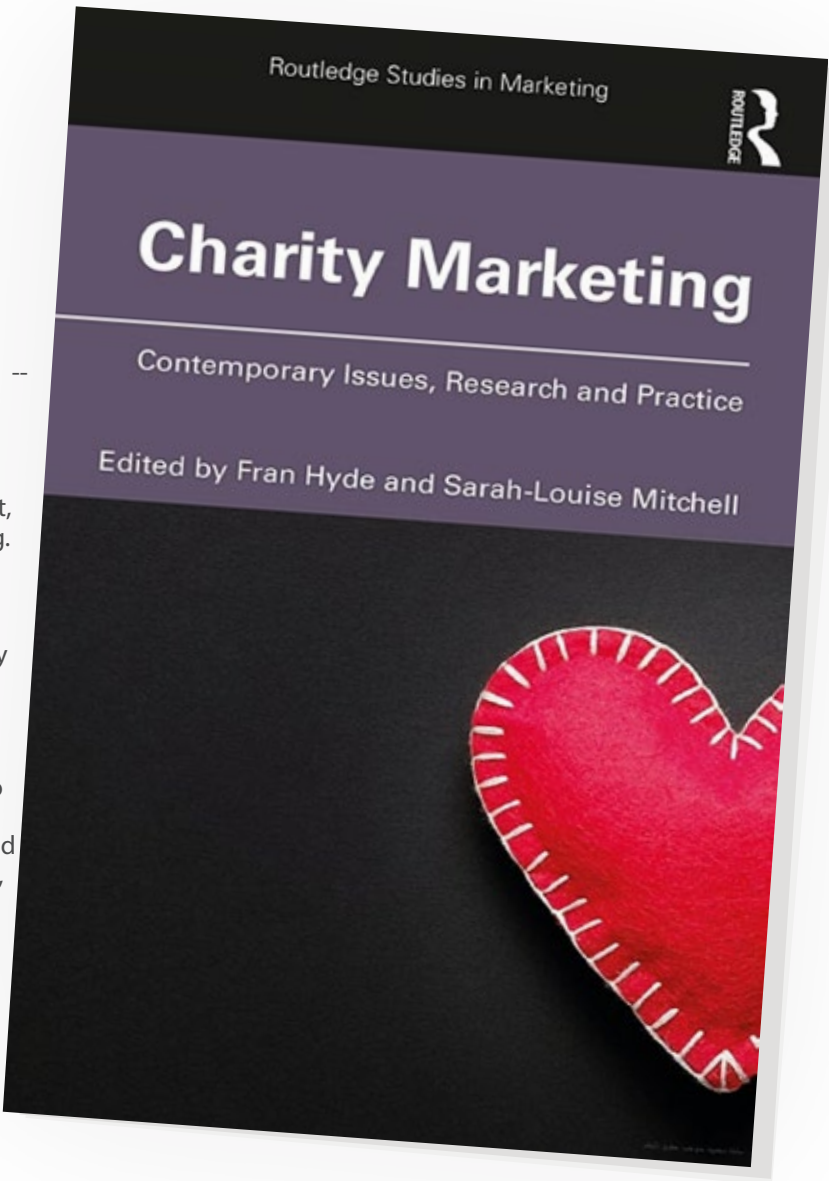
Pages: **234**

Book Review Edited By:  
**Mohammad Moin Uddin Khan**

Charities operate within an increasingly challenging environment, with competition for public engagement, funding and volunteers intensifying. The recent Covid19- pandemic has illustrated how important it is for charities to provide support in times of need and fill the gap left by inadequate public sector provision.

However, it is not easy to run an organization where the sources of income can be entirely unrelated to the services run. The challenge for nonprofit managers is to understand which ideas are useful and relevant, which are useful when adapted to the nonprofit context and which ideas are specific only to the nonprofit context.

This is why the book (Charity Marketing) has a treasure trove for those who want to manage and develop charities and other nonprofits.



From the website of Routledge, a British multinational publisher, as well as from the book itself

**Book Description:**

The book content covers three very useful areas; those ideas from the commercial world which have direct relevance for nonprofit management but need to be adapted and tweaked. those ideas which are unique to the challenges of running charities. and lastly, some great case studies which show the reality of putting management ideas into practice.

Drawing from a diverse group of academics and deep-thinking practitioners, the book presents contrasting perspectives and the latest thinking on the challenges within the charity sector.

The approach of the book contributes to the growing phenomenon of Theory + Practice in Marketing (TPM) presenting different perspectives and theoretical lenses to stimulate debate and future research.

Charity Marketing provides a bridge between the practice of contemporary nonprofit organizations, charity marketing, and recent academic insight into the charity sector.

Through bringing together leading experts in the field, the book identifies the key activities of charities such as attracting and retaining stakeholders including donors, volunteers, and corporate supporters. At each stage, the academics draw on industry examples to illustrate their points and, in turn, identify implications for practice. It considers the enormous impact of cause - what motives people to give.

Brand and marketing are two key mainstream management practice ideas comprehensively covered in this book.

Using exemplar case studies of nonprofit and charity brands, this book will be of direct interest to students, academics, marketing practitioners and researchers studying and working in charities, public and nonprofit management, and marketing.

**Book Content**

The content of the book mainly focuses on charity marketing-related theoretical foundations,

contemporary issues, research, practice, corporate social responsibility, attracting volunteers, the ethics of fundraising, understanding donors, fundraising for different causes, and digital, relationship, and internal marketing, in addition to building powerful charity brands.

**Authors:**

Fran Hyde is Deputy Dean of Suffolk Business School, University of Suffolk, UK. She was previously a marketing practitioner before moving into marketing lecturing. Her interest in nonprofit marketing began during a presentation to a group of students by the marketing director of a hospice who highlighted the challenges of marketing a hospice.

Sarah-Louise Mitchell is Senior Lecturer in Marketing at Oxford Brookes University, UK. She holds a Ph.D. from Henley Business School and an MBA from London Business School. Her primary area of research focuses on providing academic insight for the nonprofit sector, particularly understanding the role of a brand for nonprofit organizations through mapping stakeholder decision-making behavior, decoding nonprofit brand storytelling, and exploring charity brand touchpoints.

**Reviews:**

«This is the most important new charity marketing publication for a decade. The content delivers a rigorous review of contemporary academic research and applies this directly to professional practice. A ‘must read’ book for any serious student of charity marketing and for charity marketing professionals everywhere who want to be at the forefront of effective practice.» Professor Stephen Lee, Bayes Business School

«Hyde and Mitchell’s Charity Marketing: Contemporary Issues, Research and Practice is unique in offering relevant theoretical lenses and philosophical insights to the study of fundraising and marketing within the charitable sector.» – Dr. Rita Kottasz, Kingston University London,



For the limited view of the book



# Qatar Charity International Partnerships

## Remarkable achievements in implementing agreement projects

Partnerships plays an important role in supporting humanitarian and development work as it helps to pool the expertise and resources and bridge the gap between humanitarian actors and the unmet needs.

Qatar Charity partnerships program focuses mainly on the tools to support the financing and implementation of programs and projects in collaboration with international humanitarian and development partners by pooling funds and expertise to reach the maximum number of beneficiaries in more effective way.

### Operational Expertise

In this regards, Qatar Charity has established partnerships with international organizations and United Nations agencies working in the field of humanitarian and development work, and with the private sector. During the past years and until today, Qatar Charity has been able to enter into distinguished partnerships with international organizations and United Nations agencies, in addition to its partnerships with local community associations in many countries of the world.

Since 2018, Qatar Charity has made remarkable achievement in the field of International Partnerships and Funding by self-implementation of projects funded by different UN agencies and other institutional donors. Qatar Charity's field offices have achieved operational expertise by meeting all the standards set by different donors which enable field offices to receive funds from the respective donors.

### Total Agreements

During 2022-2018, Qatar Charity has signed 71

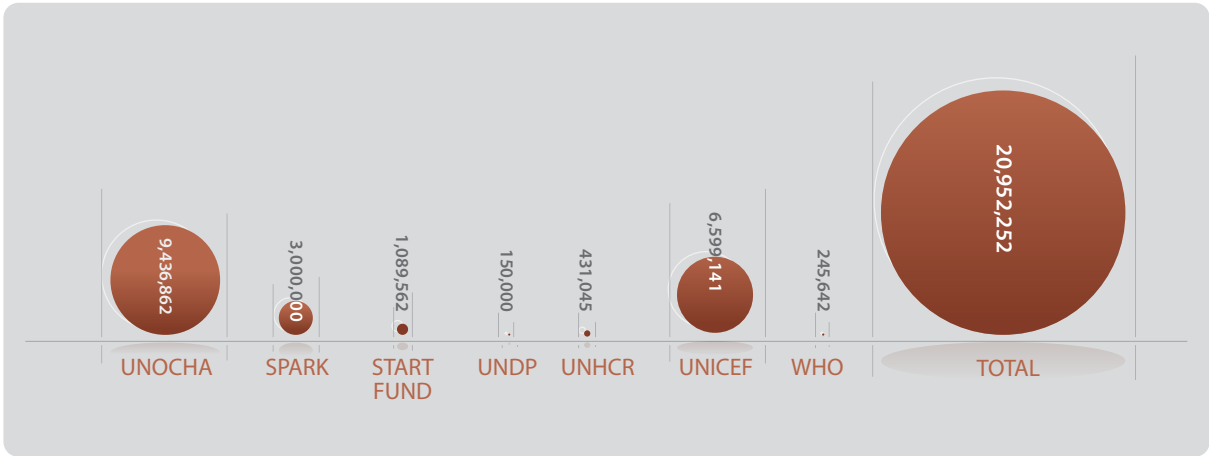
agreements worth nearly \$ 67 million with various UN and international organizations for the benefit of millions of people worldwide. Some 63 agreements were signed with UN agencies, which are UNOCHA, UNHCR, UNICEF, WHO, UNDP, IOM, WFP, and UNRWA, while 8 agreements were signed with key international organizations like Save the Children, Orbis International, SPARK, and Start Network. As part of these agreements, the projects were/are implemented in various humanitarian and development fields with major focus on water, sanitation and hygiene (WASH), health, education, livelihoods, protection, shelter, and food security.

There are two types of the agreements signed by Qatar Charity with UN and international organizations. Under the first type, Qatar Charity is considered to be an implementation agency, while it is a donor under another type of the agreements.

### Qatar Charity as Implementation Agency

As implementation agency, Qatar Charity signed 36 agreements with different donors like UN agencies and international organizations during 2022-2018 to implement 21\$ million humanitarian projects and development programs ranging from short terms emergency projects of 45 days up to multi-year development programs with major focus on WASH, Health, Education, Livelihoods, Protection and Shelter. These projects and programs have been implemented in different countries like Turkey, Yemen, Pakistan, Somalia, Nepal, Niger, and Kirghizstan.

Funding agreements signed with UN and international donors during 5 years (Budget \$)

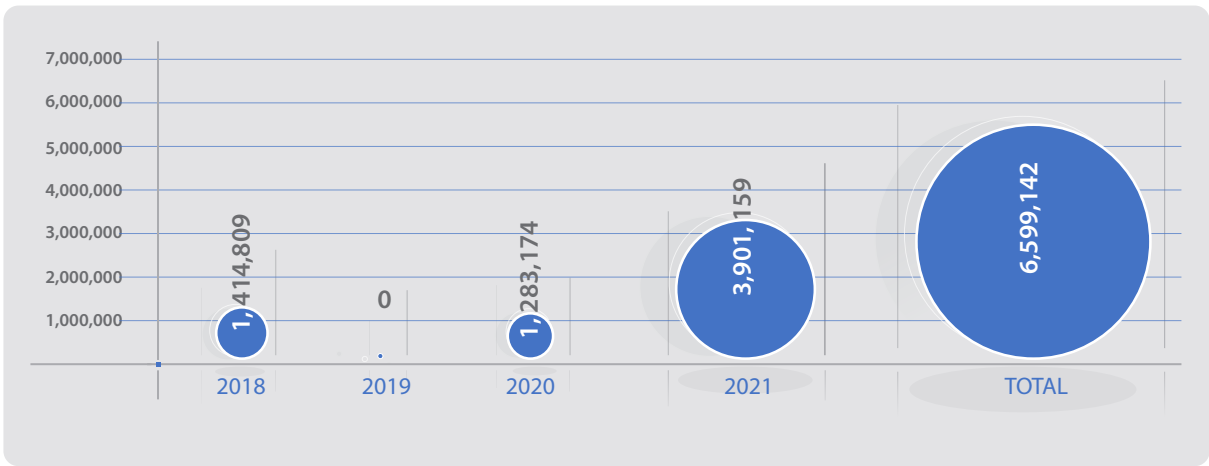


The United Nations Children’s Fund (UNICEF) is one of the most prominent donors that have singed project agreements with Qatar Charity during 2022-2018. Qatar Charity has managed to sign 8 project agreements with UNICEF for a total volume of \$ 6.6 Million approximately. The funds were awarded to Qatar Charity to implement some innovative models of water, sanitation, and health & hygiene projects with total sanitation approach. Under these projects, community led total sanitation approaches were used through strong community involvement which ensured sustainability and community ownership at grass

root level.

Among the most significant project agreements signed by Qatar Charity with UNICEF are contingency project agreements that aim to respond quickly to any disaster in Pakistan. So far, more than 1 million people have received benefits in the WASH sector through these projects funded by UNICEF and implemented by Qatar Charity in Pakistan.

Funding Recieved from UNICEF (Budget \$)

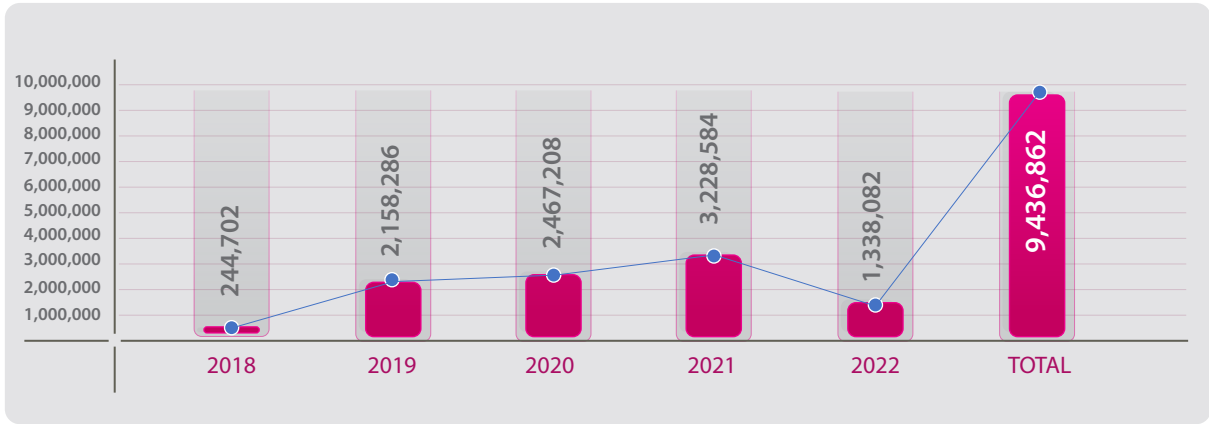


UNOCHA has been one of the leading donors during last four years as the volume of funding from UNOCHA to Qatar Charity reached up to \$ 9 million during -2018 2022. Qatar Charity signed 15 project agreements and implemented these projects successfully in Somalia, Yemen, and Syria, as well as in Turkey for the Syrian

refugees. Under these agreements, different unmet needs in the sectors of livelihood, education, health, WASH and food security were fulfilled through different initiatives, which have benefited approximately 1 million directly and indirectly.



Funding Recieved from UN-OCHA(Budget \$)

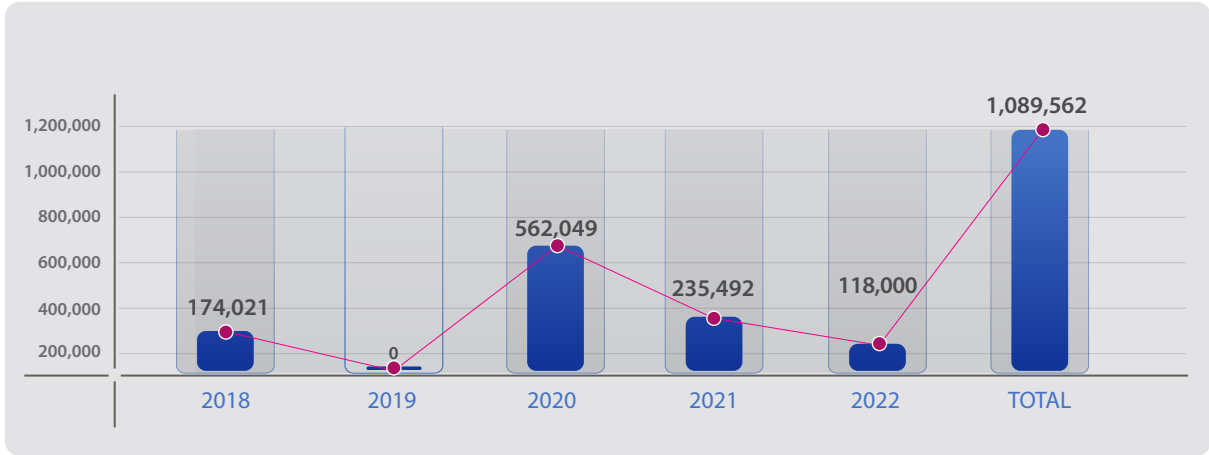


As part of international collaboration and partnership efforts, Qatar Charity has been an active member of Start Network, which is a forum of more than 50 humanitarian agencies across five continents, ranging from large international organizations to national NGOs. Qatar Charity has been a member of General Assembly of Start Network and a member of Start Fund Strategic Committee. Start Fund provides rapid financing to underfunded small to medium scale crises, spikes in

chronic humanitarian crises, and to act in anticipation of impending crises, filling a critical gap in humanitarian financing. During 2022-2018, Qatar Charity managed to sign 5 project agreements with Start Fund and successfully implemented different projects in response to sudden onset of emergencies within 45 days for each operation. These projects have been implemented in Somalia, Pakistan and Nepal.

Partnership with Start Fund

Funding Agreements Signed with START Fund (Budget \$)



Qatar Charity as Funding Agency

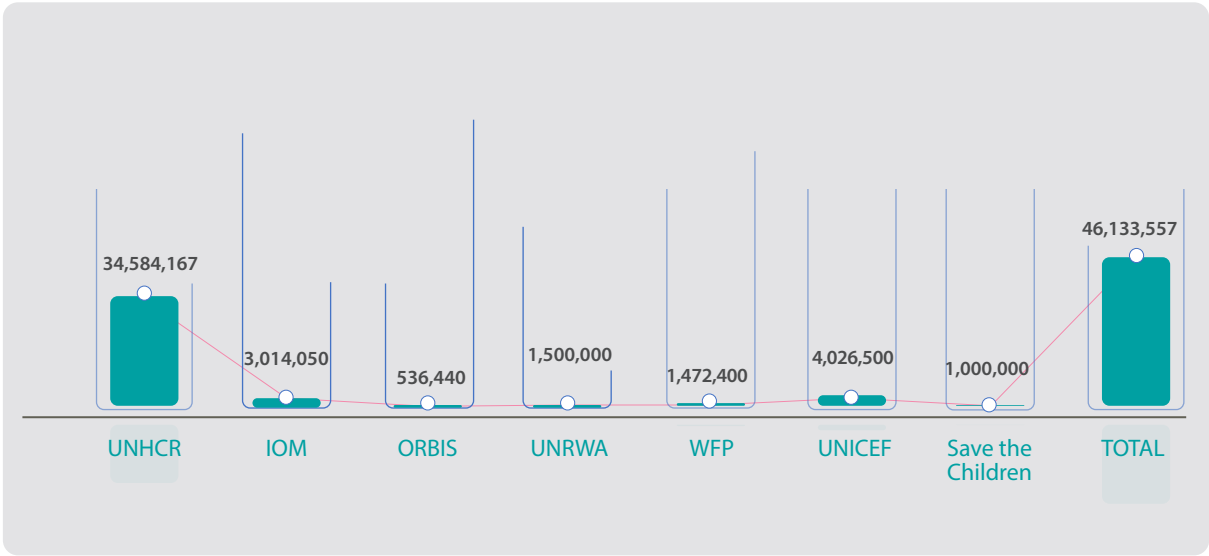
During the period 2022 – 2018, Qatar Charity, as a donor, has signed 35 agreement with 5 UN agencies and 2 international organization with total amount of more than

46\$ million. Projects were implemented in 9 countries, namely Bangladesh, Jordan, Lebanon, Yemen, Syria, Palestine, Iraq, Myanmar and Bosnia.

Funds released by Qatar Charity to Implementing International Partners (Budget \$)

Organization	Total Amount (\$)	Number of agreements
UNHCR	34,584,167	19
IOM	3,014,050	8
ORBIS	536,440	1
UNRWA	1,500,000	1
WFP	1,472,400	1
UNICEF	4,026,500	4
SAVE THE CHILDREN	1,000,000	1
TOTAL	46,133,557	35

Funds released by Qatar Charity to Implementing International Partners (Budget \$)





## How a previously sponsored becomes a popular motivational content creator

**W**aleedov

After his father's sudden demise, many things that happened in Walid Abdel Moneim's childhood, have so far remained stuck in his mind. He, despite his young age, was among a team of volunteers sponsored by Qatar Charity, who were delivering food aid to orphans and underprivileged families in the poorest areas of the East Nile in Khartoum North.

"Although I was a sponsored orphan then, I could

never forget those very impressive scenes of the overwhelming joy and happiness of children and their mothers with the aid," says Walid. "I hoped that Allah would help me in the future to support and sponsor other orphans so that those captivating smiles, which were never erased from my memory, would appear on their faces."

### Social Media Star

Walid continued his journey towards his goals

confidently. After completing his undergraduate degree in Sudan, he moved to France to improve his French language skills, then he worked in the field of business, sales and translation. Recently, he became a key content creator and social media star.

There are hundreds of thousands of subscribers to his various social media channels. He has more than 250,000 followers on Tik Tok. His YouTube and Instagram fans share his videos. He is known as 'Waleedov' on social media.

### Turning into Strength

Walid turned his experience of orphanhood into strength, and presented an interesting and admirable example of giving. The first thing that he did after having a new job, was sponsoring eight (8) orphans. This came after he asked his mother to nominate those most in need to receive his support.

After eight years of continuous support, he suffered a setback in his business, after which he apparently lost everything, but what worried him most was his inability to fulfill his monthly obligations that he used to allocate to needy orphans.

However, his younger brother Ahmed, who was also formerly sponsored by Qatar Charity, persuaded his student friends at the university to allocate a specific amount of their expenses to help orphans.

### Motivational

Walid remained confident that there will be something he could offer, especially after his life experiences, which were successful and difficult at the same time.

However, when he felt that he was no longer able to regularly send his financial support to those who depended on him, he thought of something else that would benefit people. He found the content industry suitable for him, through which he helps youths think motivational and earn their livelihood in a different way.

The purposeful content that Walid provides on social media in an attractive language is mostly motivational content aimed at changing the lifestyle and achieving self-development. His videos often include messages urging to extend support and take care of orphans and the poor.

### Implant Hope

Walid thanked Qatar Charity for sponsoring him, noting that the sponsorship was an important reason for what he had achieved. He explained that he looked at the organization's social care employee as an angel who implanted hope in him after the pain caused by the death of the father.

### Help Orphans

Walid says, "The person who lost his father is the most capable of feeling for those who lost their parents, so when I received the first good salary, the first thing I thought about was helping orphans. Just as some organizations helped me, I must give what I can. If I can change the life of an orphan or one person, that is enough for me."



Nepal

Ambulances for rural hospitals

Qatar Charity (QC) has provided 8 ambulances to several hospitals in Nepal’s rural areas, to contribute to supporting the country’s health sector. The ambulances, along with the necessary equipment and supplies, were delivered to the hospitals. They are equipped with ECG monitor and oxygen cylinders along with other 22 emergency equipment. The ambulance service will benefit the community and people residing in the region.



Palestine

Prosthetic fitting

Qatar Charity (QC) launched a ‘prosthetic limbs’ project for people with mobility impairment in the Gaza Strip. The project funded by Shaikh Eid Charity Foundation comes in cooperation with the Palestinian Ministry of Social Development. The project is expected to benefit 4,000 people with mobility impairment, and reintegrate them into the community.



Kosovo

Building emergency hospital

Qatar Charity has started constructing a 4,500 square-meter emergency hospital in Kosovo. More than 200,000 people are expected to benefit from the three-storey hospital.



Yemen

Emergency aid to healthcare facilities

Qatar Charity (QC) has provided emergency health assistance to healthcare facilities in the Ibb Governorate of Yemen, where the support was extended to two health centers of Al Mashannah District, in addition to training 24 health workers. The assistance is part of the emergency project funded by the United Nations Office for the Coordination of Humanitarian Affairs (OCHA). The aid benefits the host community and the internally displaced persons (IDPs).



Morocco and Tanzania

Opening new offices

This year, Qatar Charity opened two offices, each in Morocco and Tanzania. In Morocco, HE Sheikh Hamad bin Nasser bin Jassim Al Thani, Minister of State and Chairman of the Board of Directors of Qatar Charity opened the office in a ceremony attended by HE Sheikh Abdullah bin



Thamer Al Thani, Ambassador of the State of Qatar to the Kingdom of Morocco, Mohamed Dardouri, Wali, National Coordinator of Morocco’s National Initiative for Human Development, Mr. Yousef bin Ahmed al-Kuwari, CEO of Qatar Charity, and many representatives of the government and United Nations organizations. In Tanzania, Qatar Charity inaugurated its office in a ceremony attended by HE Ambassador of the State of Qatar to the United Republic of Tanzania Hussain bin Ahmed Al Hamid, and the advisor to the CEO of Qatar Charity, Mr. Jassim Abdullah Al Jassim, in addition to many local personalities and representatives of UN, international and local organizations. It is worth mentioning that Qatar Charity has more than 32 offices globally, which enable it to directly supervise its projects and carry out its urgent humanitarian interventions.

Northern Syria

The nursing school

The nursing school, which was inaugurated by Qatar Charity in Tell Abyad, a town in northern Syria, continues training medical cadres to contribute to providing health services in the affected areas. The nursing school, which is the first of its kind in northeastern Syria, seeks to contribute to increasing the

number of effective medical staff and providing the health sector with trained medical cadres capable of dealing with exceptional circumstances. The school offers nursing education, under the supervision of specialists and experts, and 90 students are expected to be annually graduated from the school





Qatar

Minister of Culture praises Qatar Charity’s efforts

HE the Minister of Culture Sheikh Abdulrahman bin Hamad al-Thani, praised Qatar Charity’s efforts in the cultural field. This came during his visit to Qatar Charity’s pavilion at the first ‘Ramadan Book Fair’ organized by the Ministry of Culture at the western arena of Souq Waqif, and participated in by 35 publishers from Qatar and nine countries.

Earlier, Qatar Charity participated in the 30th Doha International Book Fair, with a special pavilion, as part of its responsibility in promoting the culture of voluntary work. Qatar Charity’s participation in the book fair comprised publications, activities for children and students, workshops, and symposiums, in addition to signing books.



Bangladesh

Cardiac surgeries

Qatar Charity (QC) has provided financial support for cardiac surgeries of 31 underprivileged children suffering from congenital heart disease. The surgeries were successfully performed at the Labaid Cardiac Hospital in Dhaka, Bangladesh.

Qatar Charity support for the cases came in response to an appeal by the doctors. They requested help to perform the urgent surgeries as the children’s parents were not able to afford the procedure.



Qatar

Arabic courses for non-native speakers

The Friend Cultural Center (FCC), a Qatar Charity center for community development for expatriates, organized an Arabic speaking course for non-native Arabic speaking staff of Naseem Health Care.

The course, which was held in cooperation with Naseem Health Care, sought to train the participants, who are doctors, nurses, and other medical staff, to communicate and interact with Arabic-speaking patients in a better manner.

The course provided the participants with the fundamental medical terminologies and vocabularies that would help them understand the health issues and problems of the patients visiting Naseem Health Care.

Qatar Charity, through such courses, aims to help the participants learn the Arabic language, know the culture, customs and traditions of the Qatari community, and communicate with native Arabic speakers.

Both instructors of the course, Dr. Abdul Vasih and Mr. Sharaf Adewale Najeem, who are experts in teaching the Arabic language to the non-native Arabic speakers, indicated that the course was very helpful for the participants to easily carry out their career tasks in the medical field and understand the patients to quickly provide them with appropriate medical services.

It is worth mentioning that FCC has previously held several similar courses to teach Arabic to non-native speakers.

