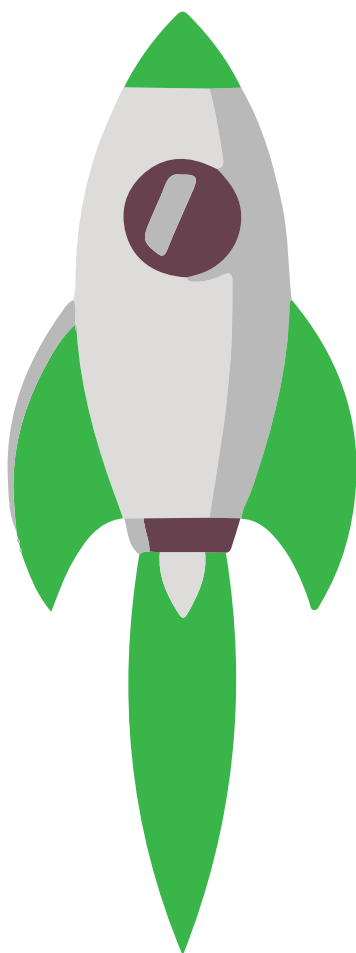




Amali Impact Report 2020

Contents



<u>Introduction</u>	1
<u>A Word From the Founder</u>	3
<u>Mission, Vision & Values</u>	4
<u>The Problem</u>	5
<u>Our Work</u>	7
<u>Acheivements</u>	8
<u>Group 1/2020</u>	9
<u>Activities Group 1</u>	12
<u>Group 2/ 2021</u>	15
<u>Donors & Partners</u>	16
<u>Get Involved!</u>	17

Introduction

Amali stems from the term Amal, i.e. hope in Arabic. It is the force that pushes us to work towards achieving our goals. Often times, people are faced with obstacles that not only require effort to overcome but also a sense of hope to move forward. This is the incentive behind our project; to inspire others and give them the motivation necessary to break the barriers they face.

Hope is the driving force behind every successful business venture, especially for entrepreneurs.



“ A good teacher can inspire hope, ignite the imagination, and instill a love of learning. ”

Brad Henry

“ Hope lies in dreams, in imagination, and in the courage of those who dare to make dreams into reality. ”

Jonas Salk



“ Hope is the thing with feathers that perches in the soul and sings the tune without the words and never stops at all. ”

Emily Dickinson

A Word From the Founder

Amali is my dream project with its goal of creating a concrete impact on women's lives. The idea of this project stems from my experience when I first began my career; I recently noticed that the main factor missing was a mentor who could guide and support me as I tried to overcome the obstacles I faced.

Coming from a modest background, I pledged to myself, a few years ago, to support other women. Thus, every week, I spend at least 10 hours guiding and supporting women who are looking for advice on how to move forward with accomplishing their goals.

Since the culture of entrepreneurship is neither very clear in the Middle East nor easily accessible, I decided to take my goal of helping others one step further and create the Amali Mentoring Network in order to support women with taking the necessary steps towards success so as to reclaim their rights and freedoms and earn a better living.



Rasha Oudeh
Founder

“My purpose in life is to inspire entrepreneurs because I know for a fact, that dreams can become a reality.”

www.rashaoudeh.com

Our Mission

To help women succeed through a guidance and mentoring program by offering support to Jordanian women with developing and implementing their goals. We do this through coaching, inspiring and connecting!

Our Vision

To see women succeed in making their dreams a reality and overcoming the challenges they face.

Our Values

We help women develop the knowledge and skills necessary to access meaningful connections and opportunities that will allow them to move forward in their careers.



The problem

Lack of Societal Support

Despite the rise in educational attainment among Jordanian women, women's participation in the Jordanian workforce has been declining due to certain social pressures that they face. This has, in turn, pushed women to work in «social» professions. Hence, women need encouragement and mentorship from a strong female role model.

No Start-up Spaces

Affordable start-up spaces and art studios/galleries to get entrepreneurs and artists off the ground are limited. These spaces should be made available for them to experiment and to exhibit their work or products.

Lack of Start-up Finance

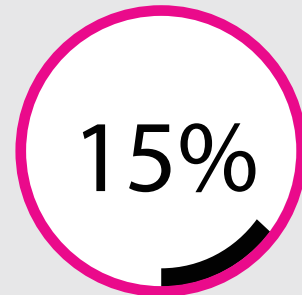
The finance available for entrepreneurs and artists is limited as they tend to rely on their own savings and family resources if available. This causes a hindrance in their advancement and could push them away from pursuing their passion.

Limited Business Skills

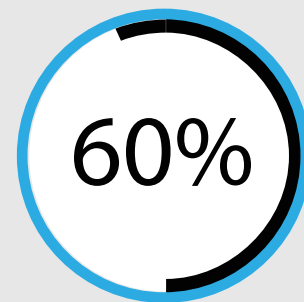
Many people seeking to expand their businesses, be it entrepreneurs or aspiring artists, although skillful at what they do, do not have the necessary business skills to make it in the market. Those skills range from marketing and promotion to financial management.

No Access to Networks

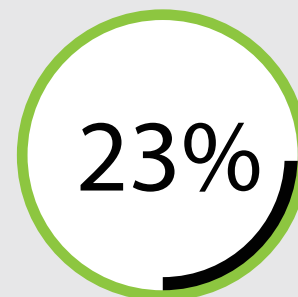
In the Middle East, the idea of having a mentor is not widely known, and thus, people are unable to foster connections that will allow them to succeed.



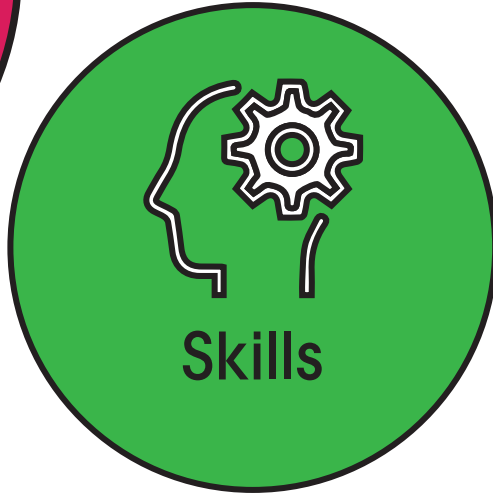
Only 15 percent of the total self-employed businesses in Jordan are owned by women



More than 60 percent of Jordanian women are employed in «social» professions, which tend to pay low salaries.



Only 23 percent of women's participation in the workforce are women



Our Work

Our approach of **Mentoring** enables our mentees to get the necessary business **Skills** which allow them to gain the **Confidence** that the market demands.

We also help them **Network** with like-minded people who could guide them towards achieving their goals and building **Long-lasting relationships**.

We do this by training and conducting **Workshops** on topics such as financial management, marketing and leadership with the purpose of personal development and **Job creation**.

We aim to support our mentees by means of **Coaching** them throughout their journey towards success and ensure that their work becomes **Sustainable** in order for them to **Give back** to their communities.

Achievements

IN 1 YEAR



45

One on one mentoring sessions given to our participants.



25

Training sessions pertaining to different aspects of business development and management.



14

Jordanian women supported with their careers.



10

Events with well-known speakers who discussed their journey towards success.



Group 1/2020



Profit and non Profit Startups

Participants

Group 1



Buthaina Deeb

Fashion design and embroidery lab



Soleen Al-Zoubi
& Zain Twal

Football coaching academy



Razan Jilani &
Nisreen Al Ali

An online linguistic center



Amal Shalabi

Municipal dairy products factory



Reem Salem

Embroidery lab



Hala Khader

Retail store for hijabis



Participants

Group 1



Abeer Ammouri



Lina Taybeh



Education program through discussions

Online application



Enas Radwan



Samah Ahmad



Website for everything related to houses

Online application



Ayah Jaber



Duha Saleh



Food production

Website for physics education

Activities

Group 1



Amali's founder, **Rasha Oudeh** held one-on-one sessions with the mentees that focused on creating professional pitch decks and targeting the right investors.

We, also, held training sessions with local and international experts both in-person and virtually on a variety of topics, such as Strategy and Strategic Alignment with EN-CAPS Consultancy's CEO and the current President of Rotary Club Amman Capital, **Ms. Nabila Toubia Morcos**.



In addition, **Mr. Mohammad AlKhayat**, the Former President of Rotary Club Amman Capital spoke about Rotary's role in supporting local initiatives, developing promising leaders, and working towards a healthy community.

Furthermore, **Mr. Qaes Hedaedon**, an IT expert with over 20 years of experience, spoke to our mentees about Building a Website and the process behind It.



From Germany, **Ms. Yani Neugebauer**, the founder and owner of Ihre Marktnische - Your Market Niche, spoke to our mentees about Customer Journey.

Activities

Group 1

We also held events with well-known speakers, such as, **His Excellency Marwan Juma**, the Former Minister of Information and Communication Technology of Jordan who spoke to our mentees about his long experience in the field of investment and development.



Another speaker who joined us is **His Excellency Ramzi Nuzha**, Jordan's General Controller of Companies at the Ministry of Industry, Trade and Supply who spoke to our mentees about the different types of companies and the challenges entrepreneurs face when beginning their careers.



Ms. Zain Al Awamleh, the Director of the Jordanian Ministry of Industry, Trade and Supply, discussed the process behind the development and implementation of Jordan's strategic plans and policies related to intellectual property

In addition, we hosted **Mr. Khaled ElAhmad**, Social Media Manager, Consultant, Speaker and the author of the book Shusmo, who spoke about Personal Branding and Social Media Marketing.



Activities

Group 1



Other than meetings and workshops, we also focused on exposure via the media. For instance, our mentees were interviewed on **Radio Nisaa FM**, the first radio station in the Middle East focused solely on Arab women. The mentees were hosted on Qahweh Mazboot.



In addition, in an article written by Inga Michler for **Welt Am Sonntag Newspaper**, Rasha Oudeh spoke about Amali, her motivation for founding it and the aim of the project.

Rasha Oudeh was, also, hosted by the **British Chamber of Commerce in Germany** to speak in their series, SHeconomy Virtual Talk: Women Who Have Done It. During this event, 6 of our mentees were able to speak to an audience of 75 people and share a little bit about their projects and the inspiration behind their ideas as well as what motivated them to take the first step towards accomplishing their goals.



Furthermore, two of our mentees Samah Ahmad and Reem Salem were interviewed on **Donya Ya Donya, a segment on Roya TV**. Also, a report was filmed showcasing a training session followed by brief interviews of the mentees.

Group 2/2021- Amali for Arts

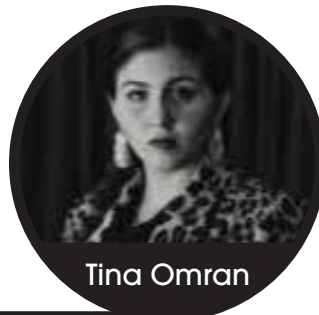
Participants



Hanin Shahin



Dina Malkawi



Tina Omran



Hala Twal



Natasha Dahdaleh

Donors & Partners



Get Involved

Interested in joining us as a mentor or mentee?

Check out our website and Facebook page to learn more on how to become a part of our mentoring network.

www.amali.life



<https://m.facebook.com/AmaliMentoring/>



[amali.network](https://www.instagram.com/amali.network)



<https://www.linkedin.com/company/amali-mentoring>



info@rashaoudeh.com



+41786133889