



# ANNUAL REPORT

## 2015





BREAK THE SILENCE!

THANK YOU  
04

# CONTENTS



RESILIENCE  
PROGRAM  
08/13



TRAINING  
PROGRAM  
06/07

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## DEAR FRIENDS, PARTNERS AND COLLEAGUES,

### Another year passed by...

Another year of successes, achievements has passed but also of failures and weaknesses.

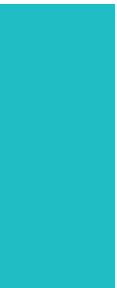
Failures and weaknesses which we will be addressing during 2016 in order to strengthen our structure and systems allowing us to have a better response to child protection needs in Lebanon.

himaya keeps growing due to an increasing demand of protection among children, our response may not always be the fastest and the most accurate but we are doing our best. During 2015, 1278 child victim of abuse and their families benefitted from our specialized case management in 6 Governorates, X child and X caregivers received awareness messages on child protection, 30 teenagers are benefitting from continuous follow-up in our resilience center...

Thanks to our national partners the Ministry of Social Affairs, Ministry of Justice, Ministry of Education, and international partners UNICEF, UNHCR, SSI and our corporate partners Bank Audi, Libanpost, Bankmed, Fondation Ousseimi, Magrabi Optical, JGroup, Promomedia, Aljadeed, Hypco and BB energy, Banque Libano-francaise, Strategy &, Café super Brasil, Sealco and LG, BLC Bank, Dar al Handassah, NECB, Mitsulift, Fransabank our fight will continue...

Thank you

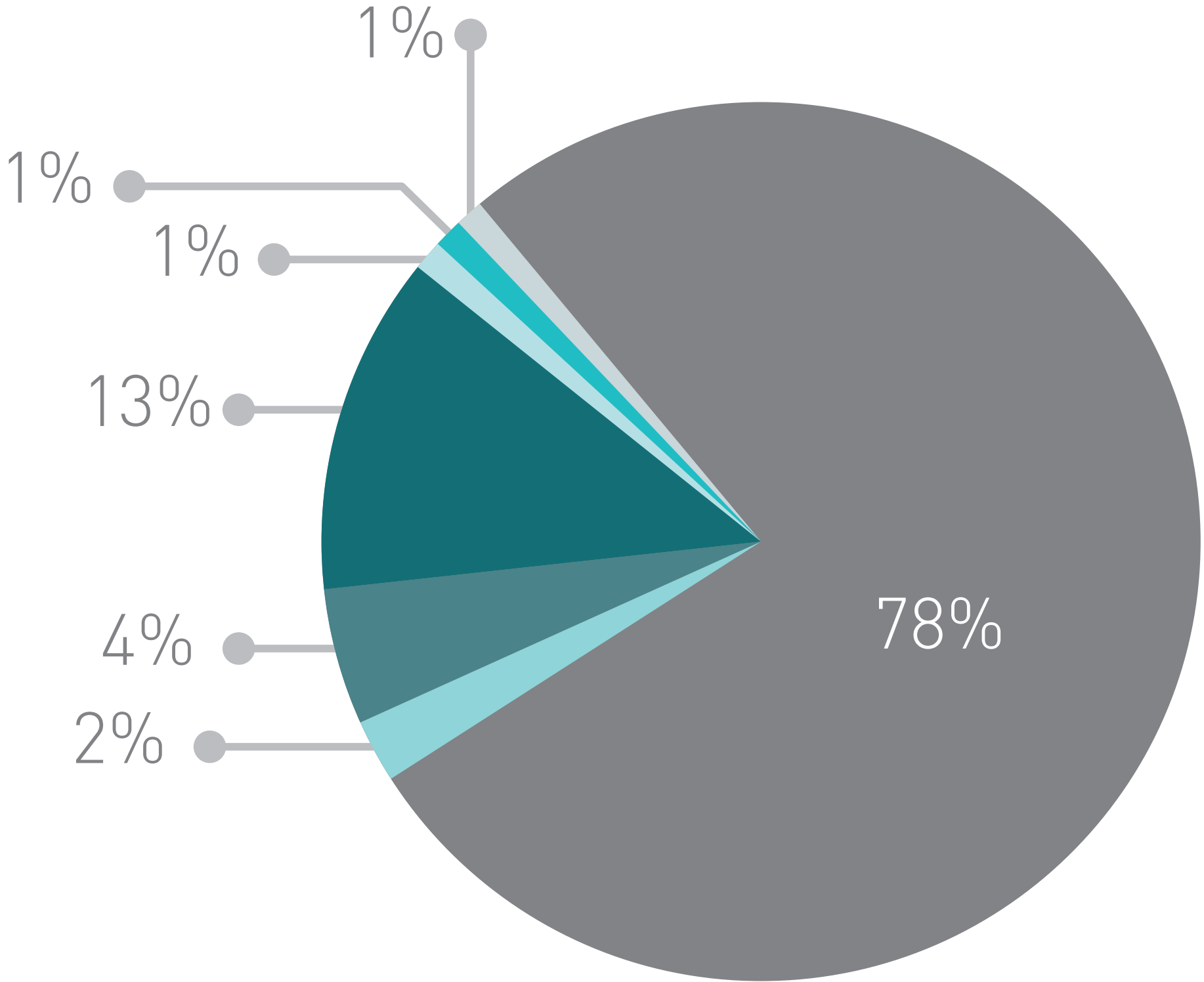
**Lama Yazbeck**  
Executive Director



# 2015 ANNUAL BUDGET \$2,357,859

HOW WE ARE FUNDED

- Projects: UNICEF, UNHCR, Mercy Corps, Stars Foundation, DRC, SSI, OCHA
- Gala Dinner
- Ministry of Social Affairs
- Contributions & Trainings
- Donations
- Events
- Products



# THE TRAINING PROGRAM

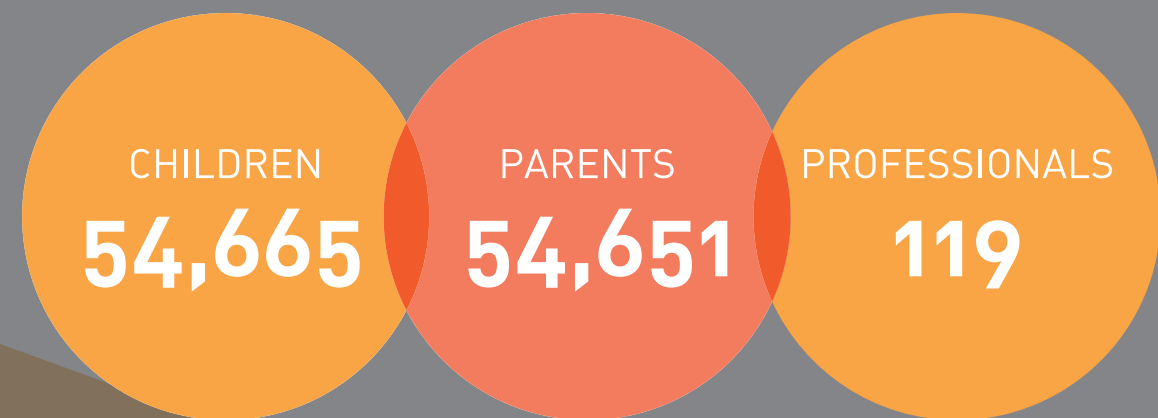


THE TRAINING PROGRAM IS INVOLVED IN RAISING AWARENESS AND BUILDING SKILLS TO REDUCE AND DETECT CHILD ABUSE. THROUGH REGULAR SESSIONS, VALUABLE PREVENTIVE SKILLS ARE DEVELOPED AND EXISTING CASES ARE REGISTERED THEN DEFERRED INTERNALLY TO THE RESILIENCE PROGRAM.

2015 was a significant year for the Training Program, which reached a record of 109881 individuals, including children, adolescents, parents and professionals. The target audiences were reached through 1774 awareness sessions and conferences, 109 training days and 138 awareness events.



## REACH



In addition to providing resilience skills to individuals, our internal statistics have shown that 36% of cases referred to the Resilience Program were a result of observations or interventions provided by the Training Program. This provides further evidence that the Training Program plays an active role not only in the prevention of child abuse but also in case detection.



None of this would have been possible without himaya's partnership with UNICEF who helped us reach 101469 individuals.



Furthermore, in co-operation with International Social Services (ISS) Switzerland and AXA Insurance, himaya launched the "Safe Parks" project in Mount Lebanon. This project involves creating safe parks where trainers play with children and parents, while delivering key child protection messages and psychosocial support in parallel. The areas targeted were chosen based on the concentration of the most vulnerable Syrian refugees and were reached using a mobile caravan.

Three safe parks were successfully created in 2015, and this project is will continue throughout 2016.



The Training Program secured a project with Mercy Corps lasting 8 months, from May to December 2015. This partnership involved providing psychosocial activities to communities, namely children and caregivers, and referring vulnerable individuals for specialized support.

2217 individuals benefited from this project, gaining the ability to identify and prevent child abuse in all its forms. A part of this project was to initiate a mobile psychosocial support unit that was able to reach children and parents in settlements that were difficult to access.

Several cases were detected through the Mercy Corps project and referred to the Resilience Program.

### LEBANESE MINISTRY OF EDUCATION AND HIGHER EDUCATION / PRIVATE SCHOOLS

2015 also marked the official approval from the Lebanese Ministry of Education and higher Education for himaya to work within both private and public schools. This approval has enabled himaya to reaffirm its image and reputation with all Lebanese schools and will facilitate securing new contacts in academic institutions in the coming years.

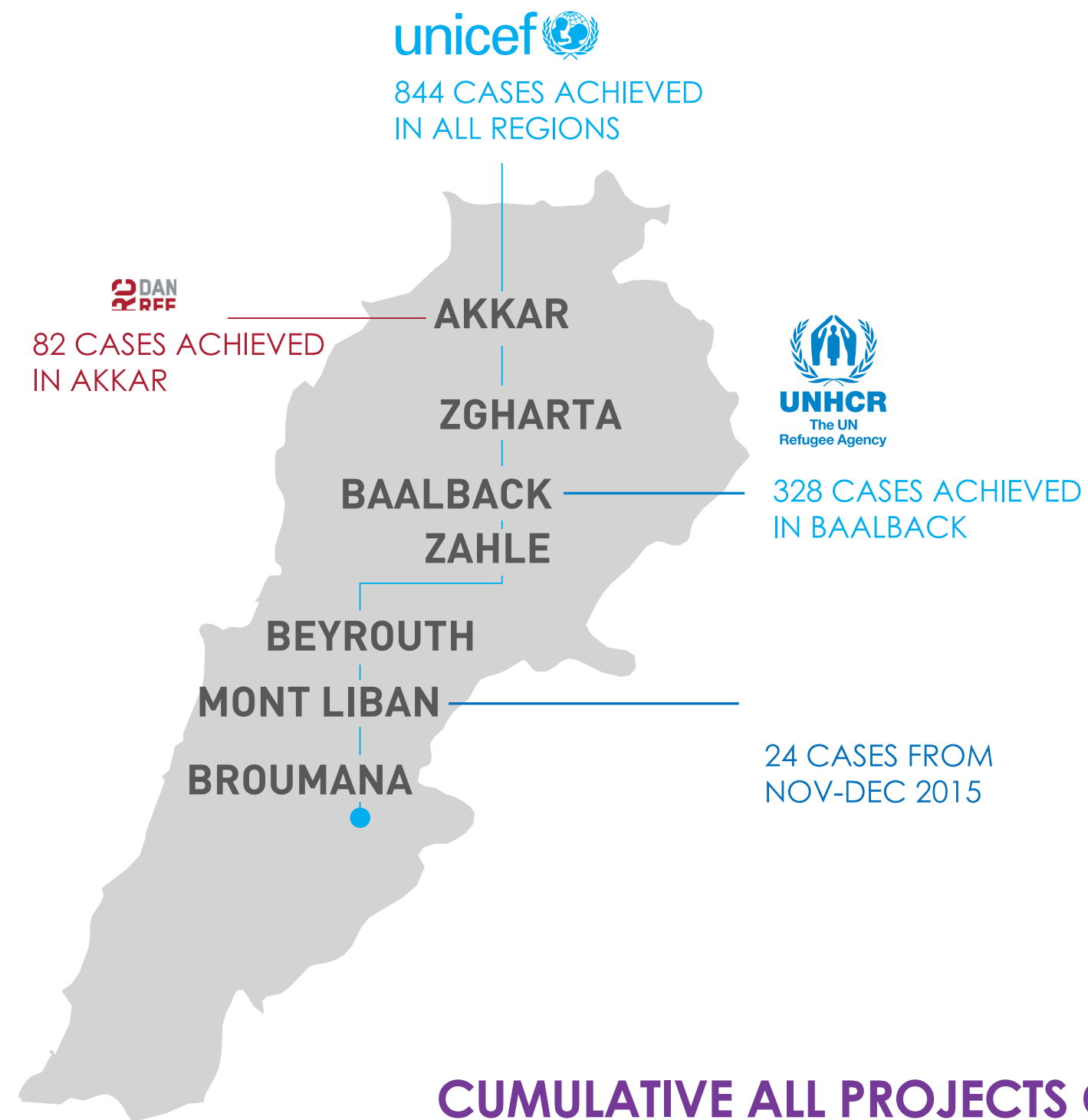
The Training Program worked with 45 schools all over Lebanon, distributed as follows: 15 in Mount Lebanon, 10 in Beirut, 7 in Zgharta, 9 in Zahle and 4 in Akkar.



# THE RESILIENCE PROGRAM



09 PROJECTS AND GLOBAL PARTNERSHIPS  
IMPLEMENTED AND TARGETS



CUMULATIVE ALL PROJECTS CASE  
MANAGEMENT:  
**1278**

SAFE PARKS IN DIRECT COORDINATION WITH



ESTIMATED OVERALL TARGET FOR 2015:  
**1100 CASES**  
➔ **16% ABOVE BUDGET**

**CONTINUOUS EXTERNAL TRAINING**

- 2 days of training with our partners of the Catholic University of Milan on applying resilience
- Full training for all the psychosocial staff on the National SOP's for Case Management

**HIMAYA'S 1ST ANNUAL SYMPOSIUM**

Building and Strengthening Resilience:  
A multisectorial approach.

2 DAY SYMPOSIUM GATHERING  
MORE THAN 200 ATTENDEES!

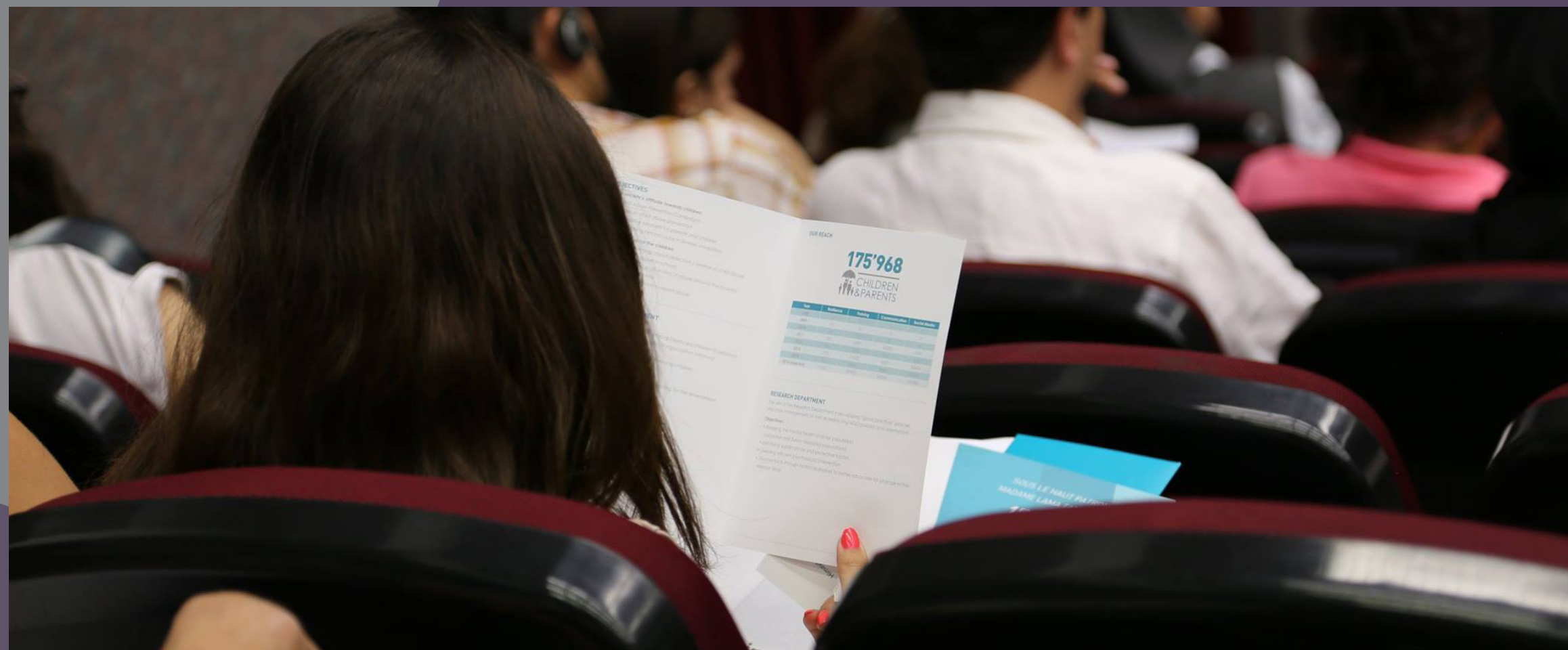


**FIRST DAY: 5 SESSIONS**

- 1- "What are the risk factors and the protection factors involved when assessing a situation of mistreatment and abuse?"
- 2- "What are the methods of specialized interventions with the abused or mistreated child, his family and his environment?"
- 3- "Overview of current legal status and multiple suggestions: what sort of relationship exists between resilience and law 422 on child protection?"
- 4- "What sort of balance is established between organizational resilience, institutional functioning and reality on the ground?"
- 5- "What are the operational and standardized procedures for mental health and case management in the field of Child Protection in Lebanon?"

**SECOND DAY: 12 WORKSHOPS**

- 1- Sexual Health During Childhood And Adolescence
- 2- Transmission Of Trauma : Impact On The Listener
- 3- Evidence Based Practices In Mental Health
- 4- Critical Reflections On Contemporary Law Through Comparative Law: Case Of Abuse
- 5- Research: Risk And Protection Factors Among Syrian Refugee Children, What Are The Follow Up Instructions?
- 6- Risk And Protection Factors : Assessment And Objectives
- 7- Research : Somatic Symptoms And Emotional Intelligence In Children And Adolescents Victims Of Mistreatment
- 8- Research : Termination Of Institutional Stay And Social Reinsertion/ Rehabilitation
- 9- Research : Presentation Of Mental Health At The Syrian Refugee Families In Lebanon & Needs Identification Families
- 10- Judicial And Psychosocial Strategies Of Intervention: Study Of Cases
- 11- National Strategies And Action Plans For Mental Health In Lebanon
- 12- Developing The Resilience Of Social Service Professionals: Lessons From The Education Of Social Work Students



## INTERNATIONAL SPEAKERS

### Francesca Giordano: Italy

Francesca Giordano is a Clinical Psychologist and Assistant Professor at the Catholic University of Sacred Heart in Milan in the "Research Unit on Resilience"

### Cristina Castelli: Italy

Cristina Castelli is a professor of Developmental Psychology at the Faculty of Formation Science of the Catholic University of Sacred Heart in Milan.

### Stephanie Skavenski Van Wyk: USA – Zambia

Stephanie Van Wyk has a Masters degree in both Clinical Social Work and Public Health. She is a licensed Clinical Social Worker in the state of Massachusetts. She Wykis currently serving as Research Associate for Johns Hopkins University, Bloomberg School of Public Health, Mental Health Department, working with the Applied Mental Health Research Group (AMHR) and Center for Refugee and Disaster Response.

### Adrian van Breda: Johannesburg, South Africa

Adrian van Breda now teaches at the University of Johannesburg, where he is head of the Social Work Department. His research focuses on the resilience of young people leaving residential care and he is the principle investigator of a longitudinal study on care-leaving.

## LOCAL SPEAKER

### Layla Tarazi Sahab

Layla Tarazi-Sahab is a Child's Psychotherapist and Adult's Psychoanalyst, and a member of the Paris Psychoanalytic Society (PPS) and the International Psychoanalytical Association (IPA). She is also a professor at the Saint-Joseph University

### John Fayad

John Fayad is an Associate Professor of Clinical Psychiatry in the University of Balamand, Faculty of Medicine and Medical Sciences, and a member of the Department of Psychiatry and Clinical Psychology at Saint-George Hospital University Medical Center, Beirut, Lebanon. He is also a Researcher and the Vice President of IDRAAC (Institute for Development Research, Advocacy and Applied Care), which is an NGO specialized in Mental Health.

### Denise El Murr

Denise El Murr is a psychoanalyst and a lecturer at the Social Training School at Saint-Joseph University. She is a member of the Paris Psychoanalytic Society (PPS); IPEA; Lebanese Psychological Association (LPA) and the International Association of Youth and Family Judges and Magistrates (IAYFJM).



### Rami Bou Khalil

Rami Bou Khalil is a psychiatrist who pursued his studies in Belgium and Lebanon. He is the holder of four university degrees in Addiction Studies, Cognitive-Behavioral Approaches, Psycho-Oncology, and Psychiatric and Organic Comorbidities.

### Jamilé Khoury

Jamilé Khoury holds a PhD in Social Work, focusing mainly on family and childhood. She is a Social Worker for training and profession, a teacher and researcher at the Social Training School at Saint-Joseph University. She conducted several research and is the author of various publications in the social field.

### Anthony MacDonald

Anthony MacDonald is the Chief of Child Protection section at UNICEF Lebanon. He has proven his broad experience in emergency and development, upstream policy, legal work with UN and international criminal organization including corporate social responsibility as well as public & private partnerships.

### Hala Kerbage

Hala Kerbage is a Psychiatrist at Hôtel-Dieu de France Hospital, and also serves as a Consultant Psychiatrist with the Syrians refugees on the International Medical Corps.

### Wissam Kheir

Wissam Kheir is a Clinical Psychologist and Psychotherapist, and the holder of a master's degree and currently pursuing his PhD in Clinical Psychology at Saint-Joseph University.

### Sandra Hajal

Sandra Hajal Hanna is the holder of a master's degree in Public Health and a BS in Nursing.



## HIMAYA'S SPEAKERS

**Chukri Sader:** Member of Board of Directors

**Lama Yazbeck:** Executive Director

**Wissam Kotait:** Head of the Resilience Program

**Michel Maragel:** Research Department Coordinator

**Bassima Roumani:** Social and Legal Coordinator

**Nadia Sammour:** Social Coordinator

**Myra Atallah:** Psychologist's Coordinator

**Roula Moukarzel:** Lawyer

**Joy Abi Habib:** Psychologist

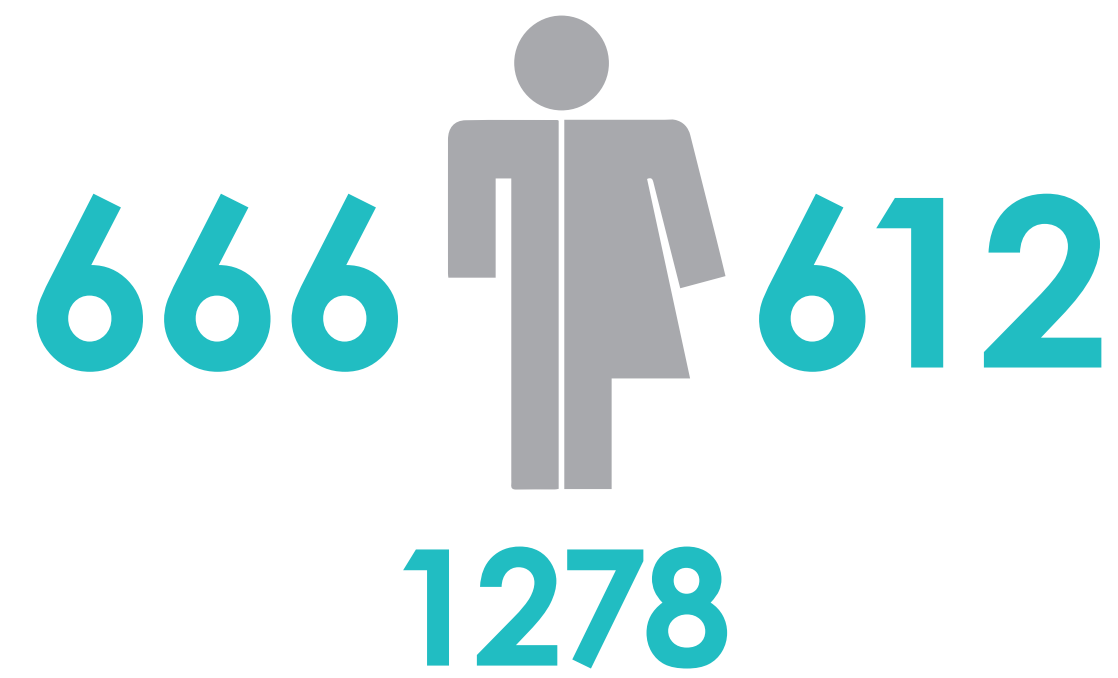
**Ramona Khawli:** Psychologist

**Chady Ibrahim:** Psychiatrist

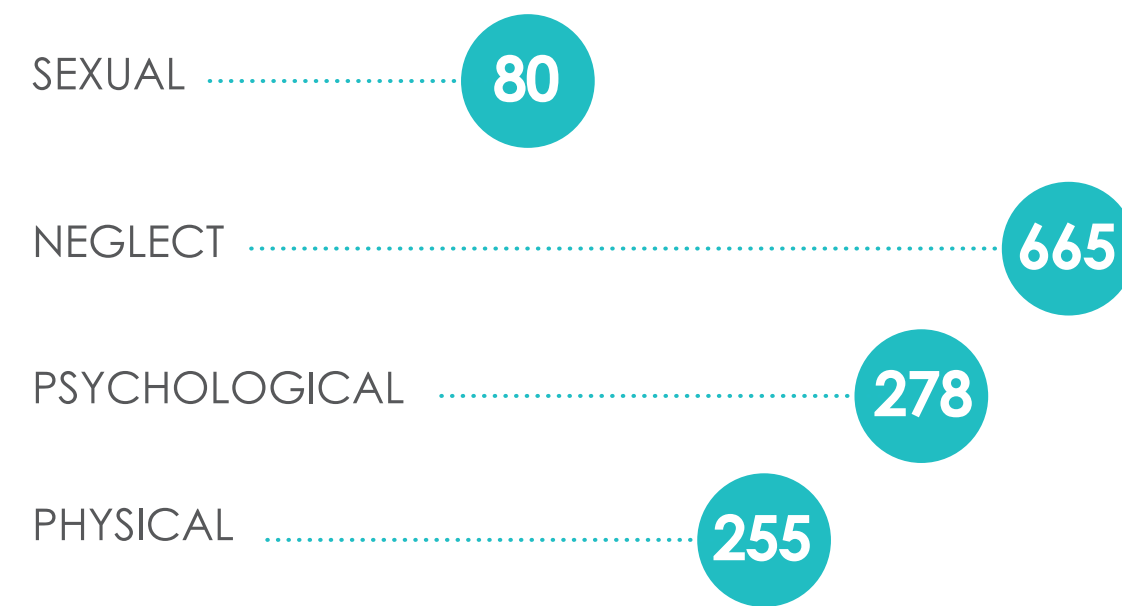
**Charline El Hachem:** Psychiatrist

**Kim Heshme:** Head of the Communication Department

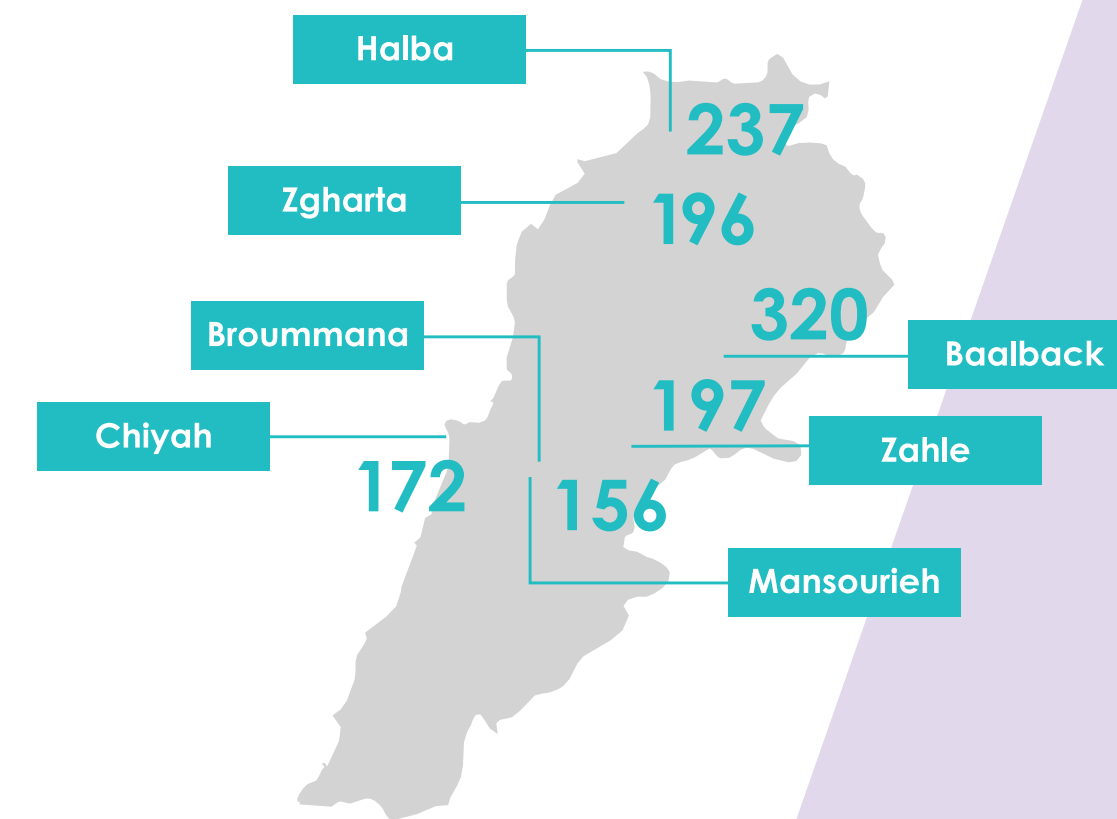
### NUMBER OF CASES PER GENDER IN 2015



### NUMBER OF CASES PER TYPE OF ABUSE 2015



### NUMBER OF CASES PER REGION 2015



## PERCENTAGE OF CASES PER REFERRAL SOURCE IN 2015

COMMUNITY CENTER .....	0.08%	BENEFICIARY .....	1.10%
HEALTH CARE PROFESSIONAL .....	0.08%	MINISTRY OF SOCIAL AFFAIRS .....	2.50%
MINISTRY OF EDUCATION .....	0.16%	MINISTRY OF JUSTICE .....	2.66%
ANONYMOUS .....	0.16%	NGO .....	4.77%
MUNICIPALITY .....	0.23%	SCHOOL .....	5.32%
THEMSELVES .....	0.31%	CITIZEN .....	6.42%
RELIGIOUS INSTITUTION .....	0.39%	FAMILY MEMBER .....	13.15%
HOSPITAL CHILD CARE .....	0.39%	INGO .....	27.86%
NO RECORD .....	0.47%	HIMAYA .....	33.96%

# COMMUNICATION DEPARTMENT





2014 total likes

11,250

2015

14,119

20.3% increase

HIGHEST ORGANIC REACH 50k

★ 50 RATINGS ★

FINAL RATING ★★ 4.8

TYPE OF POPULAR POSTS VIDEOS & ARTICLES

HIGHEST REACH

82.2k

1.5 times a day.

Posts are mostly composed of pictures, videos and links

30% 68%



FOLLOWERS 509

TWEETS 808

MENTIONS 42

MONTHLY AVERAGE IMPRESSION

2.036



20 492 14 FOLLOWERS

968 FOLLOWERS IN 2015

INCREASE 49.2%

366 POSTS

FOLLOWING 133



TOTAL VISITS 65'717

887'825 TOTAL HITS

AVERAGE MONTHLY VISITS 5'476

WWW.HIMAYA.ORG UPLIFTED DESIGN IMPLEMENTED IN SEPTEMBER 2015



13

NEWSLETTERS SENT VIA MAILCHIMP SINCE JAN 2015

SUBSCRIBERS 1989

HIGHEST OPEN RATE

48.03%

25857

TOTAL SUCCESSFUL DELIVERIES



FIGURES

45 Media appearances including TV, Radio, Magazines & Newspapers

Participated in more than 30 events of which 7 were organized by himaya

Crowdfunding campaigns via HelpforLeb which helped us raise \$14000



**HIGHLIGHTED EVENTS**

**2015 Symposium**

himaya held its first annual symposium in 2015 under the high patronage of Mrs. Lama Tammam Salam entitled **“Building and Strengthening Resilience in Child Protection: A Multisectorial Approach”**.

This two day event consisted of about 200 attendees, with up to 20 speakers, of which 4 international speakers, giving presentations and conferences on specific topics relating to child protection

At the end of the symposium, all attendees received a certificate acknowledging their attendance and participation.



**Men’s World Exhibition in partnership with Harley Davidson HOGS & the Ladies of Harley LOH**

Harley Davidson offered himaya their stand at the Men’s World Exhibition that took place in July 2015. Instead of showcasing their latest bike models, the Harley team allowed us to set up a variety of our awareness tools. Ranging from a documentary of real cases of child abuse dealt with by himaya, a “Wall of Children” on which children were free to express their thoughts and draw, as well as a photo booth for parents and their little ones to create memorable moments holding up child protection props.



**Mont Blanc Ascent Crowdfunding Campaign**

In September 2015, Rami and Rayan Rasamny climbed the Mont Blanc peak - the highest mountain in the Alps and one of the most challenging renowned peaks in the world. This initiative was set to raise awareness about child abuse, while crowdfunding through HelpforLeb for the education of 30 children residing at our Resilience Center. After reaching the peak and returning to Lebanon, the Rasamny cousins visited the center and told the children all about their wild adventure. They all signed the himaya flag held at the peak and hung it on one of the center’s wall! This inspiring initiative allowed us to raise more than \$11’500 and was covered by more than 6 online articles and newspapers.



**“Every challenge, every set back, and every moment is what makes a summit. Mont Blanc taught us to persevere and to be humble. We did not conquer Mont Blanc. Nobody conquers mountains. We experienced Mont Blanc and we experienced her exactly as she willed us to experience her and for that we are eternally grateful. May we all live our experiences, learn our lessons and reach our summits.”** – Rami Rasamny

## EVENT TABLE

Event	Location	Date
Peace Runners Marathon	DownTown	Nov 2015
himaya Bracelets Sale Fair	Saint Coeur Zahle	Mars 2015
Virgin Megastore Campaign	Virgin Megastore	July 2015
Mar Mikhael Ashrafieh 2020	Mar Mikhael	April 2015/
Badaro- Ashrafieh 2020		Nov 2015
Beirut Street Food Festival	Monot	April 2015
Roteract Disney Concert	USJ	May 2015
B.O Roteract Exhibition	B.O18	June 2015
Ramadaniyyat Exhibition	BIEL	July 2015
Men's World Exhibition & Harley Davidson HOGS	La Marina	July 2015
Marathon –North Lebanon	Nord	Avril 2015
'Because of You' Photography Exhibition	Le Grey	Avril 2015
Pythagoras Gala Dinner	Mir Amine	July 2015
WakeFest Event	La Marina	July 2015
Mzaar Summer Festival	Les jardins du mzaar	Aug 2015
B.O 18 Awareness Night	B.O18	June 2015
Trainstation Awareness Night	Trainstation	June 2015
Quiz night at Alt City	Alt City	Sept 2015
Annual music festival	Garten	June 2015
Ella Fiesta Event	YMCA	Sept 2015
2015 himaya's Annual Symposium	USJ FSM	June 2015
ABC Christmas Market	ABC	Dec 2015
French Cultural Center Christmas Market	Centre Culturel	Dec 2015
Crepaway Awareness Month	Crepaway	Dec 2015
VOX StarWars Premiere	Beirut Souks	Dec 2015
Chili's Awarness Month	Chili's	July 2015
Factory Loves Friday Events	Grand Factory	Oct 2015
himaya Christmas brunch	Mandaloun	Dec 2015
himaya birthday gathering	Municipality of Jbeil	May 2015
Christmas at the Villa Event	Villa Sursock	Dec 2015



FUNDRAISING CAMPAIGNS

Our foodies4change partners:



As a part of our "Foodies4Change" campaign, we partnered up with L'Os and Divvy in order to raise funds which helped support the children victims of the toughest types of abuse and who are residing at himaya's Resilience Center.

Who ever said you couldn't eat to make a change!

Chilli's Campaign



July 2015

Crepaway Campaign



December 2015

himaya  
Pour l'innocence en danger

**THANK YOU  
TO ALL OUR PARTNERS  
FOR BELIEVING IN OUR CAUSE!**

#foodies4change

chili's Los DIVVY  
THE ART OF SHARING



IT SHOULD BE HOME

**SWEET**

HOME THIS CHRISTMAS

SNOWY FLOWY  
22,000 LBP

CREPAWAY



**SUPPORTER GROUPS**



As part of our “Partners4Change” Campaign, himaya partnered up with Debbas. They displayed our donation boxes in their showrooms encouraging customers to donate and support himaya’s cause. Debbas have also added himaya’s logo to their used stamps mentioning they are our proud supporters on all of their signed documents and invoices. Additionally, Debbas chose to have all 500 of their annual corporate gifts handmade by the children of our Resilience Center!

**PRODUCTS SALE**

**1 new product in 2015:  
baby bibs**

- Sold at events and online via lebelik.com
- 2014 products sale was \$8000
- 2015 products sale \$19500

**41% increase in sale**

**Harley Davidon + Lebanese Rugby League**

himaya teamed up with the Lebanese Rugby League and Harley Davidson HOGS during the month of April for the Child Abuse Prevention Month. We created a series of shots with the Rugby players and Harley bikers geared up and looking fierce. The shots read “Speak up, we’ve got your back” encouraging victims of abuse to break the silence and speak up about their experiences without fear or worry.



**AWARENESS CAMPAIGNS**

**April 2015:  
Month of Child Abuse Prevention**

During the month of April, the national month of Child Abuse Prevention, himaya launched a campaign aiming to inform the public about himaya's mission and work. Having treated 711 abused children in 2014 alone, himaya also revealed the alarming 2014 numbers to raise awareness on the issue throughout the month of April. Billboards revealing our campaign ads were set up around the Beirut region with more than 15 media appearances and written articles as well as an organic reach of 545884 was registered on our facebook page.



**November 19, 2015  
Social media campaign for the world day against child abuse**

On the occasion of World Day for the Prevention of Child Abuse himaya sent out press releases to the media asking the community and especially children of abuse to overcome their fear and share their secret through increased informative posts about our statistics & hotline numbers that were shared on all our social media platforms. No more secrets when it comes to child abuse!



**SPONSORS**

himaya offered 15 social media posts for every **PLATINUM SPONSOR**

himaya offered 8 social media posts for every **SILVER SPONSOR**

himaya offered 10 social media posts for every **GOLD SPONSOR**

himaya offered 26 social media posts for every **DIAMOND SPONSOR**

**+ permanent visibility on our newsletter that is sent out to more than 2000 supporters!**

OUR AWESOME  
DIAMOND SPONSORS  
FOR THE YEAR 2014-2015



OUR AWESOME  
PLATINUM SPONSORS  
FOR THE YEAR 2014-2015



OUR AWESOME  
GOLD SPONSORS  
FOR THE YEAR 2014-2015



OUR AWESOME  
SILVER SPONSORS  
FOR THE YEAR 2014-2015





# THANK YOU

FOR YOUR SUPPORT  
DURING 2015

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



@himayaleb

