Message from the CEO

2014 was a busy and productive year for us at the Arab Foundations Forum (AFF). For me, personally, it was the beginning of a new career and the start of my role at the Forum. We began the year by assessing our objectives and designing a new strategy for AFF with an eye towards building on our existing network and expanding our footprint across the region. The value of our network has always been at the core of AFF's mission and we wanted to ensure that we continue to bring an added value to our members and to the sector overall. With that in mind, we reconnected with all of our members and asked for your invaluable feedback on our performance - how we're doing and what you think we can do better. We spent the better part of 2014 making sure we addressed your concerns and putting a structure in place to ensure that we continue to meet your expectations.

The Arab region has faced several challenges over the past five years and as the only network of philanthropic foundations in the region, we take the responsibility of keeping our finger on the pulse of what's happening around the region and in the sector very seriously. To that end, we are committed to always staying in close contact with all of our members and partners, and we recognize that the value of our network is only as strong as the relationship we build with you. We wanted to take this opportunity to share with you AFF's first ever Annual Report for the year 2014 and we hope that you will continue to be a part of our growing network of valuable members and partners for many years to come.

With all our best wishes for a prosperous year ahead,

Naila Farouky
CEO, Arab Foundations Forum

Board of Directors

- Dina Sherif - John D. Gerhart Center for Philanthropy and Civic Engagement - Chairperson of the Board
- Rana Diab - Hani Qaddumi Scholarship Foundation - Treasurer of the Board
- Oussama Rifahi - Arab Fund for Arts and Culture (AFAC) - Secretary of the Board
- Elie Abouaoun - Arab Human Rights Fund - Board Member
- Clare Woodcraft-Scott - Emirates Foundation - Board Member
- Rania Hamoud - Mansour Foundation for Development - Board Member
Our Strategic Pillars

- Advocacy
- Communication & Outreach
- Network
- Membership Benefits & Capacity Building
- Knowledge & Resource
Meetings

- In collaboration with the Issam Fares Institute for Public Policy and International Affairs at the American University in Beirut (AUB), AFF co-hosted a two-day meeting on December 1st and 2nd at the AUB, bringing together policy research institutes with foundations and donors to discuss the challenges and suggest solutions to the issues of data and the value of the ownership of information.

Capacity Building Workshops

- "Innovation Fundamentals: Building Business Concepts Around Breakthrough Innovation" was hosted on October 25th and 26th in Cairo, Egypt. The workshop was organized by Arab Foundations Forum in collaboration with Innovety, L.L.C.

- "Social Marketing: Behavioral Change For Better Communication" was held on November 23rd, 24th, and 25th in Amman, Jordan. The workshop was organized by Arab Foundations Forum in collaboration with Sa’ad Darwazeh.

Webinars

Arab Foundations Forum and The John D. Gerhart Center for Philanthropy and Civic Engagement delivered two webinars:

- "Visualizing Philanthropy: Storytelling Through Data"

- "Top 10 Tips to Strengthen your Proposal: Beyond the Buzzwords!"

Both webinars were hosted by Worldwide Initiatives for Grantmaker Support (WINGS).
2014 Financial Audit Report
التقرير المالي المحقق لعام ٤١٠٢

2014 Revenues & Expenses
إيرادات و مصروفات العام ٤١٠٢

**Revenue**
JOD 12,180.00  
($158,446.33)

**Expenses**
JOD 239,230.00  
($337,895.48)

Opening balance as of Jan 1st, 2014 JOD 221,341.00 ($312,628.53)
Participation in Sector Related Events

- **Salzburg, Austria** - Salzburg Global Seminar - March
- **Istanbul, Turkey** - WINGS Forum - March
- **Amman, Jordan** - Arab Fund for Economic and Social Development and International Monetary Fund - May
- **Beirut, Lebanon** - Takaful - June
- **Istanbul, Turkey** - UNDP's International Development Cooperation: Trends and Emerging Opportunities - Perspectives of the New Actors - June
- **Abu Dhabi, Emirates Foundation** - Annual Youth Philanthropy Summit - November
- **Johannesburg, South Africa** - Peer-to-Peer Learning Event, WINGS, Southern African Trust, Southern African Community Grantmakers Leadership Forum - November

- Salzburg, النمسا - منتدى سالزبورغ العالمي - مارس
- اسطنبول، تركيا - منتدى المبادرة العالمية لدعم المؤسسات المانحة - مارس
- عمان، الاردن - اجتماع الصندوق العربي للتنمية الاقتصادية والاجتماعية، صندوق النقد الدولي - مايو
- بيروت، لبنان - مؤتمر تكافل -يونيو
- اسطنبول، تركيا - برامج الأمم المتحدة الإفريقية، التعاون الدولي للتنمية: الاتجاهات والفرص الناشئة، وجهات
- نظر الأطراف الفاعلة الجديدة - يوليو
- أبو ظبي، الإمارات - مؤتمر الشباب السنوي، مؤسسة الإمارات - نوفمبر
- جوهانسبرغ، جنوب أفريقيا - ملتقي رواد المؤسسات المانحة المجتمعية في جنوب إفريقيا، المبادرة العالمية
- لدعم المؤسسات المانحة، صندوق جنوب إفريقيا - نوفمبر