The outbreak of the COVID-19 pandemic has impacted almost every country in the world. Many people have lost their jobs, with the demise of enterprises and institutions, yet COVID-19 has highlighted human resilience, and the importance of relationship building.

The pandemic has also underscored the significant roles of civil society and non-governmental organizations in harnessing the power of people, rallying efforts, and responding to crises by creating locally tailored solutions and support networks to aid recovery.

As partners for Good (PfG) marks its fifth anniversary, amid fundamental worldwide changes, this report illustrates accomplishments we have achieved in collaboration with our partners and communities. These successes demonstrate Jordanians’ ability to adapt and respond to an ever-evolving landscape.

Partners for Good walked alongside communities striving to cope with socioeconomic challenges. We focused on bridging job market gaps faced by women and youths, developing their skills to realize their full potential.

Over the past two years, as it felt like the world was receding our team continued to foster strong relationships with our partners, stakeholders, and communities. A key to our success in maintaining connectedness as we focused on impact was our ability to digitize processes, launch online learning platforms, and to develop targeted programs and services that were responsive to both our sector and our communities.

Despite COVID-19 challenges, we remain committed, in our programs, to addressing poverty, unemployment, gender inequality, and climate change. And, we will continue to focus on embedding innovation and sustainable practices, as well as inclusive and participatory approaches in PfG activities.

We thank everyone who contributed to our successes in this extraordinary time, and who believed and supported a collective vision for a stronger and more resilient Jordan.

Sincerely,
Sheila Crowley

When we created our vision for Partners for Good (PfG) five years ago, we aimed for an innovative local organization with international standards that works with partners and communities to find better opportunities for everyone to live and prosper in a dignified way.

Although COVID-19 hit us halfway through our work, we developed a better understanding of what we accomplish together with our partners in local communities. We reformulated how we implement our programs, building new tools and techniques. This adaptability enabled us to pursue work under the most difficult circumstances, reaching, and communicating with people, and providing them with services and assistance.

We have learned a lot in the past two years, developing ourselves, and becoming more resilient. We got closer to people, enhancing our mutual trust and cooperation.

Our experiences taught us that what unites humanity is greater than what divides it. We have strengthened our integrated development efforts, with insights into replicating success in various communities, and drawing lessons from unsuccessful experiences. We expanded regionally and internationally, boosting our knowledge, and sharing our achievements with other communities.

We believe in creating meaningful change through united efforts. We will keep forging additional local, regional, and international partnerships, to help people and communities thrive with dignity and freedom.

Our journey was made possible by our team’s dedicated and diligent work; guidance and backing from our board of directors; and the unconditional support from our founding organization, Global Communities. Most importantly, we would not have been able to achieve accomplishments without our partners.

We are grateful to all of you. We will continue to work closely together, maintaining and advancing our participatory approaches, to serve our people and communities.

Sincerely,
Waleed Al-Tarawneh

“AS IT FELT LIKE THE WORLD WAS RECEDING OUR TEAM CONTINUED TO FOSTER STRONG RELATIONSHIPS WITH OUR PARTNERS, STAKEHOLDERS AND COMMUNITIES”
- SHEILA CROWLEY
Our Mission
To support communities to realize a brighter future through positive development, empowerment and partnerships.

Our Vision
A world where people have the opportunity to live and prosper with dignity.
In order to achieve our development goals, Partners for Good is implementing its programs in the following areas:

**ENTREPRENEURSHIP AND EMPLOYMENT SUPPORT**

Entrepreneurship and employment support is key to addressing unemployment, realizing youth potential, and leveraging economic opportunities, nationally and regionally. Entrepreneurship support is pivotal to PFG efforts. The organization launched programs centred on creating quality self-employment and job opportunities in various economic sectors. These programs enable young entrepreneurs to implement their ideas, turning them into projects with added value that contribute to economic development and job creation.

**POVERTY ALLEVIATION**

High unemployment rates constitute a symptom of ineffective processes for comprehensive development. Addressing poverty requires collective and integrated efforts, from community-level livelihood improvement, to policy and legislation enactment. PFG efforts are focused on local communities, enhancing living standards, community integration, and empowering women and youths. It is meeting these goals and objectives by implementing programs in full partnership with local communities, community-based organizations, and the authorities.

**WOMEN EMPOWERMENT**

In developing economies, women’s economic potential and capabilities are not leveraged. Through its programs, PFG seeks to empower women, realizing their entrepreneurial potential, and increasing female participation in the labor market. The organization also aims to improve work environment for women, enabling them to effectively contribute to the economy.

**MITIGATING CLIMATE CHANGE**

Climate change impacts many aspects of life, affecting all economic and social segments of the population. In order to mitigate these impacts on the most vulnerable people, such as smallholders, PFG works on raising their awareness, and empowering them to improve how they deal with the impacts of climate change on their livelihoods.

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**About Partners for Good**

Partners for Good (PFG) is a Jordanian nonprofit organization aimed at creating positive change in people’s lives and in communities, as well as a better future with opportunities for growth and prosperity.

PFG invests in sustainability partnerships, integrating creativity and innovation with its programs, methodologies, and tools. For the organization, individuals and communities are partners -- not service recipients -- in the development process.

With more than 20 years of experience in various areas of development, PFG always seeks to enhance its knowledge and experience, reaching more individuals and communities.

Believing that development and capturing lessons learned are ongoing processes, PFG continues to expand its partner base nationally and internationally. The organization strives to create desired change in communities that fulfills people’s aspirations and goals, in an environment of positiveness combining equal opportunity, dignity, and personal excellence.

**How we do it**

In order to help achieve sustainable development, PFG employs methodologies and mechanisms built on participatory approaches, and sustainability partnerships, involving all stakeholders. The organization continues to incorporate innovation and creativity in all programs as key components.
Important milestones in OUR JOURNEY...

2017
- Our journey started
- A team of 5
- Awarded first subcontract, “Youth Power” Funded by USAID

2018
- Awarded first prime contract, “Promoting Socio Economic Rights for MFI Clients”, funded by the Netherlands Embassy in Jordan
- Launched “Mesh Mostaheel” entrepreneurship TV show

2019
- Won the Outstanding Subsidiary Award by Global Communities
- Started the first programme outside Jordan in Sri Lanka by winning the “One Good Idea” grant from Global Communities and the Sanders Foundation to develop StartUp 2021 TV show that supports entrepreneurship

2020
- Won Quality and Innovation Diamond Summit Award for non-profit organizations
- Certified as a Great Place to Work
- Launched PfG International in the Netherlands

2021
- Launched 2 E-Platforms: PfG for E-Training and Mesh Mostaheel platform for entrepreneurship
- Digitized operations and processes
- Our programs grew to 9
- Our team grew to 22 members
WHERE WE WORK

PfG executes its programs in Jordan and abroad.

Nationally, our programs covered 123 local communities in Jordan’s 12 governorates, and 100 municipalities, partnering with organizations and individuals in all of these areas.

Internationally, PfG programs were implemented in Yemen, Sri Lanka, Egypt, and the Netherlands, working directly in 6 locations in these countries.

Moreover, PfG International was launched in the Netherlands covering operations in European Union regions.

5 Locations around the world

12 Governorates

123 Communities in Jordan
WE SHARE WITH YOU SOME OF THE POSITIVE CHANGE STORIES THAT WERE LED BY OUR PARTNERS OF INDIVIDUALS AND INSTITUTIONS THROUGH THEIR JOURNEY WITH US.
SHAMS and Greening the Desert Project are partners for Dar Al Shouneh sustainability

“Our collaboration, and the new standards set by the project give local communities decent livelihoods, and economic enablers.”

Geoff Lawton, a founder of the Greening the Desert Project

“Working with Partners for Good was a privilege, as our partnership led to a new beginning of development work.”

Nadia Lawton, a founder of the Greening the Desert Project

When Partners for Good (PIG) launched the Local Partnership for Tourism Development Project “SHAMS”, in the Dead Sea region, the organization looked for a local partner to develop the concept of the Dar Al Shouneh - Jordanian village experience, a community-based tourism initiative.

PIG selected the Greening the Desert Project in the Southern Shounah area, to implement the initiative, aimed at enhancing the local tourism product and building sustainable economic relations between the local community and the hospitality industry in the Dead Sea region.

Since its 2011 establishment, the Greening the Desert Project succeeded in attracting national and international visitors and students, who learned and trained about permaculture techniques.

Through this partnership, PIG developed project facilities, built a restaurant serving traditional and rural food, and enhanced project capacity to manage, sustain, and promote Dar Al Shouneh, in collaboration with other partners.

Dar Al Shouneh has become a center of attraction, engaging local community members in various activities, and enriching the Jordanian village experience.

“My work at Dar Al Shouneh empowers and enables me to serve the local community,” says Amneh Tlaq, or Um Hayel, one of the Jordanian village experience pioneers. “It has improved my living conditions, and enabled other local community women to benefit from economic and job opportunities.”

Dar Al Shouneh is not confined to traditional food made of vegetables and fruits cultivated at the Greening the Desert Project. Visitors can also play traditional games, learn about permaculture, and importantly, experience the life of Jordanian villagers, and interact with the local community.

At Dar Al Shouneh, Um Hayel, 54, arranges for hosting visitors, bakes fresh bread, makes kombucha tea, and cooks a verity of traditional dishes, with help from other local community women.

During the COVID-19 pandemic, Um Hayel baked bread, and cultivated homegrown produce for her family. “I did not feel we were in need of anything else. Today, I use my skills at Dar Al Shouneh, along my neighbors and other women in the community, to help maintain services to guests and visitors,” she says.

Greening the Desert Project President, Hayel Suleiman, who also supervises Dar Al Shouneh, has been a genuine partner. Over the course of two years, Suleiman helped develop the concept of Dar Al Shouneh, in partnership with other stakeholders, converting it into a reality.

“Dar Al Shouneh has the potential to develop into a tourist, green, and heritage site, attracting tourists from nearby hotels, as well as from Jordanian cities,” Suleiman, 39, predicts.

Suleiman learned a lot working together with PIG in developing, managing, and promoting Dar Al Shouneh. “I look forward to seeing Dar Al Shouneh expand in the next years, with additional opportunities to the local community, and more partnerships.”

For 19-year-old Ahmad Dueisat, a Dar Al Shouneh beneficiary, the project “has exceptional opportunities for the local community.”

“Dar Al Shouneh empowers the youths, enabling them to be more productive, improve their livelihoods, and learn new skills,” says Dueisat.
Abu Ali contributes to community-based tourism project implemented by SHAMS

Khader Al Zawahreh, or Abu Ali, strives to improve his family’s living conditions, while at same time, contributing to positive change in Al Jawasrah neighborhood, where he lives, in Jordan’s Southern Shouneh region.

A government retiree, Abu Ali, 56, is now raising livestock and poultry at his house, which he turned into a tourist attraction, Bayt Abu Ali, with support from the Local Partnership for Tourism Development project, “SHAMS”, as part of a Jordanian village experience.

“My family and I wanted to open our house to make it a genuine experience of a Jordanian village lifestyle, including the food, beverages, and hospitality,” says the father of 4 sons and 3 daughters. “We want to be part of true positive change.”

Around one year ago, SHAMS, which is funded by the Embassy of the Kingdom of the Netherlands in Jordan, met Abu Ali during a field survey in the region, where a project team presented partnership opportunities with the local community.

Abu Ali’s interaction and communication with the project continued. SHAMS carried out improvements to Abu Ali’s house, and provided it with equipment and traditional games, in preparation for hosting tourists from May 2022, offering them an opportunity to live a Jordanian village experience.

Bayt Abu Ali is a component of the Dar Shouneh project, a SHAMS component, at the Greening the Desert Project. SHAMS provided training for women and youths in the local community.

“I would like to see my entire area transform into a tourist attraction,” adds Abu Ali. His wife, a retired teacher, shared her husband’s ambitions, having received training from SHAMS on hosting visitors and managing facilities.

The project also trained many other people in Al Jawasrah neighborhood, hoping that they would follow in Abu Ali’s footsteps as part of the community-driven experience.

Bara’ah, one of Abu Ali’s daughters, holds a university degree in accounting, but she is still looking for a job. She received training from SHAMS, to enable her to work with the project.

Bayt Abu Ali was equipped to host tourist groups of 25 people, who can have Jordanian breakfast, and enjoy traditional entertainment and games, as well as heritage stories and tales. It will help Abu Ali improve his family’s living standards.

“The success and sustainability of the Jordanian village experience require partnership between the project and local community,” he advises.
Mesh Mostaheel: Abdullah defies odds to start up “Takalam”

When Abdullah Al Faris and his university classmates came up with their graduation project idea of an anti-stuttering device four years ago, they wanted to help a mutual friend deal with his speech disorder.

The stuttering of their friend motivated the young men to turn that idea into an entrepreneurial startup, “Takalam” (Arabic for speak).

In 2018, the group presented their project on the Mesh Mostaheel television show, launched by Partners for Good (PfG) to help advance entrepreneurial environment, raise awareness, and inspire youths in Jordan.

“At the beginning, we thought of finding a way to reduce our friend’s stuttering, but, through Mesh Mostaheel, built an anti-stuttering electronic device with earphones,” said Abdullah, who holds a degree in computer information systems.

“Twenty-two projects qualified for competition on the TV show, as we vied for a place ... it was tough.”

For four months, Hani Al Thalji of Mesh Mostaheel coached and supervised Abdullah and his partners. “That period of time was a turning point for promoting Takalam,” according to Abdullah.

With university study, lack of funding, inexperience in labor market, he and his friends faced several challenges, but not for long, as Mesh Mostaheel helped the project connect with donors, overcoming obstacles.

His Majesty King Abdullah II was interested in Takalam, and the Ministry of Health provided the device free of charge for people who needed it.

“The actual launch of Takalam was in December 2020, when we registered the project with the Companies Control Department, and obtained funding from a business incubator,” said the entrepreneur.

A year ago, the project, which was sponsored by University of Petra, started to sell the device across the Middle East and in other regions, at a reasonable price.

Accomplishments continued, with the appointment of dealerships in Saudi Arabia and the United Arab Emirates, and the signing of a contract to supply 500 units to a Riyadh-based research center. Moreover, Takalam is planning global experimentation and roll-out.

“Although we did not win the first place on Mesh Mostaheel, but we gained great benefits, including project promotion, as well as technical and moral support,” said Abdullah. “All these factors played important roles in the launch of Takalam. Today, we employ 10 people, and continue to develop and become bigger in next years.”

Viewership
More than 1 Million votes received

Applications received in the program
2500
Projects competed in the episodes
22
Mentoring young entrepreneurs is our duty

Entrepreneurs need more than enthusiasm for starting businesses, as knowledge and skills development is a must for bringing ideas to life.

To address that challenge, Partners for Good (PfG) offers mentoring and coaching to entrepreneurs, connecting them with private sector specialists with extensive experience and a network of business relationships.

“Transferring knowledge to entrepreneurs, and sharing experience with them, are noble duties,” said mentor and adviser, Fadi Daoud, who works with PfG programs supporting entrepreneurship, including television shows, “Mesh Mostaheel”, and “Ras b Taqiyyah”. “Mentorship is essential for entrepreneurs, saving their time and effort.”

Daoud, who is also a jurist, is always keen on effective communication with entrepreneurs, and other mentors. “Competition on these TV shows was high, but team spirit among mentors and PfG staff was strong, as we all worked for maximizing benefits and ensuring the success of the young participants,” Daoud added.

PfG entrepreneurship-supporting programs integrate key components centered on raising youth awareness of the importance of self-employment and entrepreneurship. With its mentorship and business incubation services, PfG empowers young people to develop and implement their entrepreneurial ideas.

“Young people from various Jordanian governorates shared a keen desire for highlighting and developing their ideas,” said Tamara Abdel-Jaber about her experience as a jurist with PfG programs. “In the final stages of these programs, the ideas of the young participants became mature and developed. This was due to the opportunities that the candidates had to put their ideas to the test and compete, with support from competent mentors.”

A key PfG project is the “Mesh Mostaheel” platform, which helps entrepreneurs develop knowledge-based skills, in addition to mentorship, networking, and business incubation opportunities. PfG completed two seasons of the “Mesh Mostaheel” TV show, in which 48 finalist entrepreneurs, out of 3,000 applicants, competed.

The success of “Mesh Mostaheel” has led to the launch of its Sri Lanka’s edition, STARTUP 2021, in which 30 candidates are vying for a place. Season 1 of the show was scheduled to be completed by the end of April 2022.

The duty to support entrepreneurs requires collective and integrated action by the private sector, the government, and civil society organizations, in an environment that encourages entrepreneurship, and develops the innovative potential of young people.

MOHAMMAD MALHAS (MELBELL ELECTRONICS PROJECT)
WINNER OF MISH MOSTAHEEL 2
Hilda secures job, through the internship program within YouthPower

Hilda Khader spent 8 months in vain searching for employment or a training opportunity. She finally landed a one-year internship implemented by Partners for Good (PfG) that helped her secure a job and learn how to change for the better.

Holding a bachelor’s degree in electrical engineering, Hilda received renewable energy training under the United States Agency for International Development (USAID) Jordan YouthPower program, managed by the nonprofit Global Communities organization.

During the internship, she trained and worked with the Jordan Renewable Energy and Energy Efficiency Fund.

“I have learned a lot from that experience, becoming more aware of labor market realities, which are entirely different from what I studied,” said Hilda, 24.

Under the ongoing internship, PfG has provided more than 100 young men and woman with training opportunities, either integrated with donor-funded programs or through using its own resources.

The selection process is rigorous. PfG communicates with target youths, and announces training opportunities agreed on with host enterprises in the private sector, before conducting a thorough assessment of candidates.

“The internship enhanced my understanding of various professional and technical aspects of my field. I also gained practical experience in management of large projects,” Hilda explained.

She now works in network engineering at telecommunications operator, Zain, in Jordan.

“When you get an opportunity, do not waste it because it could be good for you,” Hilda advised youths.

“Set realistic expectations … the experience you gain during the internship changes you for the better.”
Improving financial literacy is key to women’s economic empowerment

Sukaina’s ambition did not end at her retirement as she believed in women’s empowerment. Seeking to start her own business and benefit her community, she needed a personal loan and to learn the how to manage it effectively.

Partners for Good (PfG) stepped in. Its project, Promoting Socio-Economic Rights for Microfinance Institution Clients, helped Sukaina and other women by improving their awareness and financial literacy.

Sukaina used her loan to buy teaching tools and aids at the start of her business, an integrated educational center for children.

PfG’s Promoting Socio-Economic Rights for Microfinance Institution (MFI) Clients project, funded by the Embassy of the Netherlands in Amman, trained more than 400 beneficiaries, of whom 90% were women from Jordan’s northern, central, and southern regions.

“I am happy I came across that quality project,” said Sukaina. “It improved my financial literacy, teaching me how to benefit from credit services of microfinance institutions, and manage my finances in a way that ensures the success of my business.”

Sukaina also learned to how to effectively manage and market services offered by her educational center.

“The project enhanced my self-reliance and entrepreneurial skills,” she added.

Services of the PfG’s project were aligned and consistent with MFI procedures, client protection and financial inclusion strategy of the Central Bank of Jordan (CBJ), and principles of socio-economic rights.

The project developed the capacity and financial literacy of clients, while increasing MFI employees’ knowledge of principles of socio-economic rights. It built and maintained strong partnerships to ensure the sustainability of project impact and outcomes.

“Women’s employment and contribution to productivity are crucial for their empowerment and for supporting their families,” Sukaina stressed. “PfG’s project taught me how to address problems, opened new horizons for me, and helped me network with women entrepreneurs. All of this contributed to the success of my business and improvement of my income.”

She advised women to avoid taking personal loans, “unless their businesses actually need them”.

“Set your goals, identify your project, and be open to new ideas. With determination and optimism, start your business, and give it all the innovation and creativity that you have.”
OUR IMPACT

Emphasizing the impacts of development programs on local communities necessitates shedding light on accomplishments, quantitatively and qualitatively. Citing stories from partners, the first part of this report presents qualitative examples of the impacts of our programs. In this part, we present quantitative standards for the impact of our programs in the period of time covered in the report.

TOTAL PARTNERSHIPS
58

PRIVATE SECTOR
23

PUBLIC SECTOR
24

CIVIL SOCIETY
11

TOTAL TRAINEES IN TRAINING PROGRAMS
271

36,143

14,700

21,443

19,800

IN 10 COUNTRIES

RECEIVED THE FINANCIAL EDUCATION PROGRAM

54% MALE 46% FEMALE

ENGAGEMENT AND INTERACTION WITH THE ORGANIZATION’S ACTIVITIES AND PROJECTS ON ALL CHANNELS
5,378,313

TOTAL JOBS FROM PROGRAMS AND ACTIVITIES
123

ENTREPRENEURS APPLIED FOR THE PROGRAMS
4680

TOTAL VOLUNTEERS AND MENTORS IN THE ORGANIZATION’S PROGRAMMES
149
Where we are headed

At PfG, we believe that development work requires cumulative and participatory efforts. In 2022 and beyond, we will seek to expand our network of programs, reaching additional social segments and communities, particularly for addressing unemployment, women’s economic participation, and poverty. We will work on stretching the geographical scope of our programs, nationally, regionally, and internationally, by replicating successful PfG programs implemented in Jordan and in regional countries.

We will continue to forge international partnerships, enabling us to execute development programs in other regions. We are committed to enhancing our partnership network in a way that serves the development goals we aspire for.

PfG has built a system of performance standards governing our work, and set priorities based on the sustainable development goals as well as national strategies, and the goals of advocates for development in Jordan and the region.

Over the next years, we will continue to enhance our capacity for improved engagement with local communities and with partners, employing state-of-the-art communications technologies for development work. In the area of digital transformation, PfG has automated its processes to enhance performance, while the launch of an e-platform for training demonstrates our commitment to ensuring that content on development is accessible to all target groups.
OUR COMMUNITY

The development community of Partners for Good is built on 3 key pillars: our team, as well as partners communities and organizations. These stakeholders empower us to implement impactful and sustainable programs. This part of the report details milestones in our joint efforts.

Our team: Investing in our team is a long-term investment that has an impact on communities through the quality of the programs provided.

Civil society, farmers, and the public sector in Local Partnership for Tourism Development Project

The private sector and official parties in the Best Working Place for Women program

Entrepreneurs and mentors in Mesh Mostahel 2

Entrepreneurs and mentors in Ras Bi Taqiyeh TV program in partnership with Roya TV

Against Gender-Based Violence

"Orange the world" campaign against gender-based violence

Our participation in EXPO 2020 (REWIRED SUMMIT)

Storytelling workshop with Ziyad Baroumi

Public speaking and presentation skills workshop with expert Yosmin Alobaz

One of our team-building activities

Traditional games experience with "SHAMS"
Partners & Donors

Main Donors

Private Sector Partners

Public Sector Partners

Civil Society Partners