



AL JISR FOUNDATION

**UN GLOBAL COMPACT
COMMUNICATION ON ENGAGEMENT**

2022 - 2023 // MUSCAT, OMAN



aljisr
FOUNDATION



Mohammed Al Ameen Mosque, Muscat, Oman.

Table of Contents

S T R A T E G I C P L A N

1.0 Executive Summary	1
2.0 Foreword by the Board	3
3.0 About Oman	4
3.1 The Role of NGOs in Oman	5
4.0 Al Jisr Foundation	6
4.1 Al Jisr History	8
4.2 Al Jisr Strategy	9
4.3 Al Jisr and Vision 2040	10
4.4 Al Jisr and the SDGs	11
5.0 Projects and Initiatives	12
5.1 Health	13
5.1.1 Paediatric Development Centre	13
5.1.2 Sur Hospital Expansion	14
5.1.3 National Drug Rehabilitation Centre	15
5.1.4 Accelerating Public Surgeries	15
5.1.5 Special Care Baby Unit in Ibra	16
5.1.6 Medical Fellowships	16
5.1.7 National Nutrition Campaign	17
5.1.7.1 Nutritional Data Study	17
5.1.8 Promoting Physical Activity	18
5.1.9 Cochlear Implant Surgeries and ENT Support	19
5.1.9.1 Cochlear Implant Surgeries	19
5.1.9.2 Machines for Al Nahdha Hospital ENT	19
5.1.10 Health Promoting Schools Initiative	20
5.1.11 Medical Scholarships	21
5.1.12 Ambulance Provision	21
5.2 Education	22
5.2.1 English Language Curriculum	23
5.2.2 Financial Literacy	24
5.2.3 Care for Childhood Development	24
5.2.4 Downe House Muscat Scholarships	26
5.2.5 Upskilling People with Disabilities	27
5.2.6 Enrichment Activities for Gifted Students	27
5.3 Economic Empowerment	28
5.3.1 Camel Milk Value Chain	29
5.3.2 Protective Workshops	30
5.3.3 Azm	31
5.4 Social Affairs	32
5.4.1 Children with Disabilities Association Building Maintenance	33
5.4.2 Building Homes for Shaheen Victims	33
5.4.3 Ramadhan Campaign	34
5.4.3.1 Iftar Campaign	34
5.4.3.2 Ration Boxes	34
5.4.4 Community Mosques	36
5.4.4.1 Bab Al Salam Mosque Concept and Development	36
5.4.4.2 Omar bin Al Khattab Mosque	36
6.0 Events and Recognitions	38
6.1 Arab Foundations Forum Meeting	39
6.2 UNESCWA Arab SME Summit	39
6.3 Ministry of Social Development Award	40
6.4 GCC Housing Award	40
7.0 Closing Remarks	41



Bahla Fort, Oman.

1.0 Executive Summary

EXECUTIVE SUMMARY

Across 2022 and 2023, in the aftermath of Covid-19 and in an era marked by global challenges and interconnectedness, Al Jisr's commitment to sustainable development is stronger than ever. This Communication on Engagement encapsulates the Foundation's dedication to the principles of the United Nations Global Compact (UNGC) and their recent growth to more intrinsically align strategic direction with the principles, the United Nations Sustainable Development Goals (SDGs), and Oman's Vision 2040.

Over the last two years, Al Jisr has intensified efforts towards social wellbeing by fostering public-private partnerships for sustainable development. The Foundation has systematically integrated the UNGC principles into corporate policies, ensuring that sustainability is not merely a concept but a tangible part of the organisational DNA and that all partners and stakeholders are aligned with the principles.

The Foundation faces many expected challenges and delays in implementing change but understands that a collaborative approach engaging government, community, and the private sector is the best path to successfully achieving goals. These last two years have seen strategic partnerships with multiple government agencies, UN agencies, non-profit organisations, Petroleum Development Oman, and many other private-sector establishments in order to deliver effective and sustainable benefits.

The biggest portion of Al Jisr's budget for 2022 and 2023 has gone to health initiatives, including the development of a renal dialysis centre at Sur Hospital, the establishment of a new Paediatric Development Center, and exploring a public-private partnership (PPP) for a national drug rehabilitation centre to reduce burdens on the government. Al Jisr has also worked heavily with authorities in education and social development to roll out an enhanced English language curriculum, upskill people with disabilities for employment, and develop opportunities for economic empowerment for low-income women in Oman's south.

Through targeted initiatives, Al Jisr demonstrates a firm dedication to achieving the SDGs, - specifically No Poverty (SDG 1), End Hunger (SDG 2), Good Health and Well-being (SDG 3), Quality Education (SDG 4), and Decent Work and Economic Growth (SDG 8), - and facilitate the Government of Oman in achieving their Vision 2040 development goals. By leveraging resources and expertise, the Foundation aims to empower communities, foster resilience, and create a positive ripple effect beyond immediate project outcomes.



Bahla Fort, Oman.

2.0 Foreword From The Board

Ms. Fawziya Saud Bahwan Al Mukhaini, Chairperson
Ms. Anisa Saud Bahwan Al Mukhaini, Deputy Chairperson
Ms. Mira Khalid Al Busaidi, Board Member
Ms. Nouf Abdullah Al Hosni, Board Member

It is with great pride that we present our 2024 United Nations Global Compact Communication on Engagement, reflecting Al Jisr Foundation’s commitment to be a catalyst for positive change and advance the social wellbeing of Oman and its people.

At the Foundation, our values and charitable mission stem from the teachings of Prophet Mohammed (Peace Be Upon Him). Our dedication to improving the lives of the underprivileged and actively contributing to Oman’s sustainable development extends beyond a sense of duty, it is a shared vision for the whole team.

We are steadfast in our commitment to the UNGC Principles and reaffirm our dedication to upholding human rights, labour standards, environmental stewardship, and anti-corruption measures at all times. In parallel, our dedication to the United Nations Sustainable Development Goals and Oman’s Vision 2040 sustainable development strategy underscores our recognition of the interconnectedness of global issues. By targeting specific goals that resonate with our mission, and collaborating with international partners, we aim to contribute meaningfully to the advancement of Omani society and the world at large.

As we approach our 15 year anniversary in 2025, we are proud of the impact the Foundation has had so far, and of our Al Jisr team and the devoted partners that have been pivotal in our outcomes. We believe strongly in the transformative power of private philanthropy, understanding that sustainable development is not solely the responsibility of governments but requires active participation from the private and civil sectors. Public-private partnerships will continue to stand as a cornerstone in our pursuit of holistic development, allowing us to amplify the impact of our initiatives.

In an era where accountability is paramount, we stand resolute in loyalty to our core values. Transparency, sustainability, and commitment are the guiding principles that define us and are integral to our programmatic strategy. Alongside the UNGC Principles, the SDGs, and Vision 2040, our shared sense of purpose can create a lasting legacy of positive change for generations to come.

We would like to thank our stakeholders, strategic partners, and the people of Oman for their support over the years and look forward to continued collaboration in building an equitable and prosperous future for everyone.

“We are steadfast in our commitment to the UNGC Principles and reaffirm our dedication to upholding human rights..”

The Sultanate of Oman lies on the Arabian Peninsula, nestled between the United Arab Emirates, Saudi Arabia, and Yemen. An Islamic nation at heart, Oman is a liberal and welcoming country whose people have a centuries-deep connection to the land and culture.

The government operates a largely hydrocarbon-based economy that has brought immense growth and development over the past fifty years, accelerating the country to an SDG Index Score of 68.6 and a ranking of 90/166.

Despite the transformation that Oman has witnessed, the country continues to advance initiatives to strengthen social wellbeing and address areas of inequality. The Sultanate has committed to the SDGs and the Paris Agreement 2050 Net-Zero goals, marking a clear direction of growth for the future that supports universal principles on human rights and the environment.

3.0 About Oman

3.1 The Role of NGOs in Oman

Through a centralised structure of ministries, much of Oman's efforts towards the SDGs and UNGC principles is mandated to specialised government entities. They are supported by the private-sector and the nonprofit sector, many of whom have themselves made commitments to universal human rights and environmental principles.

Privately funded NGOs like Al Jisr have the benefit of being able to connect directly with the beneficiaries and aren't bound by decision-making policies and shareholder accountability that can prevent government and private-sector from intervening.

Without the burden of profits, Al Jisr and other NGOs play an important on-the-ground role that can respond and change direction quickly, as the needs of society require. They also offer the capacity to enter into communities and gather first-hand data that drives government initiatives.

For over a decade, Al Jisr has been able to fulfil requests of individuals and communities that may fall out of criteria elsewhere, such as debt repayments, paying tuition fees, and providing immediate health care and surgery needs to individuals. They have also been in a position to facilitate large government initiatives through the provision of qualified boots-on-the-ground for nationwide surveys and socio-behavioural studies that can provide a comprehensive analysis of the needs of the people.

The balance between government, private-sector, and non-profit sectors in Oman provides a united and holistic landscape for serving the people and achieving the Global Goals and Oman's Vision 2040 agenda. Each player offers expertise and know-how that complements the other and Al Jisr pushes to remain a pivotal bridge between the community and a better future.



An Al Jisr team member gives a gift to a guest at a Ramadhan event.



4.0 Al Jisr Foundation

In April 2018, the Al Jisr Foundation became Oman's first non-governmental organisation to sign the United Nations Global Compact (UNGC) and solidified its role, alongside government and private-sector partners, as enablers of social and economic development for the Sultanate and its people.

As a Zakat foundation, Al Jisr serves the country's most underprivileged members in line with the teachings of the Holy Qu'ran, and dutifully facilitates national and global development goals by aligning to the UNGC principles, the United Nations' SDGs, and Oman's Vision 2040 strategic development plan.

The foundation's vision is to be a catalyst for positive change and in almost fifteen years of operation, Al Jisr has established itself as a core player in the philanthropic space and has become a partner of choice in the implementation of key national sustainability interventions.

In its fourteen years of operation, Al Jisr has taken a multi-faceted approach that targets grassroots, community-centric initiatives as well as long-term, national-level campaigns for change. Guided by government data on social inequalities and gaps in opportunity and equity, the Al Jisr team executes a portfolio of transformational projects centred around three pillars of social wellbeing: health, education, and economic empowerment, in addition to a large portfolio that addresses individual social welfare cases.

Today, with the publication of the Foundation's third UNGC Communication on Engagement, Al Jisr contributes upwards of OMR 2.5million annually to its programmatic activities and in the last two years has signed some of its biggest projects to date, including committing OMR 4 million to the construction of a Child Development Center at the Sultan Qaboos University Hospital.

Al Jisr's philanthropic activity over the last two years has been led largely by request of the government and has been conducted under strategic public-private partnerships (PPP) that have become the primary approach for the Foundation. Further, as governments and private and civil sectors around the world scale up efforts to achieve the Global Goals and universal human rights, it has become the path forward for the Al Jisr Foundation.

Internally, Al Jisr consistently addresses its operational alignment with the UNGC principles and seeks opportunities to enhance governance and uphold the protection of internationally acclaimed human rights. Over the past 2 years, the Foundation has nominated staff members to participate in financial training to combat money laundering and terrorism financing, as part of a larger multi-sectoral national evaluation. It has also developed a training and development policy that targets the improvement and upskilling of employees to better meet training and business objectives.

With a legacy of impactful operations spanning years, the Al Jisr Foundation is guided by its history to continue striving to have a positive impact on social and community wellbeing across Oman, with the objective of universal human rights for all.

Founded in 2010 by sisters Fawziya Saud Bahwan, Anisa Saud Bahwan, and Amina Saud Bahwan, Al Jisr Foundation emerged as a private, independent, legacy initiative deeply rooted within the family. Established with a formalised commitment to philanthropy, the initial focus was on providing direct and immediate small-scale funding to families and individuals in need. As the Foundation evolved, 2018 saw the next generation of family join the leadership team, bringing with them a transformational strategy to spearhead larger, regional, or nationwide initiatives aimed at sustainably enhancing overall well-being and creating opportunities for underprivileged communities across Oman.

Currently governed by a board of four family members and managed by a dedicated team, the foundation has expanded significantly, prioritising long-term projects primarily in health, education, and economic empowerment.

These strategic initiatives, often inspired by or directly derived from government proposals, also showcase Al Jisr's proactive and strategic approach to philanthropy. Aligning seamlessly with Oman's Vision 2040 and the United Nations' SDGs, the projects underscore the Foundation's commitment to empowering communities through broad social engagement and collaboration with the business sector and civil society.

Importantly, Al Jisr also actively seeks out and initiates proposals in areas identified as critical by the internal team or the board, demonstrating a dynamic and forward-thinking approach to go beyond responding to existing needs to strategically target emerging issues and opportunities for impact.



Nakhla Fort at night, Oman.

4.2 Al Jisr Project Strategy

As a privately-funded philanthropic organisation, Al Jisr has the flexibility to take on any size and style of project that aligns with its vision, mission, and values. Consequently, the Foundation pursues a strategic path that champions community-focused and people-centric initiatives, favouring projects that foster collaboration and partnership between civil society and enabling actors within the government and the private sector.

Annual budgets are closely distributed and monitoring and evaluation measures help sharpen and realign programmatic activities going forward. Al Jisr participates in both private, and individual initiatives as well as government and private-sector collaborations that target key SDG indicators for Oman.

Al Jisr operates under three core values:



Transparency - Aspiring to live the highest standards of personal honesty and integrity; acting in the best interests of those in need.



Commitment - Improving the quality of everything we do for those in need.



Sustainability - Creating positive and lasting change in the lives of communities.

In the last six years, Al Jisr has cultivated its strategic direction and strives to integrate the UNGC principles into the very fabric of the Foundation. By aligning mission and vision with the principles and ensuring that projects meet inclusivity and sustainability goals, the Foundation is intrinsically weaving the principles into its identity.

Al Jisr is also enhancing its own accountability and more critically assessing its decision-making process and the sustainability of its programme in order to truly embody sustainable practices, promoting strategy to produce a more significant and lasting positive impact on both the Foundation and the communities it serves.

With the UNGC principles as guiding standards of operation, it is imperative for Al Jisr that ethics and compliance are built into project selection processes. Policies on anti-corruption, labour rights, whistle-blowing, and conflicts of interest frame interactions with stakeholders, beneficiaries, and the broader community, while compliance with legal and regulatory frameworks is constantly monitored and upheld through reporting and auditing activities.

It is paramount for Al Jisr that the trust and credibility of the foundation are not hampered or given any opportunity to negatively impact the outcome of projects. Adherence to the Foundation's ethical principles encompassing transparency, accountability, and integrity, provides assurances to stakeholders and maximises the positive impact Al Jisr's strategy can have on community wellbeing.

4.3 Al Jisr and Vision 2040

Beyond international frameworks provided by the UNGC and SDGs, Al Jisr remains closely aligned with Oman's strategic development plan, Vision 2040. By synchronising efforts with the national agenda, the Foundation aims to amplify its impact and be an active contributor to the broader socio-economic progress envisaged by Oman's government.

While Vision 2040 sets out a strategic roadmap that more than forty government entities have a responsibility to take action towards, Al Jisr supports the vision through collaborative projects providing funding, expertise, and consultation.

Specifically, the Foundation's programmatic activities address the Vision 2040 pillars of:

 **Education** - learning, scientific research and national capabilities.

 **Health**

 **Well-being and Social Protection**

 **The Private sector, Investment, and International Cooperation**

Al Jisr understands that achieving universal human rights and bolstering the social wellbeing of a national population can not be the sole responsibility of the government, and will therefore continue to support Oman's national development plans and facilitate national initiatives to achieve the Global Goals.

4.4 Al Jisr and The SDGs

Careful to ensure their projects are culturally and contextually relevant to their beneficiary base, Al Jisr has outlined four key SDGs that most-directly address their operating environment:



End poverty in all its forms everywhere.



End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.



Ensure healthy lives and promote well-being for all at all ages.



Ensure inclusive and quality education for all and promote lifelong learning.

In 2022 and 2023, Al Jisr's projects focused largely on health and education outcomes but a significant proportion contributed to economic empowerment, capacity-building, enhancing infrastructure, reducing equality gaps, and other SDG indicators that Oman is working towards.

Oman adopted the SDGs upon their establishment in 2015 and Al Jisr Foundation is committed to supporting the government in its mission and has no mandated exclusivity to focus on specific goals. While the priority will continue to be the above mentioned goals, the Foundation will facilitate sustainable development projects of any kind that meet the UNGC principles and are within the Foundation's capacity.

Al Jisr's philanthropy portfolio aims to maximise impact by leveraging the potential of partnerships and collaboration, in some cases as the initiator of a program, in other cases as a supporter, and in all cases actively engaged. The portfolio is expansive with upwards of twenty projects ongoing at any one time, in addition to short-term, one-off acts of support that make up a large portion of the social welfare activities.

Over the past two years, Al Jisr has seen an increase in public-private partnerships, working closely with government entities, United Nations' agencies, local social welfare and education facilities, and community development programs. The projects have leaned more heavily towards health initiatives, largely in response to available data findings and through a close relationship with both the World Health Organisation and Oman's Ministry of Health (MoH).

5.0 Projects & Initiatives

5.1 Health

Oman's Vision 2040 prioritises universal health coverage and specifically targets "a leading healthcare system with international standards" that focuses on the upgrading of health services and an improvement in the citizens' healthy life expectancy.¹ This priority encompasses multiple SDGs, namely SDG 1, SDG 2, SDG 3, SDG 6, and specifically calls for an "inclusive and equitable healthcare system" with "more medical specialties and specialized medical institutes and universities to develop medical staff of various specializations".²

Despite difficulties with accessing accurate and up-to-date national data, Oman's Ministry of Health can provide sufficient analysis and monitoring of the nation's health indicators which provide the foundations for much of Al Jisr's programmatic activities that target improved health outcomes.

5.1.1 Paediatric Development Centre

According to Oman's 2020 e-census, there are 10,880 children with disabilities in Oman and Vision 2040's strategic wellbeing pillar specifically calls for "empowering children with disabilities, maximising their capabilities and providing them with adequate social protection".³ Although there continues to be limitations in accessing adequate care for children with disabilities, the government of Oman works continuously to expand these services and was one of the first countries in the region to advocate for the integration of children with special educational needs in mainstream education.⁴

In September 2022, the Al Jisr Foundation signed an agreement for their biggest project to date, to develop a Center of Excellence for Developmental Paediatrics with Sultan Qaboos University Hospital (SQUH) who currently treat approximately 70% of children with disabilities and developmental disorders in Oman.⁵ In 2023, Petroleum Development Oman (PDO), another UNGC member, joined the partnership team and the project is currently in its tendering stages to find a contractor for the construction phase.

The centre is expected to contribute to the early detection, intervention, and reduction of disabilities among children, facilitate the training and capacity-building of Oman's medical and paediatric cadres, and conduct innovative, internationally-approved research in the field of child development and disability. The project is expected to be completed by 2026.

SDGs: 3, 4, 10, 17
UNGC Principles: 1, 2

¹ Oman Vision 2040 Follow-Up Unit, Annual Report 2021: <https://www.oman2040.om/cc-content/themes/vision2040/assets/books/report-general-en/index.html#p=43>
² Oman Vision 2040 Follow-Up Unit, Annual Report 2022-23: <https://www.oman2040.om/Oman2040Report?lang=en>
³ <https://www.oman2040.om/Oman2040Report?lang=en>
⁴ <https://www.unicef.org/oman/inclusion-children-disabilities>
⁵ <https://www.muscatdaily.com/2022/09/05/ro4mn-pledged-for-excellence-centre-for-developmental-paediatrics/>

5.1.2 Sur Hospital Expansion

Renal failure patients have been steadily rising in Oman over the past four decades, mainly in response to unhealthy lifestyles causing non-communicable diseases (NCDs) such as diabetes and high blood pressure. Over 2,275 patients are currently affected by chronic kidney diseases and kidney transplants have become the most sought-after organ transplant in Oman.⁶

In 2018, the Al Jisr Foundation signed an agreement with the Ministry of Health to fund the expansion of a renal dialysis centre and Intensive care unit in Sur Hospital on Oman's eastern coast. The expansion will bring the centre up to 24 beds (from 14) accommodating approximately 60 patients (up from 34) over an area of 1,150 square metres.

While directly addressing an ongoing health need for Oman, the project also highlights the importance of public-private partnerships to serve the development of the country – an approach that both Al Jisr and the MoH seek to advance going forward - and demonstrates a commitment to promoting universal health coverage and the right to access essential healthcare services.

Furthermore, the hospital is in the process of obtaining LEED (Leadership in Energy and Environmental Design) certification, contributing to SDGs 11 and 17 to keep cities safe and inclusive through sustainable and resilient infrastructure, while also adhering to UNGC principles on environmental sustainability.

The project faced significant delays due to the Covid-19 pandemic, however, as of December 2023, 65% of the work was completed with the final project expected to be handed over in 2024.

⁶ <https://www.muscatdaily.com/2023/06/06/patients-with-chronic-kidney-disease-on-the-rise-in-oman/>



A 3D render of the Sur hospital expansion.

5.1.3 National Drug Rehabilitation Center

In a continuation of the GoO's efforts to accelerate services for drug and substance abuse patients, the MoH are building Oman's National Drug Rehabilitation Center in Al Amerat, Muscat. In a tri-party partnership agreement signed in January 2023 with PDO and MoH, the Al Jisr Foundation agreed to fund Phase 2 of construction. Beginning in April 2023, Phase 2 included the development of in-patient rooms, a recreational pool, multi-purpose hall, administration offices and an x-ray room. Construction was near completion by December 2023 and expected to be handed over in Q1 2024.

Through the expansion of drug rehabilitation infrastructure, this project contributes to SDG 3 and supports the GoO's drive to strengthen the prevention and treatment of substance abuse. Further, in accordance with UNGC principles on human rights, it promotes equal opportunity and reduced inequalities for all through social protection policies that help ensure vulnerable people are given equal access to necessary healthcare. The project also promotes sustainable communities, SDG 11, by providing inclusive and safe spaces that cultivate positive social behaviour.

5.1.4 Accelerating Public Surgeries

Enabling young children to achieve their full developmental potential is a human right and an essential requisite for sustainable development. Following the impact of the Covid-19 pandemic and its immense toll on the health sector, Oman was left with a backlog of surgeries that could have seen children wait up to three years for vital intervention. Of these, 456 surgeries were pending within orthopaedics and upon request from the MoH, Al Jisr funded 80 paediatric orthopaedic surgeries to be completed in a private hospital, specifically to treat hip dysplasia in children younger than eight years old.

Given the critical importance of enabling children to make the best start in life, timely surgery is vital in preventing long and difficult journeys of rehabilitation and recovery for children, thus contributing to UNGC principles on human rights and SDGs to ensure health and wellbeing for all.



5.1.5 Special Care Baby Unit in Ibra

In 2020, Oman had an infant mortality rate of 7.6 per 1,000 births,⁷ putting Oman on-track and maintaining achievement of the SDG indicator, but the GoO continues to address factors leading to neonatal mortality including birth trauma, sepsis and malnutrition.⁸

In 2023, the Al Jisr Foundation partnered with the MoH to fund the development of a Special Care Baby Unit (SCBU) in Ibra Hospital, expanding the vital care and service in an area that sits in one of Oman's most populated governorates, North Al Sharqiya. With a population of over 277,000, the health institution in North Al Sharqiya includes a SCBU ward with 16 beds and 2 isolation rooms and admits at least 24 premature babies on a weekly basis. The current suggested SCBU expansion will be approximately 563 sqm, including seven bedrooms, contributing to life-saving healthcare access and helping to build sustainable communities. The project has witnessed many delays, largely due to holdups in plans to renovate the entire hospital, but construction is expected to start in 2024.

5.1.6 Medical Fellowships

Following institutional capacity gaps brought to light by the Covid-19 pandemic, Al Jisr signed an agreement with the Oman Medical Specialities Board (OMSB) to facilitate the upskilling of health providers and bolster the nation's healthcare system in line with Vision 2040 through the funding of medical fellowships. By fostering quality education and lifelong learning opportunities for individuals, in accordance with UNGC principles of human rights and equal opportunity, this project advances Oman's initiatives to achieve SDGs 3 and 4 on quality health and education.

Initial fellowships focused on cardiology but have since expanded into critical-care with seven doctors beginning their specialty courses in 2023. Since launching the initiative in 2018, Al Jisr has supported fourteen fellowships with seven currently ongoing. The program is planned to continue into 2024.

⁷ <https://www.unicef.org/oman/children-oman>
⁸ <https://www.moh.gov.om/documents/272928/4017900/guidelines+for+managing+newborn+problems.pdf/0ae833ae-913a-5d38-e759-91bc41956828>

5.1.7 National Nutrition Campaign

In achieving SDG 3, WHO advocates for the right to health, including through communication campaigns that raise awareness about health-related human rights and the underlying determinants of health. For Oman, significant challenges remain in achieving universal health coverage and the Al Jisr Foundation works closely with the GoO to address the root cause of health disparities, actively contributing to the protection and fulfilment of UNGC principles on human rights and the Global Goals. In this regard, one major activity for the foundation is the ongoing National Nutrition Campaign.

The National Nutrition Campaign began in collaboration with the World Health Organisation (WHO), the Food and Agricultural Organisation of the United Nations (FAO), and the MoH in response to national data that showed high rates of NCDs, attributing to 72% of total deaths,⁹ and child obesity rates (currently approximately 16.3%¹⁰).

As an immediate response, Al Jisr developed a digital and outdoor marketing campaign on social media and public transport buses. The campaign sought to raise awareness about the negative health impacts of consuming high rates of sugar, salt and fat and the importance of reading health labels. Given the urgency to push out messaging, it is difficult to determine the effectiveness of the campaign but as part of the public-private partnership with MoH, Al Jisr is funding and facilitating the necessary groundwork for a long-term, nationwide health intervention.

After multiple delays in approvals and implementing on-ground work, a KAP (knowledge, attitudes, and practices) survey was concluded in 2023 to analyse the behaviours surrounding the consumption of salt, sugar, and fat among Omanis. The survey involved 5,623 surveys conducted across all governorates, achieving a national coverage rate of approximately 70%. The results of the survey are expected in Q2 2024, after which a plan of action will be the responsibility of the MoH.

5.1.7.1 Nutritional Data Study

In 2022, as a part of the National Nutrition Campaign, Al Jisr invested in a food testing study to enhance the national food composition database and support future food consumption surveys. The study was completed with support from the Nutrition Department and covered 221 food and beverage items.

The final findings published by MoH revealed that 71.5% of the included items were categorised as ultra-processed and that there was room for improvement in labelling regulation.¹¹ These findings not only allow for increased awareness from the public, they also facilitate informed decision-making in future food consumption surveys and policy formulations as they highlight the need for improved industry guidelines to elevate the nutritional quality of food products.

⁹ bit.ly/4eH9jPO
¹⁰ bit.ly/3VHOeEr
¹¹ <https://www.mdpi.com/2304-8158/13/5/787>

5.1.8 Promoting Physical Activity

SDGs: 3, 9, 10, 17
UNGC Principles: 1, 2, 8, 9

In 2021, Al Jisr signed a joint agreement with WHO to collaborate on projects that addressed health concerns in Oman, specifically the prevention and control of NCDs - an indicator for achieving SDG 3 and fulfilling universal human rights. As a part of this agreement, Al Jisr committed to building two walkways in the villages of Yankul and Wad that support the MoH and WHO's Healthy Villages initiative - a global project that seeks to bring sufficient resources for achieving a healthy population to rural villages.

Signing Memorandums of Understanding with representative officials from both villages, Al Jisr was careful to closely engage the local community and considered the community their primary stakeholders. Listening to the needs and challenges of the people, Al Jisr completed one walkway and brought on support from the Urban Planning Department of Oman's GUTech in developing the second walkway, expected to be delivered in Q2 2024.



Walkway in Yankul.



Walkway in Wad.

5.1.9 Cochlear Implant Surgeries and ENT Support

SDGs: 3, 10, 17
UNGC Principles: 1, 2

Through close communication and ongoing involvement with Oman's healthcare operators, Al Nahda Hospital requested Al Jisr's support in expediting a backlog of surgeries and providing resources to help eliminate future backlogs.

5.1.9.1 Cochlear Implant Surgeries

According to WHO, by 2050, nearly 2.5 billion people are projected to have some degree of hearing loss, and at least 700 million will require hearing rehabilitation.¹² The impacts of hearing loss are profound and can cause children to miss out on education and social opportunities.¹³

Through Al Jisr's own research and efforts to reduce strains on the health sector, the Foundation responded to a backlog of cochlear implant surgeries at Al Nahda Hospital, funding three approved surgeries from the waitlist. This support also included the provision of speech and language lessons for the children and additional occupational therapy sessions for one child with further complications.

The surgeries were completed in 2023 after the backlog was successfully cleared. The children will complete their speech and language rehabilitation session in Q1 2024.

5.1.9.2 Machines for Al Nahdha Hospital ENT

Following the cochlear implant surgeries, Al Nahdha Hospital communicated that they lack the necessary equipment to keep up with the demand for cochlear implant surgeries and would continue to face backlogs without additional resources.

The Al Jisr Foundation provided two diagnostic machines - an Auditory Brainstem Response (ABR) and an Intraoperative Facial Nerve Monitoring (IFNM) - allowing the hospital to more than double their patient screening investigations that determine the need for surgery. Feedback from the hospital has confirmed that patients receiving ABR screening have jumped from 350 to 750 over 6 months, and from 45 to 100 for IFNM screening over the same time period - directly and positively impacting a human's right to access health care services.

¹² <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss>
¹³ https://www.who.int/health-topics/hearing-loss#tab=tab_1

5.1.10 Health Promoting Schools Initiative

SDGs: 3, 4, 10, 11, 17
UNGC Principles: 1, 2

The Health Promoting Schools initiative is a global course of action spearheaded by WHO that aims to improve the health of school personnel, families, and community members by making the school a healthy environment with school health education, school health services and health promotion programmes for the school community.¹⁴

Understanding the inextricable link between health and education, Oman's MoH and Ministry of Education (MoE) have been participating in the initiative since its launch in 2004 with Al Jisr coming on board in 2018 to help expand the program on a national level.

In strengthening health systems in communities, and promoting wellbeing at all ages, this project addresses the rights to health and education - basic human rights that reduce inequities, elevate people out of poverty and provide a stepping stone to other fundamental human rights.

Following initial support that saw the Foundation develop a localised and translated version of the WHO Health Promoting Schools handbook, the project was severely impacted by the Covid-19 pandemic which only resulted in an even stronger need for the nationwide roll out.

After returning to the project in 2023, Al Jisr has now funded the development of a digital portal to centralise school activity in relation to the initiative and support the government's digitisation journey that aims to reduce inequities in accessing government resources and support. The online portal is also an investment in technology to enhance communication, collaboration, and resource sharing among schools, students, and parents.

While the training book and the portal are being finalised, the initiative is ongoing in Oman and Al Jisr committed to funding development projects as school awards until the end of the 2023-24 academic year. Additionally, Al Jisr is facilitating the GoO in identifying the resources needed to continue expanding and developing the project across Oman.

¹⁴ https://www.who.int/health-topics/health-promoting-schools#tab=tab_1

5.1.11 Medical Scholarships

SDGs: 3, 4, 8, 10, 11, 17
UNGC Principles: 1, 2

Building institutional capacity and ensuring the health sector is equipped to meet the needs of the population is tantamount to delivering universal human rights and supporting the sustainable wellbeing of a community.

In 2020, in response to a request from the Ministry of Higher Education, Al Jisr agreed to fund the tuition fees for two medical students from low-income families. These students are currently undergoing their medical degree at universities in Oman with Al Jisr supervision.

This support came about as a result of national budget restraints that reduced scholarship funding from the GoO, however, following an improved national budget the MoHE has the capacity to support these requests going forward and Al Jisr's funding will not be required any further.

5.1.12 Ambulance Provision

SDGs: 3, 4, 8, 10, 11, 17
UNGC Principles: 1, 2

In 2022, Al Jisr provided two vital ambulances to remote regions in Oman - one to villages located high in the mountains that was specially customised for the terrain, and one to Nizwa Hospital in the interior, to be used specifically for transporting bed-ridden and elderly patients to and from hospital, free of charge.

The ambulances provide life-saving support to the local communities who live in relatively disconnected and hard-to-reach areas where access to healthcare is challenging. The enhanced transport facilities also allow the populations to experience a greater quality of life and to ensure they maintain their highest possible standards of health.

5.2 Education



Omani students sit for an exam in school.

Oman has achieved near-universal coverage in primary education as well as gender parity in primary and secondary education and universal literacy rates among young people aged 15-24, however, challenges remain in Early Childhood Education (ECE) and Early Childhood Development (ECD)¹⁵. Additionally, the GoO is increasingly working to equip Omanis with the necessary skills and know-how to enter the job market and ensure the youth of Oman are given the foundations they need for a life of economic empowerment and growth.

¹⁵ <https://www.unicef.org/oman/media/296/file/Situational%20Analysis%20of%20Children%20and%20Women%20in%20the%20Sultanate%20of%20Oman%202017.pdf>

5.2.1 English Language Curriculum

SDGs: 4, 8, 17
UNGC Principles: 1, 2

Reform of the English language curriculum in public schools was initiated by the MoE as a part of the National Strategy for Education 2040 that calls for improved quality of education, specifically within the English language, in order to better enable graduates to join the job market.¹⁶

Upon MoE request, Al Jisr came on board to support in both planning and implementation of the project. Following the selection of Pearson Education UK to deliver the curriculum, the impact of Covid-19 forced a redirection and the curriculum was adapted for digital use before being rolled out properly. The team continued to develop the curriculum books in the meantime.

By 2022, workbooks for grades 1-2 were ready and the new curriculum was rolled-out, with grade 3-4 following in the 2023-2024 academic year. In 2023, Al Jisr's funding was utilised to bring Pearson Education trainers to Oman to conduct a training programme for teachers and ensure institutional capacity was sufficient to deliver the program in line with international standards. After observing students and through discussions with teachers, Al Jisr and the school teachers noted a clear improvement in reading and writing skills from students enrolled in the new curriculum.

Al Jisr's commitment to the roll-out for grades 1-4 has been met and the MoE has secured the necessary budget for the comprehensive implementation up until grade 12. The curriculum for grades 5-6 will be rolled out in the 2024-2025 academic year with the expectation that each subsequent class will be rolled-out annually thereafter.

¹⁶ <https://www.educouncil.gov.om/downloads/Ts775SPNmXDQ.pdf>

5.2.2 Financial Literacy

In 2023, Al Jisr took action against an occurring trend that was being highlighted by its internal social affairs department: a lack of financial literacy among citizens resulting in legal troubles, and even jail time, from poor financial decision-making. Studies have supported poor financial literacy in the region and Oman is no exception. One study found the financial literacy score of Omanis to be 10.5 out of 21, which is lower than the Organization for Economic Cooperation and Development (OECD) average with the knowledge score drastically lower than the OECD average. It further found that financial literacy in Oman is affected by age, gender and monthly income.¹⁷

Partnering with Injaz Oman, a local development company that offers specialised development solutions with a focus on human resources and organisational development, Al Jisr facilitated the implementation of a financial literacy program in schools across three regions: North and South Al Batinah, North Al Sharqiya and Muscat, funding the teacher training requirements. The program faced significant challenges in monitoring and implementation but nonetheless, managed to reach 3106 students across 76 schools. While students reported an understanding of the information and improved knowledge on the subject, the impact of the intervention is not possible to determine at this stage.

Despite the difficulties of the project, Al Jisr is continuing to explore approaches to improve financial literacy and scale up national efforts, deeply aware of its importance in enabling universal human rights. The Foundation is seeking pathways to address localised areas of hardship, such as understanding loans and savings, and maintaining a close relationship with the MoE to identify areas of weakness. By addressing vulnerabilities within communities, Al Jisr is building strong, resilient communities that are better equipped to safeguard themselves from exploitation or discrimination that infringes on their basic rights, directly upholding the UNGC principles on human rights and labour rights.

5.2.3 Care for Childhood Development

The Care for Childhood Development module was developed by WHO and UNICEF to enhance child survival, health and education agendas.¹⁸ While Oman has made huge advances in social wellbeing, gaps exist in Early Childhood Development which lays the critical foundations for health, learning and behaviour across the life course.¹⁹

WHO and SQUH were already attempting to improve outcomes in ECD through the module when Al Jisr came on board in June 2023. Initially, Al Jisr's support was limited to facilitating the training of caregivers to improve human capacity and caregiver quality, but the Foundation's involvement has since expanded to cover the localisation, publication and distribution of the Care for Childhood Development module in order to better address inadequacies.

¹⁷ [https://www.emerald.com/insight/content/doi/10.1108/MF-09-2021-0456/full/html?skipTracking=true#:~:text=The%20average%20financial%20literacy%20score,the%20OECD%20group%20\(12.7\).](https://www.emerald.com/insight/content/doi/10.1108/MF-09-2021-0456/full/html?skipTracking=true#:~:text=The%20average%20financial%20literacy%20score,the%20OECD%20group%20(12.7).)
¹⁸ <https://www.unicef.org/media/97376/file/1-2-CCD-Introduction-English.pdf>
¹⁹ <https://www.unicef.org/oman/integrated-early-childhood-development>

Early training sessions noted a significant knowledge gap in caregivers with poor communication between child and carer as well as a lack of education being provided. Together with the MoH, Al Jisr are now exploring ways to widen the teaching and expand training to more individuals. When the Center of Excellence for Childhood Development is complete, it is expected that the training of caregivers will be incorporated into the centre's services. Al Jisr will continue to seek partnerships to enhance ECD in Oman in line with international standards and SDG indicators. This project also seeks to promote UNGC principles on human rights by addressing the protection of internationally proclaimed human rights, particularly for vulnerable groups such as children.



A young student participates in a learning activity at school.

5.2.4 Downe House School Scholarships

SDGs: 4, 5, 8, 10, 17
UNGC Principles: 1, 2

While Oman has near-universal education, opportunities to enter private-sector schooling are limited for low-income families and in a small number of cases, government scholarships may be less available to girls. Gender disparities can exacerbate inequities across all basic human rights and Al Jisr has taken action to support inclusive and equitable education access for all.

In collaboration with the MoE who selected high-performing students, Al Jisr committed to funding the tuition costs for eight girls at Downe House Muscat, an independent, all-girls private school. Starting in the 2023-2024 academic year, four girls enrolled in grade 7 with the school, while an additional four students are being selected to enrol in grade 6 for the 2024-2025 academic year.

These scholarships come directly under the Minister of Education's office and Al Jisr are covering any additional learning support that may be required to bring the students in line with their peers.



Scholarship students at Down House School, Muscat, Oman.

5.2.5 Upskilling People with Disabilities

SDGs: 4, 8, 10, 17
UNGC Principles: 1, 2

In collaboration with the Human Development Center for Disabilities (HDCD), Al Jisr signed a one-year agreement in 2023 to fund the upskilling and training of ten people with disabilities, part of its commitment to UNGC principles on human rights that support the protection of vulnerable groups and their right to access economic opportunity. This project aims to increase the employability of people with mixed disabilities – physical, hearing and intellectual – and is targeting a total of five hundred students over the five years.

Launched in 2023, the first batch of students underwent nine-month programs - Modern Office Management for individuals with hearing impairment, and Customer Service for individuals with physical and intellectual disabilities - resulting in 65% securing employment at the end.

The HDCD works closely with the Ministry of Social Development (MoSD) to select students that are struggling to find employment and provides training that matches job market opportunities, providing a fundamental pathway to economic independence and self determination for the students.

Going forward, the program will expand to Sohar, a city north of Muscat, where student selection is already underway. The centre has also secured employment for the students in advance with commitments made from many private-sector companies across multiple industries including logistics, banking, and energy.

Al Jisr plan to further the partnership and continue the contract in 2024.

5.2.6 Enrichment Activities for Gifted Students

SDGs: 4, 8, 10, 17
UNGC Principles: 1, 2

An ongoing initiative in partnership with MoE, in 2022 Al Jisr Foundation contracted the International Centre for Innovation in Education (ICIE) in Berlin, to provide teacher training workshops to implement an MoE curriculum that fosters gifted students through a series of enrichment activities.

Al Jisr is also facilitating the development and distribution of an MoE booklet that outlines how to identify and support gifted students, activities which began rolling out in the 2022-2023 academic year. MoE undertook a pre- and post-study to monitor outcomes and found an increase in student performance and strong support from school administrations and management to support the activities.

Going forward, the partners plan to distribute the support booklet nationwide and incorporate the activities into the national curriculum in order to better serve gifted students and strengthen opportunities for children to fulfil their full potential.

5.3 Economic Empowerment



Walid Al Hashmi, an Omani with visual impairment, shows his hand-crafted wooden pen.

5.3.1 Camel Milk Value Chain

SDGs: 1, 3, 4, 5, 10, 11, 17
UNGC Principles: 1, 2

Oman is home to approximately 300,000 camels, the majority of which reside in Dhofar, in Oman's most southerly state, and are owned by local families. Although used for meat and milk, they present a bigger opportunity for income and empowerment through localisation of the full value chain.

In 2021, Al Jisr joined FAO, the Ministry of Agriculture, Fisheries Wealth and Water Resources (MAFWR) and the Omani Women's Association in a project to bring economic empowerment to women camel owners through the creation of a commercial market for camel milk by-products, specifically cheese.

The project scope includes the training and upskilling of the women to develop cheese from camel milk, the construction of a processing and packaging plant for the product, and support in marketing and supplying the product to customers.

The project has undergone multiple delays, largely due to internal issues at FAO, payment delays and a roadblock in the pasteurisation process. Nevertheless, the project has made headway and Al Jisr are committed to see it through to completion. The steering committee has brought in consultants to deliver training to the women, teaching them proper treatment for the milk, storage, processing, etc, as well as consultants who have produced Omani camel milk cheese.

The women's association has been granted land in the area that will house the planned processing and packaging plant which has yet to start. While logistics regarding payment transfers and team structure are being finalised with the FAO regional office, Al Jisr has recently reconfirmed its commitment to the local community and will work closely with FAO and MAFWR to expedite the project implementation and activities.

Public-private partnerships like this can achieve transformational change for communities but expose the Foundation to bureaucratic processes. Despite this, Al Jisr believes in its core values of commitment and sustainability and is assured that the project will be seen through to the end with a successful outcome. The Foundation is committed to the project that supports multiple indicators for the UNGC principles to fulfil human rights, including reduced gender disparity, access to education and economic opportunity, and making cities and communities resilient and sustainable.

5.3.2 Protective Workshops

Oman’s 2020 e-census reported the number of Omani people with disabilities is 42,304, approximately 1.55% of the population. It also revealed that of the total population with disabilities above the age of 15 years, 28% are employed, however, a heavy gender bias exists within the employed percentage, approximately 85% of whom are male.²⁰

Little opportunity exists for adults with disabilities in Oman and entering the workforce can be challenging. MoSD and other private-sector facilities offer support and opportunity. Still, more is needed to serve the full population and until recently, protective workshop programs have been treated as vocational training with no employment opportunities available upon completion. To ensure that basic human rights are extended to all groups of society, Al Jisr seek activities that support vulnerable groups, such as people with disabilities, to provide pathways to education, employment and financial independence for self determination.

In collaboration with MoSD, Al Jisr embarked on a project to establish a protective workshop for people with medium intellectual disabilities (those who are independent but still require a protective environment and monitoring), providing them with the skills and know-how to create recycled paper products for sale.

MoSD allocated a building that Al Jisr has renovated and supplied the machinery and equipment needed for a functioning workshop. They will also be funding training for the people to develop a sustainable, fully-functioning paper recycling and goods business.

With a launch planned for April 2024, Al Jisr is formalising the workshop into an independent business, sourcing a general manager, and assessing business models to determine price and market strategy. They also support branding and marketing activities to ensure product demand and awareness.

Bringing economic independence to people with disabilities allows for self-determination and universal human rights. Al Jisr hopes to expand this concept going forward to provide more opportunities to people with disabilities and raise awareness among the wider population on their rights and abilities.

²⁰ https://www.ncsi.gov.om/news/pages/newsct_20210620100181809.aspx



The Azm brand logo.

5.3.3 Azm

The Azm (formerly SAWI) brand was developed by Al Jisr in 2019 to provide a brand identity for products made by people with disabilities in Oman. The intention is to develop a platform that can be leveraged to streamline marketing, supply, distribution and sales activities for a greater impact.

The process has seen delays and officially launched in 2023 with one producer and four MoSD centres on board. In 2024, it is expected that the brand will see more attention from authorities and that successful outcomes from the protective workshop and other third party initiatives will bring more products by people with disabilities to Azm.

This economic empowerment project supports SDG 8 by creating sustainable job opportunities and supporting local economies, aligning with UNGC principles on labour rights and economic development.



Members of the Azm initiative display products at an event.

5.4 Social Affairs

Al Jisr's social affairs department operates somewhat differently to the health, education and economic empowerment teams. In that, it deals mostly with one-off requests for support from low-income individuals and families, as opposed to bigger projects that target wider, community impact. Outside of the few community projects that do fall under social affairs, the department works closely with MoSD, and local representative offices to minimise hardships for individuals, including funding housing and furniture costs, tuition fees, unpaid court fees, emergency support, and graduate requests, among others. Al Jisr also provides two homes annually and Ramadhan food packages for selected regions as part of the social affairs activity. Approximately 20% of the Foundation's budget is spent on social affairs each year.

These projects are acts of direct intervention that promote the UNGC principles and uphold the protection of, and access to, human rights for individuals with inhibited opportunity.



A young girl holds on to her mother in Jabal Bani Jaber Village.



A 3D render of a new home being built by Al Jisr for victims of Cyclone Shaheen.

5.4.1 Children with Disabilities Association Building Maintenance

SDGs: 3, 4, 10, 17
UNGC Principles: 1, 2

In 2023, Al Jisr received a request from the Children with Disabilities Association to fund the maintenance and renovation of certain parts of their building. The Foundation was quick to respond and provided the establishment with new doors, windows, tiles, painting and a small extension to improve the quality and delivery of services for children with disabilities. Work began in March and was completed in August 2023.

5.4.2 Building Homes for Shaheen Victims

SDGs: 1, 3, 11, 17
UNGC Principles: 1, 2

Cyclone Shaheen hit Oman in October 2021 and caused catastrophic damage, particularly in the Al Batinah Governorate. In collaboration with the Ministry of Housing and MoSD, Al Jisr committed to funding the construction of thirty-one new homes for low-income families that were impacted.

In line with Vision 2040 and the Global Goals that call for sustainable cities, the houses have been relocated to areas with low flood risk and vary in size and design based on the needs of the family.

5.4.3 Ramadhan Campaign

5.4.3.1 Iftar Campaign

Al Jisr's annual Ramadhan Iftar campaign sees the Foundation partner with a local vendor to supply approximately 700 meals daily, upwards of 21,000 meals across the holy month, to local mosques to help feed the people. The Iftar is open to all people, Muslim or not, and sees hundreds of low-income individuals eat daily.

5.4.3.2 Ration Boxes

In partnership with the Oman Food Bank, Zakat committees under the MoSD, and the Ministry of Religious Affairs, each year Al Jisr provides 2000 food ration boxes to underprivileged families within a specific region of Oman each time. The ration boxes provide relief and support to disadvantaged families at a time of celebration and coming-together. They also provide important access to nutrition and sustenance, containing bulk quantities of staple food ingredients.

In 2022, the Foundation supported families in North Al-Sharqiya, and in 2023 in North Al-Batinah. Part of this aid also targeted 200 families registered with the Oman Cancer Association (OCA).



Worshippers break their fast during Ramadhan with Iftar provided by Al Jisr.



A worshipper performs his ablutions at the Bab Al Salam Mosque.

5.4.4 Community Mosques

On occasion, Al Jisr board members lead their own community projects under the Foundation and in 2022, two mosque projects were carried out this way. A mosque is a focal point of community and social life in Oman and a deeply important place for communities to come together, find peace and practice spirituality.

5.4.4.1 Bab Al Salam Mosque Development

Al Jisr funded the design and construction of the Bab Al Salam Mosque in Muscat. The Bab Al Salam Mosque was designed in a contemporary and sustainable manner. It uses innovative architectural features to optimise natural resources and reduce its environmental impact: including positioning and angling for constant fresh air flow, circular design to carry noise for a lower electricity demand and clerestory windows for light flow and temperature control. The mosque also serves as an educational structure, blending Omani heritage and sustainable design into a timeless building that serves the local community.

5.4.4.2 Omar bin Al Khattab Mosque Construction

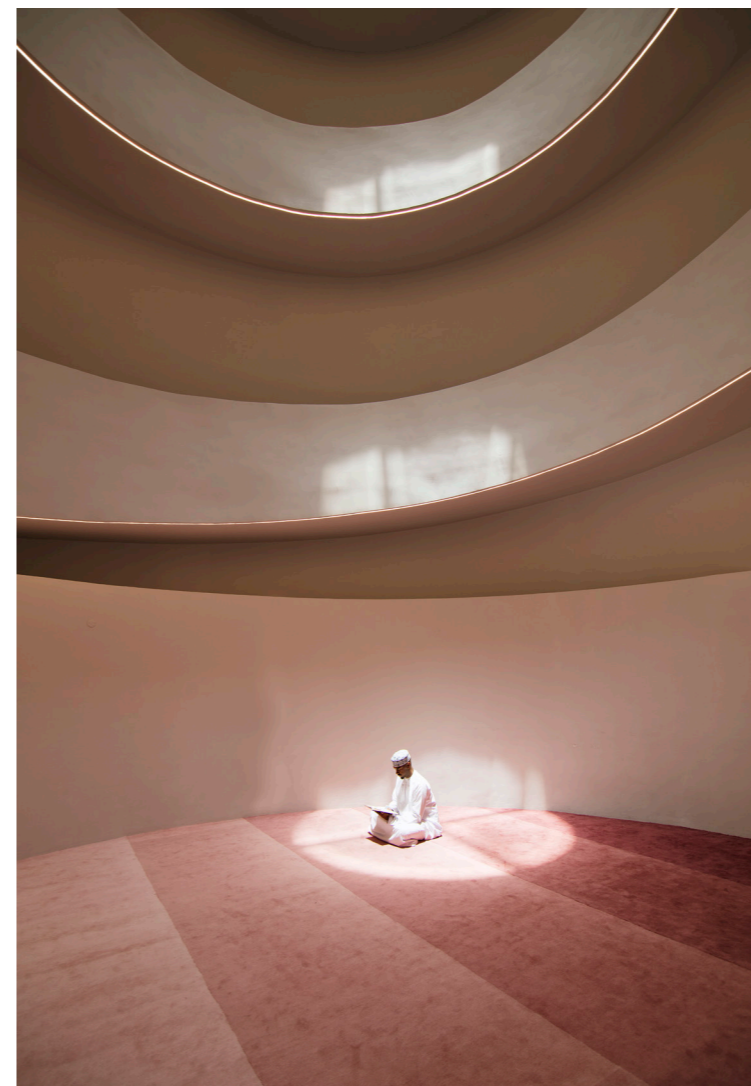
Another project addressed the needs of the growing community in Haifadh Village, in the eastern wilayat of Quriyat. This project involved demolishing a small, 30-year-old mosque with a capacity of only 80 people and replacing it with a new, larger mosque that accommodates up to 350 worshippers. The project is complete and the new mosque is a place of reflection and worship for the community. This initiative is part of a series of similar projects undertaken over the years that has supported the construction of several mosques to serve small, remote communities and provide important infrastructure where they can observe and practise their faith.



(Above and below) The interior and exterior of the Bab Al Salam Mosque.



The main prayer hall of the Omar bin Al Khattab Mosque



6.0 Events & Recognitions

6.1 Arab Foundations Forum Annual Meeting

The Arab Foundations Forum (AFF) is a nonprofit association of active players in the philanthropy sector across the Arab region. It serves as a hub for knowledge sharing, capacity development, and networking to bolster the potential and efficacy of strategic philanthropy in the area.

In September 2023, Al Jisr participated in the AFF Annual Meeting where regional leaders and experts explored topics including: the future of Arab philanthropy in 2040, the intersection of philanthropy, fragility, and the role of the private sector, ways to expand trust-based philanthropy in the region, and how to leverage climate solutions for sustainable development.

For Al Jisr, this event provided insight to strategic approaches and industry infrastructure that has strengthened other regional programs - helping to build the Foundation's resilience and long-term sustainability. It was also a rewarding and important introduction to like-minded organisations and the shared challenges that are faced across the sector.

6.2 UNESCWA Arab SME Summit

The UNESCWA (United Nations Economic and Social Commission for Western Asia) Arab SME Summit brings together over 600 participants to "foster the exchange of ideas, strategic visions, best practices as well as regional and international partnerships" to build the SME and entrepreneurial landscape in North Africa and the Middle East.

Al Jisr participated in 2023 to introduce summit participants to its 'Azm' Initiative - a brand identity created to empower people with disabilities. The Summit focused on three core topics: streamlining registration and formalisation processes for SMEs, enhancing the inclusivity of entrepreneurial opportunities and exploring prospects for regional and international cooperation in this field - important functionalities for Azm to understand in order to move into profitable and self-sufficient operations. The summit was successful and provided rare access to localised knowledge that will help position Azm for future growth.



عقد: 30 تشرين الأول/أكتوبر - 1 تشرين الثاني/نوفمبر 2022 | Amman, 30 October - 1 November 2022

6.3 Ministry of Social Development Award

In June 2022, Oman's MoSD recognised the Al Jisr Foundation for its ongoing commitment to social responsibility and community development across Oman. The recognition comes after more than a decade of philanthropic activity in the Sultanate and a strengthened partnership with MoSD that sees productive collaboration as the driving force for impactful transformation.

6.4 GCC Housing Award

In October 2023, Muscat hosted the 1st GCC Housing Conference bringing together ministers and senior government officials from across the GCC to discuss housing strategies and effective methods for providing more flexible and diverse housing opportunities for all.

During the conference, Al Jisr was awarded the 'GCC Housing Award' for its social housing initiatives, particularly actions taken to relieve victims in the wake of Cyclone Shaheen, where Al Jisr funded thirty-one new homes for low-income families. The award is recognition for Al Jisr's commitment to raising the living standards for all citizens and promoting their right to access basic housing.



The General Manager of Al Jisr, Dina Al Khalili, receives the GCC Housing Award.

7.0 Closing Remarks

The Al Jisr Foundation's commitment to sustainable development goes beyond a religious or corporate responsibility - it is an understanding of the interconnectedness of our world and the imperative to foster positive change for global wellbeing. Its focus on health, education, and economic empowerment accentuates the belief that sustainable development begins with thriving communities and Al Jisr consistently strives to develop a programmatic portfolio that fosters social cohesion, and empowers individuals and communities to become catalysts for positive change.

Looking ahead, as 2025 will mark a fifteen year milestone in the Foundation's private philanthropic journey, Al Jisr is set on cultivating resilient societies that champion inclusivity, environmental stewardship, and the pursuit of universal human rights for all.

Guided by the UNGC principles, the Global Goals, and Vision 2040, Al Jisr is persistent in its goal to positively impact social wellbeing and promote the achievement of universal human rights for all. As an organisation, internal policy and regulation will continue to be revisited to ensure the Foundation is actively delivering on labour and environmental rights, and project portfolios will continue to prioritise projects that provide the most social impact for communities and individuals.

As ongoing projects will advance in the coming years and new initiatives will begin, Al Jisr recognise the need for continuous innovation, collaboration, and adaptability. Embracing community, data-driven insights, and stakeholder engagement will be crucial in refining and amplifying the strategy. The Foundation is prepared to move forward embracing the challenges with a sense of purpose, determination, and a commitment to leaving a lasting impact on Oman and its people.

Al Jisr Foundation
PO Box 332, Postal Code 118
Al Harthy Complex
Muscat, Sultanate of Oman
info@aljisrfoundation.org
www.aljisrfoundation.org



@JisrFoundation



@jisrfoundation



Al Jisr Foundation

