



GULF FOR GOOD

HELPING KIDS AROUND THE WORLD



Annual Report 2025

TURNING ADVENTURE INTO IMPACT

JAN - DEC 2025

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A Note From Kat

2025 was a year that reminded me exactly what Gulf for Good is capable of when adventure, community and purpose come together. Across the year, our challengers trekked, climbed, sailed, volunteered, boxed, ran and fundraised their way towards something much bigger than any individual finish line. From Everest Base Camp, Machu Picchu and Madagascar to our Nepal Volunteering Challenge, every adventure brought together people willing to step outside their comfort zones to help create opportunities for children around the world. But Gulf for Good has always been about far more than the challenges themselves.

In 2025, our community raised an incredible AED 1.43 million, supporting projects across countries including Nepal, Bhutan, Ethiopia, Tanzania, Pakistan, Hong Kong, Cambodia, Namibia, Madagascar and Peru.

These projects are creating safer schools, better access to clean water and sanitation, opportunities for children with additional needs, improved homes and facilities, skills for the future and, ultimately, the chance for more children to thrive. Our impact was also made possible in many other ways. Our Gala Ball raised more than AED 338,000, our corporate partners and CSR campaigns continued to grow, and Thrift for Good had another phenomenal year, raising AED 714,210 and opening its fourth store. I love that our community can now make a difference whether they are standing at the foot of Everest, stepping into a boxing ring, joining us for dinner, donating a dress or simply choosing to shop more sustainably.

Since our conception in 2001, this community has supported 78 projects across 36 countries and reached more than 36,000 children. Those numbers are extraordinary and behind every one of them is a child, a family, a challenger, a donor, a volunteer or a partner who chose to believe they could make a difference.

To our incredible team, Board, challengers, charity partners, corporate partners, donors, volunteers and the wider Gulf for Good family, thank you. Thank you for your energy, your generosity, your trust and for continuing to show up. Here's to the next adventure, and to continuing to turn it into impact.

See you on the trails,
Kat



AED 1,436,446.00

*Thanks to our challengers, partners and community,
we raised **AED 1.43 million in 2025**
– every dirham a step closer to transforming lives!*

25 Years of Impact at a Glance

Number
of Projects
Supported

78



Countries
Impacted

36



Children
supported

36k



Total Funds
Raised To Date

\$5.5m

Why We Do What We Do

For 25 years at Gulf for Good, everything we do is driven by a deep belief in the power of adventure to create meaningful change.

And as we look toward the future, our aspiration is bold: a world where every child has access to the resources and opportunities they need to thrive.



CORE VALUES



ADVENTURE

We embrace life-changing challenges that push boundaries and inspire growth.



COMMUNITY

We bring people together with a shared purpose of doing good.



COMPASSION

We lead with heart, dedicating our efforts to helping children around the world.



INTEGRITY

We act with honesty, transparency, and accountability in all we do.



EMPOWERMENT

We uplift individuals to realise their potential and drive meaningful change.



INSPIRATION

We spark purpose through stories, action, and the power of giving back.

PURPOSE

To inspire people to take on life-changing Challenges to help children around the world.

ASPIRATION

A world where every child has access to health, education and basic human rights.

Contributing to UN SDGs

Gulf for Good aligns its mission and projects with the United Nations Sustainable Development Goals (UN SDGs), particularly those focused on No Poverty, Quality Education, Good Health & Well-being, and Reduced Inequalities.

Through every Challenge and charity partnership, we strive to create measurable, sustainable impact for children and communities around the world.

HOW WE CONTRIBUTED IN 2025:



2025 Charity Projects



BHUTAN



Children Impacted: 60

Funds Raised in 2025: AED 252,048.00

Upgrading facilities to create a more nurturing, safe & stimulating environment. Infrastructure upgrades to meet safety standards and create accessible facilities for all children. Enhancement of learning resources. Community engagement.



ETHIOPIA



Children Impacted: 487

Funds Raised in 2025: AED 250,000.00

Supporting a school expansion with classrooms, IT lab, afterschool digital programs, kitchen facilities, and rooftop garden to enhance education and student wellbeing.



NEPAL



Children Impacted: 155

Funds Raised in 2025: AED 258,000

Improving education outcomes for disadvantaged children in rural Nepal by providing clean drinking water taps, proper sanitation toilets (gender-segregated & disability-friendly), safe, modern classrooms and hygiene education.

2025 Charity Projects



HONG KONG



Children Impacted: 620

Funds Raised in 2025: AED 552,644.88

Project 'Make It Better' supports children with special educational needs from low-income backgrounds offering a programme of expressive arts workshops designed to build self-esteem, confidence, self-awareness & interpersonal skills.



TANZANIA



Children Impacted: 45

Funds Raised in 2025: AED 281,854

Improving Larchfield Children's home with extended perimeter fence, walled protection for their fish farm, new kitchen with cooking equipment and a reserve fund for food, general maintenance & staff salaries.



PAKISTAN



Children Impacted: 180

Funds Raised in 2025: AED 96,566

Implementing an early year's program where students build 21st century skills through play-based learning. Funding also for school supplies, monitoring and administrative costs and staffing costs at The Citizens Foundation Primary School.

2025 Charity Projects



CAMBODIA



Children Impacted: 360

Funds Raised in 2025: AED 93,235.39

Empowering students with essential language skills, by providing free English education to rural Cambodian children. Opening up opportunities for stable employment and a brighter future in Siem Reap's expanding tourism sector.



NAMIBIA



Children Impacted: 300

Funds Raised in 2025: AED 15,719.03

Strengthening the soccer, cycling, digital literacy, and robotics programmes with practical & life skills learned. Hands-on use of technology, exposure to digital / tech careers and future opportunities.



MADAGASCAR



Impacted: 15+ individuals with disabilities

Funds Raised in 2025: AED 86,788.04

Establishing Sunrise Recycling Centre, the only recycling facility on the island of Nosy Be, to employ people with disabilities & graduates of Sunrise Centre. Provides jobs & opportunities, while also helping to clean up the island.



PERU



Children Impacted: 500

Funds Raised in 2025-26: AED 31,137.39*

Construction of enclosure for an outdoor patio at a primary school for underserved, impoverished & ignored indigenous girls in rural villages of Cusco, providing year-round use of valuable space.

Key Partners & Collaborators

From generous donations and corporate sponsorships to powerful CSR collaborations, thank you to our 2025 partners who helped to bring our mission to life.



Did you know Gulf for Good is a UAE Qualifying Public Benefit Entity?

As a UAE Qualifying Public Benefit Entity (QPBE), eligible corporate donations to Gulf for Good may be deductible for UAE Corporate Tax purposes.

CSR Activities & Campaigns



AED 56,097.74
SPARTANS WHITE COLLAR BOXING 11



AED 192,975.61
SPARTANS WHITE COLLAR BOXING 12



AED 552,697.38
STRIDES FOR GOOD



AED 15,719.03
DUBAI MARATHON



AED 64,448.12
CHARLIE CLIMBS MT. KILIMANJARO



AED 7,995.56
GEMS MTS WALKS FASHION SHOW



AED 3,025.00*
SEAYOU FESTIVE PADDLE



430 BOXES FILLED
SHOEBOX APPEAL



GULF FOR GOOD

Gala Ball 2025

24th May 2025. Gulf for Good Gala Ball was a night to remember - filled with purpose, passion and generosity. Held at the stunning Ritz-Carlton JBR, our teal carpet brought together a vibrant community of changemakers to support children's charity projects around the world.

We're deeply grateful to every guest, partner, and sponsor who showed up with open hearts and helped turn impact into action



Thanks to your incredible support, the 2025 Gala Ball made a meaningful difference for children in need around the world

AED 338,219.05



Glamour on the Teal Carpet



Live entertainment all night long



Kibsons Deal or No Deal



Emirati soul singer Arqam

2025 Challenges



AED 30,690.30*

Madagascar Pirogue Sailing Challenge



AED 31,137.39*

Machu Picchu



AED 63,581.55*

Everest Base Camp



AED 17,460.00*

Nepal Volunteering Challenge

2025 Hikes & Community Events



AED 10,593.00

Snow Hikes



AED 6,900.00

UAE Outdoor Hikes



AED 3,278.00

Community Iftar

Thrift for Good

As a charity-driven thrift store, their mission is to give pre-loved items a second life, reducing waste while supporting children in need around the world.

Thrift for Good donates 100% of profits to Gulf for Good charity projects, operating with a commitment to keep expenses below 50% of revenue.

All items are generously donated and sold at a fraction of their original value.



Thrift for Good raised an incredible amount in 2025, turning secondhand treasures into life-changing opportunities for children around the world

AED 714,210.00



NEW STORE OPENING:

2025 was a big year for Thrift for Good as they opened their FOURTH store in DIP

Financial Snapshot

At Gulf for Good, we are proud to share how the funds raised through our initiatives in 2025 are being distributed to create meaningful and measurable impact for children around the world. Every dirham donated is accounted for, ensuring that we honour the trust placed in us by our supporters and community.



TOTAL FUNDS COLLECTED

We raised **AED 1,436,446** in 2025 through a combination of corporate sponsorships, individual fundraising, events and community support.



FUNDS DIRECTED TO CHARITY PROJECTS

AED 1,077,334.50 was allocated directly to support sustainable charity initiatives focused on education, healthcare and shelter for children around the world.



ADMINISTRATION

Of total funds raised **AED 215,466.90** contributed towards Gulf for Good's operational & administrative costs.



DUBAI HUMANITARIAN

AED 143,644.60 contributed to Dubai Humanitarian for compliance and in support of their emergency response initiatives.

Gulf for Good follows UAE's strict regulations to ensure every donation is managed transparently and reaches the children it is intended to help. After fundraising, funds go through a regulated approval process with Dubai Humanitarian and the Ministry of Foreign Affairs before being released.

Gulf for Good then sends the funds to the beneficiary charity in stages, linked to project progress. This careful process helps ensure every dirham raised is used as agreed and delivers the greatest possible impact.

Thank You



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