

GULF FOR GOOD

HELPING KIDS AROUND THE WORLD

ANNUAL REPORT

JULY 2019 - JUNE 2020



GULF FOR GOOD

OUR VISION

To empower people to change their lives and help children around the world.

OUR MISSION

We support sustainable charity projects for children.
We promote wellbeing through life changing experiences, adventure challenges and fitness opportunities.

OUR VALUES



Trust



Compassion



Joy



Community



Courage

OUR MISSION



The year 2019-20 marks the 19th year of our existence: it also represents a defining moment in history, with the onslaught of Covid-19.

As I reflect on the events of the last 12 months, I am reminded of the many examples where love and compassion has been present in our organisation, within our community and in particular among the many courageous children we support in the field. Many of us have faced anxiety and uncertainty and I am humbled by the way both Gulf for Good as a charity, and our many partners around the world, have fought bravely and adapted in order to survive. And survive we will.

I am grateful to our Gulf for Good family who have continued to love and support us even when we had to cancel all our challenges and events. Through our team's resourcefulness and agility we have adapted our entire business model into a virtual reality that has ensured we maintained our commitments. I am proud of the many new initiatives we sponsored throughout the lock down period. It is through this spirit of compassion that we have still been able to raise vital funds for our projects adversely affected by Covid-19, even though our own sustainability has been at risk.

Our 2019 impact had several significant milestones which we're pleased to share in this annual report.

We are extremely proud to highlight the huge successes of these events and partnerships, which have raised a tremendous total of USD 404,380 for our charity projects around the world.

None of this would have been possible without our dedicated team, loyal supporters, our community, sponsors and partners, who represent the heartbeat of Gulf for Good.

Whilst we find ourselves somewhat daunted about what lies ahead during the current climate, we are more determined than ever to carry on with our vision for the future growth of Gulf for Good. We strive to inspire our community to keep supporting those in need. We love what we do and we invite everyone to get involved, either through virtual or physical events, volunteering opportunities, fundraising, our weekend fitness programmes and local day hikes. We sincerely hope you will join us when we are able to once again resume our international charity challenges and physically reconnect with the children we serve.



Anne Edmondson,
Chairwoman, Gulf for Good

CHAIR'S MESSAGE





GULF FOR GOOD
HELPING KIDS AROUND THE WORLD

OUR IMPACT

61

PROJECTS

19

YEARS

27

COUNTRIES



EDUCATION



HOUSING



HEALTHCARE

Since 2001 we have raised over USD 4 million for 61 charity projects in 27 countries helping over 33,197 children in need.



SUSTAINABLE DEVELOPMENT GOALS



EDUCATION

Increasing access to basic education for more children where there would otherwise be none.

USD 84,130

2019-2020 funds raised

QUALITY
EDUCATION



HEALTHCARE

Improving health and hygiene in schools and communities, as well as provision of essential medical supplies.

USD 115,889

2019-2020 funds raised

GOOD HEALTH
AND WELL-BEING



HOUSING

Providing safe and nurturing homes to vulnerable and abandoned children.

USD 68,340

2019-2020 funds raised

NO
POVERTY



Our work and the funds we provide to our charity projects aligns with three of the United Nations Sustainable Development Goals.

OUR STRATEGY



GULF FOR GOOD
HUMANITARIAN ASSISTANCE





GULF FOR GOOD

WE BELIEVE IN EDUCATION FOR ALL

QUALITY
EDUCATION



Bethel Foundation, China

480 children impacted - USD 18,507 donated

We provided this center for visually impaired children with essential technology and equipment.



Street Child, Nepal

150 children impacted - USD 19,630 donated

Funds were used to build three classrooms and 2 WASH stations for the children of migrant labourers who work in the Kathmandu valley brick kiln factories. Uniforms, books and other school supplies were also provided along with training for the teachers.



GULF FOR GOOD





Foundation for African Empowerment, Tanzania

824 children impacted - USD 21,890 donated

Two additional classrooms were built for Enjoro Gov't school complete with disabled access and facilities. Four wash stations, wash supplies and 100 masks were purchased to support their COVID-19 appeal.

Soft Power Education, Uganda

300 children impacted - USD 3,243 donated

Funds provided essential food supplies and education kits for 340 children including 40 with special needs in rural villages.



Soft Power
Education



GULF FOR GOOD

GOOD HEALTH
AND WELL-BEING



500 girls impacted - USD 21,320 donated

Funds were used to provide essential food parcels to students and their families living in remote villages in Peru, in response to the COVID-19 crisis.



GULF FOR GOOD



School for Girls
Cusco, Peru

CHICUCHAS WASI, PERU

GOOD HEALTH
AND WELL-BEING



unrwa
الأونروا



UNRWA: To provide masks and hygiene equipment to essential healthcare workers to support their COVID-19 work in refugee camps in Jordan.

USD 10,950

Impacted: 700 workers



GULF FOR GOOD

GOOD HEALTH
AND WELL-BEING



In August 2019 Omnicom Media Group raised USD 89,569 for two charities and 27 employees hiked 300kms through rural Mongolia.

Omnicom
MediaGroup

Médecins Sans Frontières, Jordan

USD 47,309 - Impact: 1,220 adults and children

To provide reconstructive surgery for 542 patients in their Amman center.

Lotus Children's Center, Mongolia

USD 42,260 - 65 children impacted

To construct a greenhouse in order to provide access to homegrown, nutritious fresh food year-round in rural Mongolia and salaries for staff for one year. An additional grant from The Principle Fund of USD 15,386 was for the financial literacy training for the graduates and older students.

LOTUS CHILDREN'S CENTRE, MONGOLIA



GULF FOR GOOD

NO
POVERTY



Change a life, inspire a dream, build a future.

LARCHFIELD CHILDRENS HOME, TANZANIA

This project supports keeping children off the street and out of poverty through providing them with safe and secure housing.

Funds donated: USD 68,343
28 Children Impacted

Larchfield Children's Home provides accommodation and education to orphaned children in Tanzania. These funds were used to provide salaries for teachers and to build essential structures so the school can reach its capacity of 300 children. Gulf for Good has been supporting Larchfield Children's Home for nearly 20 years.



GULF FOR GOOD



GULF FOR GOOD

2019 - 2020

2018 - 2019

TOTAL FUNDS
COLLECTED

USD 404,380

USD 641,690

ALLOCATED FOR
CHARITIES

USD 300,210

74%

USD 394,820

62%

ALLOCATED FOR
ADMINISTRATION

USD 104,180

26%

USD 246,870

38%

FINANCIAL SUMMARY



55

SESSIONS

900

PARTICIPANTS

USD 17,300

RAISED

HIKES & TRAINING

NSI Talent:

20 employees attended a team-building hike contributing USD 1,361 towards our mission. A special day to remember as the team witnessed the birth of a baby camel.

Emirates NBD:

45 employees from their Finance department attended a litter clean up hike.

flydubai:

Hikes organised in the UAE mountains for staff contributing USD 3,923 to Street Child Nepal.



GULF FOR GOOD

OUR FIRST HIKING WEEKEND IN OMAN



GULF FOR GOOD

HELPING KIDS AROUND THE WORLD

BURAIMI, OMAN



GULF FOR GOOD



In partnership with Larchfield Children's Home, we welcomed over 400 guests to the Waldorf Astoria on the Palm and raised **USD 68,061**.

A huge thank you to our valued sponsors and loyal supporters.

ANNUAL GALA BALL



GULF FOR GOOD



DECEMBER FESTIVE PARTY:

We held our annual end of year social event sponsored by Media One Hotel to celebrate and thank our volunteers and community.

NEW YEAR, NEW YOU WELLNESS FESTIVAL:

We launched our annual wellness event held at RAW Coffee to showcase how to live a healthy life, raising USD 760 for Gulf for Good.

ENGIE 'DARE TO BE A BETTER YOU':

We arranged an employee wellbeing week to showcase our charitable work and encourage regular fitness.



EVENTS



GULF FOR GOOD
HELPING LIVES AROUND THE WORLD



OUR TRANSITION TO A VIRTUAL WORLD

VIRTUAL BURJ KHALIFA CHALLENGE

USD 5,541 FUNDS RAISED

VIRTUAL KILIMANJARO CHALLENGE

USD 2,879 FUNDS RAISED



USD 3,223

FUNDS RAISED
DONATED TO SOFT POWER EDUCATION, UGANDA

2020 RAMADAN CAMPAIGN



GULF FOR GOOD



KISORO CHILDREN'S FOUNDATION, UGANDA



Kibsons raised USD 16,335 in 3 months for the construction of a playground in the Kisoro district, Uganda. 300 children at the school and 3000 in the community will benefit.

"It will be the best, first and only purpose-built playground in Kisoro district."
Jackie Baganizi, Director of Ineza Parents' School in Kisoro



GULF FOR GOOD

In February flydubai staff visited two brick kiln schools in the Kathmandu Valley where they donated USD 3,923 to provide 25 children with essential schools supplies.

FLYDUBAI & STREET CHILD NEPAL



GULF FOR GOOD



Thrift for Good is a social enterprise which sells pre-loved items to raise funds for Gulf for Good. It is the UAE's first and only online charity thrift shop!

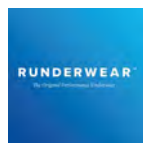
THRIFT FOR GOOD

Shopping for a cause.

THRIFT FOR GOOD



GULF FOR GOOD



THANK YOU TO OUR SPONSORS & PARTNERS



GULF FOR GOOD



Our 2020 strategy sessions have been more important than ever, as we navigate the challenges that COVID-19 has brought. With the support of our trusted strategy partner, Genyx, we have adapted to the climate and shifted our focus to virtual offerings which has enabled us to continue helping children around the world. We are indebted to Genyx and thank them sincerely for their amazing knowledge, wisdom and direction.

BI-ANNUAL STRATEGY MEETING

Gulf for Good
Building 4, International Humanitarian City
Dubai, United Arab Emirates
admin@gulf4good.org
www.gulf4good.org
+971 4 368 0222
@gulfforgood

Dubai International Humanitarian City, License No. 150021
Licensed permission provided to fundraise in UAE
UK Registered Charity No. 1140294
Audited by PricewaterhouseCoopers

75% of all our funds raised go directly to helping children around the world.
Of the balance, 10% is for the International Humanitarian City's emergency response work
and 15% supports Gulf for Good's sustainability.

THANK YOU



GULF FOR GOOD