



Kelna Ayleh Foundation

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Our Story



Kelna Ayleh is a Lebanese non-governmental organization (NGO) that was founded by a group of civically engaged young women with a vision to shape a future of peace and prosperity for Lebanon. The organization was established with the aim of making a positive impact on society, especially in times of crisis.

In 2019, as Lebanon faced significant challenges due to a severe economic collapse and a deteriorating health situation, Kelna Ayleh took action by reaching out to the most vulnerable populations.

Our work reflects a deep commitment to social justice, solidarity, and humanitarian relief in Lebanon.

Vision, Mission & Values of Kelna Ayleh

Vision

'Eradicate inequalities and injustice'



Mission

Empowering communities through social assistance programs and sustainable development projects. This approach focuses on creating long-term, positive change by providing both immediate relief and lasting solutions to challenges faced by vulnerable populations.

Values

- Respect for Human Rights
- Equality
- Partnerships
- Empowerment
- Transparency



DIRECT IMPACT

Kelna Ayleh has established more than 12 social centers and programs to empower communities across Lebanon against poverty and inequalities.

Numbers

Projects

793,000

meals distributed in one year

9,520

individuals have sustained access to primary healthcare

1,356

students received financial aid

1,250

students benefited from school supplies and furniture

845

families received basic needs support periodically

457

individuals employed and received periodic professional training



Programs & Projects:

DEVELOPMENT AND SUPPORT

1. **Books on Wheels**
2. **Central Kitchen** - Jounieh
3. **Educational Center** – Qaa
4. **Kitchen Bus**
5. **Main Office** – Sin El Fil
6. **Primary Healthcare Center** – Adma
7. **Primary Healthcare Center** – Sekyet El Misk
8. **The Restaurant** - Hemleya
9. **The Shop** – Ain el Remeneh
10. **The Shop** – Baabda
11. **The Shop** – Dekweneh
12. **The Shop** – Tripoli



Over the past years, Kelna Ayleh Foundation has evolved into a dynamic non-governmental organization (NGO) that embraces a multi-disciplinary approach to support communities and families. Despite the immense challenges Lebanon has faced, from economic collapse to health crises, Kelna Ayleh remained steadfast in its commitment to its mission, reaching out to those in need across the country.



KEY AREAS OF IMPACT

- **Humanitarian Assistance:** Kelna Ayleh has provided food aid, medical supplies, and financial assistance to families severely affected by the ongoing crises.
- **Education and Empowerment:** The foundation has supported education initiatives, including tutoring programs, scholarships, and vocational training, empowering individuals with skills to build better futures.
- **Healthcare Access:** Kelna Ayleh has worked to expand access to healthcare, offering medical services, mental health support, and vaccinations.
- **Community Development and Livelihoods:** The foundation has launched projects to foster sustainable livelihoods, such as small business support, agriculture, and job training programs.

Through its initiatives, Kelna Ayleh has raised awareness about social issues, including women's rights, gender equality, and economic justice, to drive change on a societal level.



Today, Kelna Ayleh stands proud of its ability to overcome Lebanon's toughest obstacles and make a tangible difference in the lives of those who need it most.

FOOD SECURITY : Ensures adequate sources of nutritious meals for households.

- The Central Kitchen
- The Kitchen Bus
- The Restaurants

BASIC NEEDS: Families secure their basic needs to fight poverty.

- The Shops
- Elderly & Infant Aid

HEALTH CARE: Communities have access to health care in terms of primary medical treatment and medication.

- Primary Healthcare Centers
- Medication Aid

LIVELIHOODS & DEVELOPMENTS: Individuals are trained to secure their economic independence and security.

- Books on Wheels
- Market Baladi
- Careers
- The Giving Table
- Social & Educational Centres



by @kelnaayleh



Books On Wheels

by Kelna Ayleh



QAA

**Educational
Center**

By Kelna Ayleh Foundation

Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

The Central Kitchen, The Restaurants, The Kitchen Bus

Through the **Central Kitchen** and the **Restaurant**, Kelna Ayleh Foundation has created a dual-purpose initiative that serves both immediate community needs and long-term social development goals. This innovative approach allows the NGO to address food insecurity while also fostering economic empowerment and skill development within Lebanon.

KEY ASPECTS OF THE INITIATIVE

Healthy Meal Preparation and Distribution



- **Central Kitchen:** This facility serves as the heart of Kelna Ayleh's food assistance efforts, where healthy, hot meals are prepared for beneficiaries.
- **Kitchen Bus:** To ensure that food reaches remote and underserved communities, Kelna Ayleh utilizes the Kitchen Bus, a mobile distribution unit that brings meals directly to those in need.
- **Restaurants:** In addition to the Kitchen Bus, meals are also distributed through the organization's restaurants, which help to serve local communities in need.



Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

The Shops

Kelna Ayleh's **The Shops** initiative is a vital part of the organization's commitment to supporting underprivileged families and individuals in Lebanon. Unlike traditional charity donations, these shops offer a **real shopping experience** where beneficiaries can select clothes based on their preferences and needs, helping to preserve their dignity and self-esteem.



Clothing for Vulnerable Families & Individuals

Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

The Shops

KEY FEATURES OF THE SHOPS INITIATIVE

- The shops provide free clothing to those in need, targeting low-income families and individuals who may otherwise struggle to afford basic necessities.
- Clothing items are carefully selected to ensure they are appropriate and of good quality, giving beneficiaries access to essentials and improving their overall well-being.
- The approach fosters a sense of respect and personal choice, allowing beneficiaries to feel valued and empowered as they select clothing that reflects their individuality.



Real Shopping Experience

Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

The Shops

KEY FEATURES OF THE SHOPS INITIATIVE

Empathy and Moral Support

- This initiative transcends materialistic assistance by offering clothes in a respectful and dignified manner, serving as a means of moral support for individuals and families facing hardship.

Community Engagement and Sustainability

- The clothes provided in the shops are primarily sourced through donations from local communities and individuals, creating a cycle of giving that fosters solidarity and support. This helps sustain the initiative and allows the organization to continuously offer help to those in need.
- The shops also act as community hubs where individuals can connect and share their experiences, building a sense of community even in times of hardship



Community of Giving

Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

Elderly & Infant Aid

Kelna Ayleh addresses some of the most essential needs for vulnerable populations, particularly infants and the elderly, by providing critical items that are necessary for their well-being and care.

- **Baby Formula Milk & Infant Solid Food:** Kelna Ayleh provides baby formula milk to families who cannot afford it, ensuring that infants have access to proper nutrition during their early stages of life. In addition, Kelna Ayleh offers infant solid food, helping babies transition to solid nutrition as they grow.
- **Diapers for Infants:** Diapers are an essential part of infant care, by providing diapers, the initiative helps families manage the cost of child-rearing and promotes hygiene, comfort, and health for infants.
- **Diapers for the Elderly:** The initiative also includes the provision of diapers for the elderly, who may be suffering from incontinence or other medical conditions. This support helps improve their quality of life by promoting dignity, hygiene, and comfort, ensuring that elderly individuals are not neglected in the face of health challenges.



Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

Primary Healthcare & Medication Aid

Kelna Ayleh is committed to providing accessible and comprehensive healthcare services to underserved communities through its **Primary Healthcare Centers (PHCs)** and **Medication Aid** ensuring that individuals receive the medical attention needed, especially in the face of Lebanon's economic and healthcare challenges.

KEY FEATURES OF THE HEALTHCARE INITIATIVE

Primary Healthcare Centers (PHCs)

- At the heart of this initiative, Kelna Ayleh operates Primary Healthcare Centers staffed with over **12 doctors** in each of our facility from various medical specialties. These doctors offer consultations and medical care for a wide range of health issues, from routine check-ups to more specialized treatments.
- **Mental health services** are also a key component of the care offered. This is particularly significant given the growing mental health needs in Lebanon due to the country's socio-economic struggles.



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Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

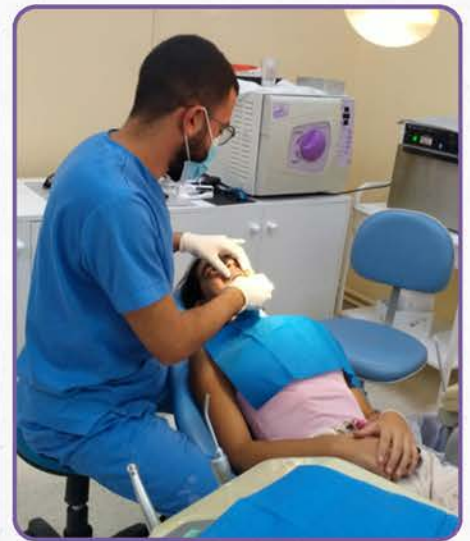
Primary Healthcare & Medication Aid

Collaborations with Specialized Facilities

To ensure a broader scope of care, Kelna Ayleh partnered with **Hotel Dieu de France at MGR Cortbawi Hospital** in Adma to set up the only primary healthcare center across Kerserwen.

Moreover, the **PHCs collaborate with Eye and Ear Hospital** and several **laboratories**, to offer specialized care and diagnostic services at discounted prices, making healthcare affordable and accessible to vulnerable communities

Health Awareness Campaigns



- Kelna Ayleh organizes periodic **health campaigns** through its PHCs aimed at raising awareness on topics such as preventive care, common health conditions, and **self-care and healthy lifestyle practices**, empowering individuals to take control of their well-being.



Programs & Projects:

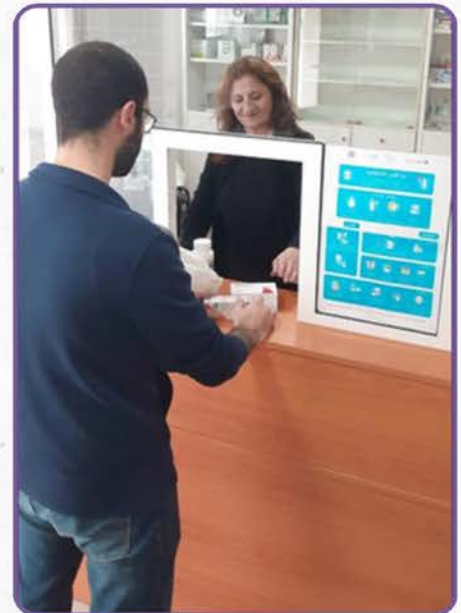
OUR ON-GOING PROGRAMS & PROJECTS

Primary Healthcare & Medication Aid

Kelna Ayleh's **Chronic Disease Medication Program** is an essential initiative aimed at ensuring that individuals with chronic health conditions have access to the medications they need to manage their diseases. This project directly supports **745 individuals every month**, providing them with life-saving medications and improving their overall quality of life.

Access to Medications and Support for Vulnerable Populations

- The program secures **chronic disease medications** for individuals suffering from conditions like diabetes, hypertension, heart disease, and other long-term health issues. For many, these medications are critical for maintaining their health and preventing complications, by alleviating this financial burden, the program helps individuals maintain their health without sacrificing their basic needs.



Generous Donations and Private Sector Collaborations

- The success of this program is made possible through the **generous donations** of the **Lebanese diaspora**. Many members of the Lebanese community abroad contribute to this initiative, understanding the importance of supporting their fellow citizens during difficult times.
- **Collaborations with the private sector** further enhance the program's effectiveness. These partnerships allow Kelna Ayleh to secure medications at **discounted prices**, making it possible to serve more people and extend the reach of the program to those in need.



Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

Livelihoods & Development

Books on Wheels

Ernest Hemingway once said, 'There is no friend as loyal as a book'. Books fire up the imagination, provide solace in times of grief, and open one's world. The importance of a reading habit is intrinsically linked to professional success, as it opens the mind to new experiences and provides new avenues of knowledge.



Books On Wheels

by Kelna Ayleh



Nowadays, and due to various reasons, children are missing the opportunity and experience of developing their intellectual and analytical abilities instigated by reading. The Books on Wheels project tours in Mount Lebanon, Zahle and Beirut – on an announced schedule for children to track the bus in coordination with local municipalities and local NGOs, who will be partners to the project.



Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

Livelihoods & Development

Market Baladi

"A valuable e-platform project that supports economic independence for households by offering organic homemade products for sale. By providing marketing tools and access to new clients, it helps small-scale producers expand their reach and grow their businesses.



by @kelnaayleh



The products, such as vinegar, tomato paste, zaatar, jams, and pickles, cater to local tastes and showcase the rich culinary traditions of Lebanon. In addition, the platform of the Central Kitchen is an important component of this project, offering culinary training to job seekers in the food and beverage sector. This platform provides vulnerable individuals with the technical skills and knowledge they need to improve their livelihoods, equipping them with the tools to pursue job opportunities. This dual approach—selling organic products while training individuals—empowers both producers and job seekers, thus fostering community development and improving economic and social well-being.





Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

Livelihoods & Development

Careers

The careers program by Kelna Ayleh is a strategic initiative aimed at bridging the gap between job seekers and potential employers, fostering employment opportunities and career growth. The program functions in two key phases:

- **Targeting Employers:** Kelna Ayleh creates a matrix of job opportunities by engaging with potential employers. This helps identify companies or organizations looking to hire, ensuring that there is a match between the skills required by employers and the abilities of job seekers. By partnering with local businesses, NGOs, and other stakeholders, the program ensures that employers have access to a qualified talent pool.
- **Supporting Job Seekers:** On the other side, the program helps individuals who are seeking employment by offering vocational training to enhance their skills, ensuring they are equipped for various roles in the job market. In addition to training, the program also provides support in areas such as CV writing, which helps individuals present themselves effectively to potential employers, and interview preparation, which boosts their confidence and readiness for the job application process



Programs & Projects:

OUR ON-GOING PROGRAMS & PROJECTS

Livelihoods & Development

The Giving Table

The Giving Table is an impactful initiative by Kelna Ayleh to raise funds by selling home cooked meals combining good food with a mission to give back, creating an opportunity for local communities to support one another.

Through this initiative, Kelna Ayleh is providing home-cooked meals for delivery or pick-up, making healthy eating accessible, especially for busy individuals or families.

Kelna Ayleh invites individuals and organizations to be part of this initiative by purchasing meals to cater their events or their daily meals. The main support is directed to provide both food security and access to medication for chronic conditions for many families across Lebanon.



Programs & Projects:

HUMANITARIAN RELIEF RESPONSE

Since its inception, Kelna Ayleh has been at the forefront of providing humanitarian aid in response to the various crises and disasters that have affected Lebanon.

RESPONSE TO COVID-19

- Distributed **81 oxygen concentrators** under the supervision of a medical team.
- Provided home cooked meals to the **Lebanese Red Cross** and **Lebanese Civil Defense** on weekly basis for 5 months.
- Delivered **8,000 food parcels** to families all over Lebanon.



AUGUST 4 BEIRUT PORT EXPLOSION

On **August 4th, 2020**, two explosions occurred at the port of the city of Beirut, the capital of Lebanon. The second explosion was extremely powerful, and caused at least more than **203 deaths, 7,000 injuries, US \$10-15 billion in property damage**, and left an estimated **300,000 people homeless** and many others losing their means of livelihoods and properties.

Kelna Ayleh was one of the first responders to the humanitarian crisis that came in the aftermath of the explosion:



- Delivered over **1,000 hot meals daily** to affected households and hospitals.
- Launched a **furniture campaign** to assist the refurbishing 150 houses in the Quarantina and the Rmeil areas.
- Reached **20 affected regions** in Beirut, through our **Kitchen Bus**.
- Provided clothes to more than **5,433 individuals**.
- Conducted **15 health campaigns** over the course of two years.
- Provided medical care and medication to **1,220 individuals**.
- Supported **1,500 student** with tuition fees and school supplies.
- Supported **7 schools** that were damaged due to the explosion with school furniture.

Programs & Projects:

HUMANITARIAN RELIEF RESPONSE

2024 WAR ON LEBANON

- Lebanon endured yet another war described as one of the most devastating attack on its land and people. Over **1.5 million Lebanese** were displaced, fleeing their homes with barely their clothes on their backs.
- In accordance with our mission, Kelna Ayleh took in more than **450 individuals** that have taken refuge at the public schools of **Bickfaya, Sekyet El Misk and Mhaydse** and the surrounding villages, turning them into habitable shelters. Moreover, Kelna Ayleh provided humanitarian aid to **150 individuals** staying in houses in upper Maten regions as well. , rendering the direct beneficiaries a total of **600 individuals**, out of which where **111 children between the ages of 0 and 15 years old.**
- Furthermore, Kelna Ayleh closely coordinated with the home towners in Rmeich, a southern village close to the border to secure the needs of more than **6,000 individuals** who stayed close to their homes during the bombardments, with the support of the **Red Cross** and **the United Nations**





Programs & Projects:

HUMANITARIAN RELIEF RESPONSE

NUMBER OF INTERVENTIONS AT FOUR SHELTERS	TOTAL QUANTITY
◦ Beds, Mattresses ◦ Blankets, Pillows ◦ Built-In Showers ◦ Washing Machines ◦ Microwaves ◦ Fridge ◦ Water Dispensers ◦ Oven ◦ Heaters ◦ School Supplies (Bags, Water Bottles, Stationery, Books) ◦ Vaxigrip Vaccine with Hotel Dieu de France Hospital	500 930 20 10 10 10 25 6 30 96 150
RECURRENT AID PROVIDED (DAILY, WEEKLY, MONTHLY)	TOTAL QUANTITY
◦ Number of meals/Day ◦ Personal Hygiene Kits ◦ Cleaning material (Detergents, brushes, brooms) ◦ Medical Care/ Consultations ◦ Medication – Upon Request ◦ Infant Milk (Cans) ◦ Infant Diapers (Packs) ◦ Adult Diapers (Packs) ◦ Transportation to Schools	1,500 Daily 345 Weekly 39 Weekly 533 Monthly 1,208 144 Monthly 120 Monthly 56 Monthly 4 schools daily

Celebrating Hope, Each Year

Every year, Kelna Ayleh marks its calendar to celebrate holidays and events with communities across Lebanon, embodying a brave act of resilience and hope.

1000 MEALS CAMPAIGN

Kelna Ayleh's **1000 Meals campaign** is a heartwarming and impactful initiative that takes place every year on Christmas Eve, providing a special Christmas dinner to the **Lebanese Civil Defense** volunteers on duty. This campaign not only serves as a gesture of appreciation for their tireless efforts in ensuring the safety and security of communities but also acknowledges the sacrifices they make during the holiday season.



Throughout the month of December, the NGO's team gathers at the central kitchen to prepare meals for distribution. The meals are then delivered to **23 Civil Defense stations** spread across Lebanon, from the north to the south, reaching **1,630 volunteers**. Key stations include Tripoli, Jbeil, Jounieh, Dhour Chweir, Zahle, Saida, Jezzine, Nabatieh, and the central operations unit in Tohwita, as coordinated by the General Directorate of the Civil Defense.

In addition to providing meals, the campaign also includes a final celebration at the Beirut Fire Brigade, where all the teams gather to share a festive moment with its members, honoring their unwavering commitment and remembering the victims of the Beirut port explosion on August 4th.

This event highlights the deep connection and gratitude between Kelna Ayleh and the Civil Defense, reaffirming the NGO's year-round support for these dedicated individuals who serve their communities with great courage and resilience.





Celebrating Hope, Each Year

CHRISTMAS FOR ALL

Kelna Ayleh's Christmas for All campaign embodies the spirit of giving and community support, especially during the holiday season. Recognizing that Christmas is a time for joy and happiness—primarily for children, who deserve to experience the magic and innocence of the season—the organization launched this campaign to ensure that even the children facing hardships are not left out of the festive celebrations.

The goal of the campaign is to collect toys for children who cannot afford them, offering them a chance to feel the joy and excitement that Christmas brings.

Additionally, the campaign extends support to the institutions that have been consistently standing by a the Lebanese community. These institutions, which include schools and hospitals, play a vital role in the well-being and stability of the country.





Celebrating Hope, Each Year

JOB FAIR

The job fair organized by Kelna Ayleh's Careers project is a significant milestone in the organization's efforts to empower individuals and help them secure sustainable livelihoods. With over 124 job seekers participating on average yearly, the fair facilitated direct interaction between them and more than 12 companies from various sectors and industries. This opportunity not only connects job seekers with potential employers but also offers valuable exposure to different career paths, expanding the possibilities for professional growth.

BACK TO SCHOOL HEALTH CAMPAIGN

Every year, Kelna Ayleh organizes an Open Doors event at our Primary Healthcare Center, for children aged 5 to 12 years old to receive free medical examinations as they prepare to return to school. This initiative is designed to ensure that children are healthy, safe, and ready for the academic year ahead.

The event brings together doctors from various specialties, who volunteer their time to conduct thorough medical check-ups. These exams include general health assessments, vaccinations, and screenings for common childhood illnesses,. By providing this service free of charge, Kelna Ayleh helps families, especially those facing financial challenges, access essential healthcare that may otherwise be out of reach.



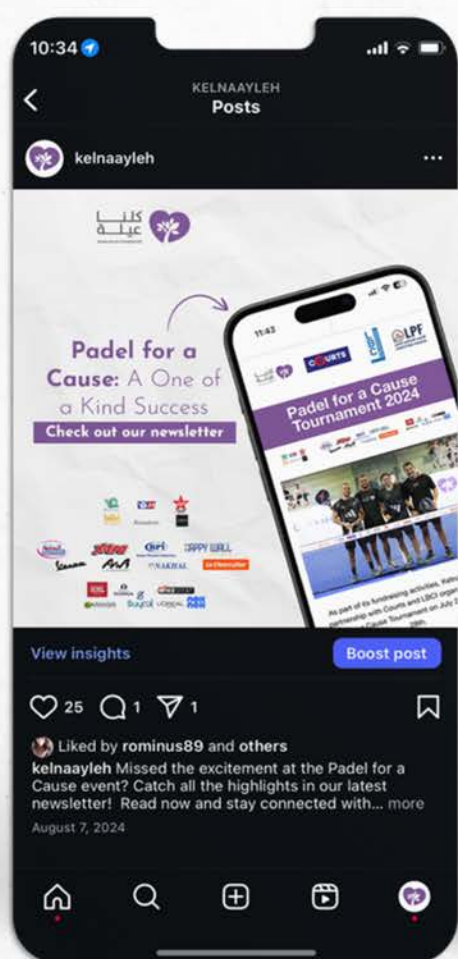
Fundraising

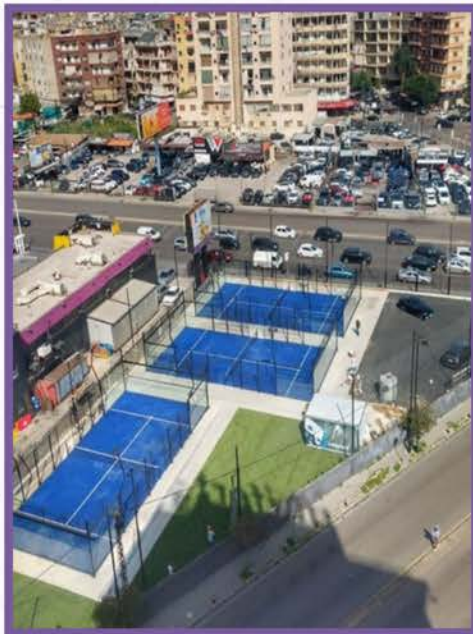
Kelna Ayleh relies on its wide network of partners and donors as main sources of support, both as financial and in-kind donation. Moreover, we organize a number of annual events to further engage the community and build lasting bridges for collaboration, such as the **Padel for a Cause** fundraising tournament.

PADEL FOR A CAUSE

As Padel continues to gain momentum worldwide, it presents exciting opportunities for Lebanon, its youth and economic growth.

Tapping into this growing hype and investing in Padel events, Kelna Ayleh grabbed the opportunity to support its humanitarian cause in helping underprivileged families in Lebanon by raising funds within the growing Padel community by organizing an exciting summer tournament.





HOW CAN YOU HELP?



Donate



Collaborate



Volunteer

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WE THANK YOU FOR YOUR CONTINUED SUPPORT