ANNUAL REPORT 2020
TAKE THE LEAD & SUCCEED
PRESIDENT’S SPEECH

The COVID19 pandemic brought changes on different levels, changes on local and global trends and changes on each person’s and the community’s perspectives and priorities; even at LLWB as we elected a new board.

2020 was not an easy year, we faced unprecedented challenges, and in our beloved country on top of the global COVID19 pandemic, we had to deal with the collapse of the banking system, the economic deterioration, the political instability and the devastating Beirut port blast. What a challenging start for the new decade! At LLWB we decided to focus on the things we can master, the impact we can have on our community, to cast a light of hope, and to help in the healing process.

We adapted our scope of work and leveraged on the power of the LLWB network to attend to the community needs in terms of access to medicine, access to food, support to start-ups and SME’s and mental health support in addition to connecting the Lebanese Diaspora to their home.

With our partners, we created a sustainable ecosystem for the local agriculture community and the food safety.

We mobilized our experts and donors to provide support for startups and SME’s in providing: consultancy services, ideation and business acumen workshops, coaching, mentoring and funds when needed, in the North and the Beqaa as well as in Beirut especially after the Beirut port explosion.

We also worked on the internal structure of LLWB to create a strong foundation for the association growth.

In our annual report, you will see the activities LLWB conducted throughout the year with the wonderful support of our members, partners and donors.

Looking forward to 2021, where we know that challenges are not over and will not be any time soon; we call on you, our dear members, friends and partners to join hands for our 2021 projects.

**Step by step, project by project together we will build the country we all dream of.**
EXECUTIVE SUMMARY 2020

423 MEMBERS
total number of members in 2020

23+ PARTNERSHIPS
built with local and international organizations

23 TASK FORCES
to fight back the economic class

3 YEAR PROGRAM
for supporting women entrepreneurs in North Lebanon and Beqaa

36 EXPERTS
Trainers, and Coaches

360 LLWB APPROACH
to close the gender gap

560+ TRAININGS & WORKSHOPS
have been implemented in Beirut, North and Bekaa area

5 BEIRUT BLAST RELIEF INITIATIVE
support Beirut Blast Affected Communities

$583,922 FUNDED
For LLWB Projects

BEIRUT BLAST BENEFICIARIES
1196 SMEs, Women Led Businesses, Farmers and Workers and 2500 Beirut Blast Beneficiaries

2500 BEIRUT BLAST BENEFICIARIES
360 APPROACH

- C-level & women on board
- Retiree & senior experts
- Start ups & entrepreneurs
- Women in the workforce (public/private sector)
- University students
- School students (steam)

LLWB 360 APPROACH to close the gender gap
LLWB’S 4 PILLARS

LLWB believes that its mission can only be achieved through building partnerships and collaborations with the various stakeholders that are part of the ecosystem and through joining efforts and expertise towards addressing socio-economic gaps.

The association operates according to four pillars which dictate the implementation of current and future activities.

1. **GOOD GOVERNANCE**
2. **MEMBERS & BUSINESS DEVELOPMENT**
3. **COMMUNITY DEVELOPMENT**
4. **ADVOCACY**
GOOD GOVERNANCE

LLWB commits to good governance and to providing an ethical foundation for the way it manages its identity, board of directors, as well as its various policies and procedures.
LLWB initiated the deployment of a taskforce to fight back the ongoing crisis and the challenges it created for our communities.

LLWB swiftly expanded the mission to comprise a relief fund for those affected by the blast.

The in-kind donations included various materials such as paint supplies, clothes, shoes, home linen, and textiles, and were distributed to the affected target groups.

**Task Forces Which Began at the Onset of the Economic Crisis**

LLWB initiated the deployment of a taskforce to fight back the ongoing crisis and the challenges it created for our communities. LLWB swiftly expanded the mission to comprise a relief fund for those affected by the blast.

The in-kind donations included various materials such as paint supplies, clothes, shoes, home linen, and textiles, and were distributed to the affected target groups.

**Six main areas were identified in relation to**

1. **Businesses and Start-Ups**
2. **Food Security**
3. **Education**
4. **Medical Supplies**
5. **Mental Health**
6. **Outreach**

4 roundtables took place from November 2019 till February 2020.
In Khiara is the industrial kitchen of Ardi Ardak, the food relief platform of LLWB which is acting in collaboration with AUB’S Environment and Sustainable Development Unit (ESDU) and the related Food Heritage Foundation (FHF). Ardi Ardak now has a national scale operation.

Receives donations of medical supplies and sends them to many organizations working on the ground to be distributed to the people affected mostly by the crisis.
03. Business & start-ups Task Force

8SME’s were supported financially as a first step.

LLWB partnered with Silsal Design House Dubai (www.silsal.com), to establish The Beirut Initiative. For 6 months, Silsal will host Lebanese products on their website and will promote the products to all of their UAE customers free of charge.

04. Mental Health Task Force

16 Coaches & 8 Members who benefit from International coaching under mental health task force.
Following all the incidents that happened in Lebanon for the past year, LLWB created and assisted in many initiatives:

**Ardi Ardak Initiative**

Also received money from Lebanon and abroad.

Food parcels were prepared accordingly and delivered throughout Lebanon.

**100 boxes** were distributed in the Karantina area.

**Shipment from UAE**

LLWB received a shipment from UAE containing **2,776 boxes** of food/babies needs (milk & diapers), medicines, clothes & shoes that were distributed to:

- arc en ciel
- Saint Vincent de Paul
- FabricAid
- Food Heritage Foundation
Paint from Holland
LLWB received a shipment from Holland containing 19,460 kg of paints that were distributed to NGO’s working on the ground in arranging the damaged houses following the blast.

Clothes & Shoes from Levi’s
LLWB received a shipment from Levi’s containing 10,000 items of clothes & shoes that were handed to fabric aid. Coupons were made to be distributed to the families in need.

1st distribution of 400 vouchers took place on Saturday 18 December 2020 in Bourj Hammoud.

Laptops
25 Laptops were received from Canada through Deloitte and distributed in a public school in Bourj Hammoud.
LLWB commits to providing superior skills development opportunities for its members while striving to meet their expectations and changing needs.
MEMBERS & BUSINESS DEVELOPMENT

14% Other
11% Members who did not apply online
10% Banking & Finance
9% per category
   Education/Teaching
   Government/NGO/International Organizations
7% Health (Hospital/Pharmacy/Pharmaceutical)

4% per category
   Blank
   Communication Services (Media/Tourism/PR/HR/Consulting/Entertainment)
   Engineering/Design/Consulting
   Food & Beverage
   Coaching/Training/Consulting
   Commerce & Retail

3% per category
   Services (Insurance/Real Estate/Logistics/Transportation/Lawyer)

2% Industrials & Manufacturing

1% per category
   Advertising
   Information & Communication
   IT/ICT
   Hospitality
   Construction and Contracting
   Event Management
   Agriculture
   Architecture
   Law
   Logistics
   Publishing
MEMBERS & BUSINESS DEVELOPMENT

LLWB Members by Position

23% Manager Level
21% Founder
17% Not Mentioned
12% Entrepreneurs Shareholder/Owner
9% Middle Level
6% Senior Level
4% Junior Level
4% Independent
3% CEO

423 MEMBERS in 2020
MEMBERS & BUSINESS DEVELOPMENT

**Gender**
- 94% Female
- 6% Male

**Age**
- 27% 31 to 40 years old
- 25% 41 to 50 years old
- 19% Did not mention
- 13% 51 to 60 years old
- 4% 61 to 72 years old

LLWB Members by Age and Gender
The psychological stages that we are going through.

How to manage our thoughts, feelings and reactions?

How to invest this time in a healthy way at all levels?

Attendees acquired methods to relieve stress in these difficult situations we are passing through and came out with new ideas to take advantage of the confinement and arrange their affairs according to their priorities towards a new start for the better.

*LLWB Beqaa Chapter – Online Webinar*

Dr. Jeanine Abou Takka - Clinical Psychologist and Psychotherapist
An EQ Interactive Virtual Café

Upcoming interactive, powerful “EQ Café” to practice emotional intelligence together and explore answers to these important questions about uncertainty. EQ Cafés are insightful, fun sessions for people curious about emotional intelligence to connect and learn together.

*LLWB Beqaa Chapter – Online Webinar*

The session aims to introduce the concept of disruption in business as consequence of either innovation or crisis and discusses how organizations respond to disruptions and tackles the leadership skills essential to lead a business through times of crisis, focusing on the crises we are currently facing.

*North Chapter – Online Webinar*

**Dr. Ziad Nehme, Strategic Management Consultant**
MEMBERS & BUSINESS DEVELOPMENT

LLWB held 2 networking events targeting over **50 women** entrepreneurs and women in business in Beirut and Beqaa as in below:

In partnership with the Environment and Sustainable Development Unit (ESDU) at AUB, the Food Heritage Foundation and Zico House LLWB hosted an event that included a presentation on the Ardi Ardak initiative which was launched in December 2019 with the aim of promoting food security in Lebanon. An overview on the work conducted under this initiative to date, and the ways through which members can get involved was provided during the event.

The purpose of the event was to meet our new registered members, introduce them to LLWB activities and discuss with them how to be more involved in our new projects.

**LLWB Beqaa Chapter**
Château St. Thomas - Kab Elias
MEMBERS & BUSINESS DEVELOPMENT

The objective is to help the women led startups and women led businesses to develop their business ideas further and scale up their existing businesses.

Three-year program launched in North Lebanon and Beqaa for supporting women entrepreneurs

100 women-led start-ups and 20 women-led SMEs are targeted through the program

The program involves a training program, mentorship and access to funding opportunities for women entrepreneurs

The project is funded by Drosos Foundation

Women Entrepreneurs Program (WEP)

Qadirat
COMMUNITY DEVELOPMENT

LLWB commits to the development of the community, by working with individuals on the ground towards promoting gender equality and towards driving change in this direction.

3 skills development workshops held in North Lebanon and Beqaa

200+ women targeted through activities in the regions
COMMUNITY DEVELOPMENT

The project aims to provide women business owners with the needed understanding of the crisis mechanism and the required tools and frameworks to understand the crisis impact on their business, and to help them develop adequate mitigation plans to navigate the repercussions of the current crises and ensure sustained operations.

Target
160 SME + 80 Business Advisors

Collaboration with Berytech and the World Bank

This will be achieved through the design and implementation of “Crisis Management” training workshops and coaching sessions for selected business advisors and women-led SMEs.
The objectives of the project:

1. Establish AgriFood / Start Up Hub

2. Support short-term labor force for 420 beneficiaries for expanding production and sustaining self-sufficiency through Trainings.

3. Safety and Sustainable Agriculture

4. Soft skills and Business Development

5. Support for expanding production and sustaining self-sufficiency to 50 entities including farmers, cooperatives/SMEs/start-ups; (AUB)

6. Create linkage with new markets (LLWB)

Project is funded by UNDP and in partnership with AUB and Berytech

Also add the relevant picture in its relevant folder to this slide. Folder name: Reducing the Direct Economic Downturn on Vulnerable Communities in Lebanon
**The objectives of the project:**

1. Delivering the capacity building on business development and building market linkages with the private sector.

2. Offers holistic training: technical, soft skills and linkages to job market.

3. Access to knowledge, market and finance.

The project is funded by WFP and in partnership with AUB and COSPE.
Through the Women Entrepreneur Program, we are supporting Women-Led Startups and Women-Led businesses through business development trainings, coaching and mentorship sessions to prepare them for the Lebanese Women Angel Fund pitching Competitions.

LLWB commits to helping the Lebanese community by engaging in strategic alliances and partnerships for promoting gender equality and working around policy reform.
Partners Steering Committees

LLWB is on the steering committee of the Global Compact Network Lebanon.

Memorandum of Understanding (MOU)

**LLWB & 3QA**

LLWB signed an MOU with 3QA The Third Sector Quality Assurance on providing Contingency Fund for Women-Owned Businesses Impacted by the Beirut Blast.

**LLWB & LBCK**

The Lebanese League for Women in Business (LLWB) and the Lebanese Business Council in Kuwait (LBCK) signed a Memorandum of Understanding. This joint effort has a prominent role in supporting the local economy and aims to address the rising needs and defiance during the current economic situation, by promoting both parties’ activities and initiatives.

Collaboration

LLWB signed a collaboration agreement with Palladium Group (Lebanon) - LEEP- Component 2-Hiring Subsidies.

The DFID-funded Lebanon Enterprise and Employment Programme (LEEP) supports small and medium enterprises (SMEs) to grow their business and create jobs, implemented by Palladium in Lebanon.

Partnership

LLWB partnered with over 20 organizations in the process of implementing its project activities in Beirut and the Lebanese regions.
PARTNERSHIPS & COMMUNITY ENGAGEMENT

LLWB Members and Board Members participated in several events as panelists, speakers and judges

- **Hult Prize**
  - **Azma Zein** *Judge*

- **BWE21 – Egypt - Women for Success Economic Forum Digitalization of Ecosystem Conference**
  - **Lara Macaron Sabbouri** *Speaker*

- **WiB/ LLWB/VdU/GPP: Opportunity in crisis: Knowledge Economy**
  - **Lara Macaron Sabbouri** *Moderator*

- **National Gender Observatory Round Table**
  - **Abir Chebaro - Amal Abdallah - Manal Hakim** *Speakers*

- **Active 64 - Webinar - Resilient People for a Better Future: Pandemic. Crisis. Disaster**
  - **Asma Zein - Najah Jarroush** *Panelist*

- **Women in STEM Panel**
  - **Asma Zein** *Panelist*

- **E-Commerce Panel**

- **Women in Business Network WiB Conference**
  - **Lara Macaron Sabbouri – Cynthia Abou Khater Yusr Sabra – Caroline Fattal – Zakie Karam** *Panelists & Moderators*

- **Women on Board Panel**

- **Geek Express**
  - the future of Education post-COVID-19
  - Asma Zein *Panelist*

Discussion on how women entrepreneurs are navigating the COVID crisis and how they reinvented and adapted their business strategies within the new context.
PARTNERSHIPS & COMMUNITY ENGAGEMENT

LLWB Members and Board Members took part of the following events

World Bank
Launch of the state of the women in Mashreq report

The Lebanon Enterprise and Employment Programme (LEEP)

Business Plan Validation
by Joe Moarkech from WIDER

Exporting Promotion
Adapting to post-COVID19 World
by Kayan Alameh from HEED

Digital Marketing and Sales Transformation
by Anthony Haddad from HEED
DONORS

unicef

Kingdom of the Netherlands

drosos (...)

Global Project Partners e.V.

UNDP

WFP

United Nations World Food Programme

Microsoft

EU REGIONAL TRUST FUND MASEDO

الصندوق الاستثماري الأوروبي ماسيدو
PARTNERS
## FINANCIAL STATEMENT 2020

### InCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Contribution</td>
<td>$ 222</td>
<td>$ 7,350</td>
<td>$ 7,200</td>
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<tr>
<td>Membership</td>
<td>$ 9,400</td>
<td>$ 19,500</td>
<td>$ 20,950</td>
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<tr>
<td>Sponsorship/Fundraising</td>
<td>$ 583,922</td>
<td>$ 575,740</td>
<td>$ 734,174</td>
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<tr>
<td>Join &amp; Grow</td>
<td>$ 2,229</td>
<td>$ 418</td>
<td>$ 2,729</td>
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<tr>
<td>Workshops</td>
<td>$ -300</td>
<td>$ 4,890</td>
<td>$ 3,230</td>
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<tr>
<td>Foreign Currency Exchange</td>
<td>$ 87,859</td>
<td>$ -226</td>
<td>$ 121</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$ 683,331</strong></td>
<td><strong>$ 607,672</strong></td>
<td><strong>$ 768,404</strong></td>
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### EXPENDITURE

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<tr>
<th>Category</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
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<tr>
<td>Cost of Activity</td>
<td>$ 465,425</td>
<td>$ 515,048</td>
<td>$ 451,352</td>
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<tr>
<td>General Expenses</td>
<td>$ 199,719</td>
<td>$ 88,454</td>
<td>$ 88,761</td>
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<tr>
<td>Personnel Expenses</td>
<td>$ 48,249</td>
<td>$ 18,845</td>
<td>$ 16,356</td>
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<tr>
<td>Fees and Taxes</td>
<td>$ 1,065</td>
<td>$ 3,313</td>
<td>$ 1,669</td>
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<tr>
<td>Depreciation &amp; Amortization</td>
<td>$ 9,846</td>
<td>$ 8,659</td>
<td>$ 5,025</td>
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<tr>
<td>Interest Expense</td>
<td>$ 1,494</td>
<td>$ 843</td>
<td>$ 1,007</td>
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<tr>
<td>Loss on Disposable Fixed Assets</td>
<td>$ 149</td>
<td>0</td>
<td>-</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$ 725,947</strong></td>
<td><strong>$ 635,161</strong></td>
<td><strong>$ 564,170</strong></td>
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### SURPLUS (DEFICIT) OF THE PERIOD

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<tr>
<th>Period</th>
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<tbody>
<tr>
<td><strong>Surplus (Deficit) of the Period</strong></td>
<td><strong>$ -42,616</strong></td>
<td><strong>$ -27,488</strong></td>
<td><strong>$ 204,234</strong></td>
</tr>
</tbody>
</table>
## FINANCIAL STATEMENT 2020

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted Cash &amp; Cash Equivalents</td>
<td>$21,740</td>
<td>$6,275</td>
<td>$20,080</td>
</tr>
<tr>
<td>Restricted Cash &amp; Cash Equivalent</td>
<td>$204,469</td>
<td>$248,661</td>
<td>$276,498</td>
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<tr>
<td>Advances paid to staff</td>
<td>0</td>
<td>$1,001</td>
<td>$1,200</td>
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<tr>
<td>Accounts Receivable</td>
<td>$43,337</td>
<td>$14,520</td>
<td>$1,655</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
<td>$269,546</td>
<td>$270,457</td>
<td>$299,433</td>
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<tr>
<td><strong>FIXED LONG-TERM ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Intangible Assets</td>
<td>$19,003</td>
<td>$19,003</td>
<td>$15,007</td>
</tr>
<tr>
<td>(Less accumulated amortization)</td>
<td>$-8,516</td>
<td>$-4,705</td>
<td>$-1,275</td>
</tr>
<tr>
<td>Property, Plant and Equipment</td>
<td>$32,503</td>
<td>$31,347</td>
<td>$31,347</td>
</tr>
<tr>
<td>(Less accumulated depreciation)</td>
<td>$-18,939</td>
<td>$-13,290</td>
<td>$-8,061</td>
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<tr>
<td><strong>Total Fixed Assets</strong></td>
<td>$24,051</td>
<td>$32,355</td>
<td>$37,018</td>
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<tr>
<td><strong>OTHER ASSETS</strong></td>
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<td></td>
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<tr>
<td>Deferred Charges</td>
<td>$11,000</td>
<td>$30,325</td>
<td>$590</td>
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<tr>
<td><strong>TOTAL OTHER ASSETS</strong></td>
<td>$11,000</td>
<td>$30,325</td>
<td>$590</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$304,597</td>
<td>$333,137</td>
<td>$337,041</td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Security Payable</td>
<td>$865</td>
<td>$865</td>
<td>$966</td>
</tr>
<tr>
<td>Government &amp; Public Institution</td>
<td>$6,513</td>
<td>$1,726</td>
<td>$8,689</td>
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<tr>
<td>Other Accounts Payable</td>
<td>$38,383</td>
<td>$29,093</td>
<td>$-1,555</td>
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<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td>$45,762</td>
<td>$31,684</td>
<td>$8,100</td>
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<tr>
<td><strong>NET ASSETS</strong></td>
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<tr>
<td>Prior period net assets</td>
<td>$301,453</td>
<td>$328,941</td>
<td>$124,707</td>
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<tr>
<td>Current year surplus/deficit</td>
<td>$-42,618</td>
<td>$-27,488</td>
<td>$204,234</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>$258,835</td>
<td>$301,453</td>
<td>$328,941</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$304,597</td>
<td>$333,137</td>
<td>$337,041</td>
</tr>
</tbody>
</table>
## 2021 Planned Activities

<table>
<thead>
<tr>
<th>Objective</th>
<th>Beneficiaries</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Development Mentoring</td>
<td>Women Startups</td>
<td>Bekaa/North</td>
</tr>
<tr>
<td>Consulting and Coaching</td>
<td>Women Led Businesses</td>
<td>Bekaa/North/Beirut</td>
</tr>
<tr>
<td>Access to Finance</td>
<td>Women Led Startups &amp; Businesses</td>
<td>Bekaa/North</td>
</tr>
<tr>
<td>Training in Rural Entrepreneurship</td>
<td>Vulnerable Women</td>
<td>Bekaa/North</td>
</tr>
<tr>
<td>Specialized Training in Rural Entrepreneurship</td>
<td>Coops</td>
<td>North/Bekaa</td>
</tr>
<tr>
<td>Food Basket Provision</td>
<td>Female Employees, Regional Executives, Human Resources (HR) Managers, and Key Organizational Decision Makers.</td>
<td>All Lebanon</td>
</tr>
<tr>
<td>Cash for Work</td>
<td>Women in Business</td>
<td>Beirut/North/Bekaa</td>
</tr>
</tbody>
</table>
Step by step, project by project, together we will build the country we all dream of.