

# THE YEAR OF THE POPPY

BuildPalestine  
Impact Report

20  
24



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**“We are proud of how we kept showing up for the Palestine we all want to see one day—a free and liberated homeland where our people’s dreams and creativity can flourish.”**

## Letter from the Director

Dear Reader,

2024 was the most difficult year we have ever had at BuildPalestine. Every day that the genocide raged on in Gaza and violence escalated in the West Bank, we struggled with what it meant to “build Palestine” while Palestine was literally crumbling around us.

The world reeled over the situation in Palestine in 2024. Those based in Palestine, and those with close ties to communities in Palestine, faced mental health challenges of extreme magnitudes. We are a remote team of six - four of our team members are based in Ramallah, two in the US, and one in Venezuela. Trying to create social impact in such a fragile context was a test of faith, resilience, and perseverance. Our capacity as a small team was strained due to the ongoing stress of the situation in Palestine. We share this insight to contextualize our impact in 2024.

That being said, 2024 was a profound opportunity to turn hope into discipline.

**In Palestine, it is said that a poppy blooms where a martyr’s blood is spilled. That is why the BuildPalestine logo is a blooming poppy and why we refer to 2024 as the year of the poppy. We seek to honor the spirit of this flower, a reminder that our martyrs’ sacrifice does not go in vain. Instead, it beautifies the earth with hope. We are committed to honoring all our martyrs by forging on with our mission to contribute to a liberated Palestine where creativity and innovation can flourish.**

We are proud of what we accomplished in 2024 – we are proud of how we kept showing up for the Palestine we all want to see one day—a free and liberated homeland where our people’s dreams and creativity can flourish.

May we all learn to embody the spirit of a blooming poppy. May we all continue to build Palestine, little by little, to honor the lives fallen in the name of freedom.

Thank you for your support of BuildPalestine.

Let’s build,  
Lama Amr

# Executive Summary:

## 2024 in Numbers

Number of Palestinian-led enterprises & initiatives supported across all BuildPalestine programs

**10**

Number of Palestinian leaders platformed through BuildPalestine webinars and events

**12**

Approximate total amount mobilized for initiatives in Gaza

**\$25,000**

Unrestricted revenue from individual donations and Under the Olive Tree memberships

**\$62,128**

Number of hours of personalized coaching delivered

**43**

Number of thought leadership reports published

**1**

Mobilizing for Gaza webinars delivered

**4**

Total number of attendees in BuildPalestine webinars

**393**

Total amount granted to social enterprises

**30,000 €**

Number of downloads in Arabic & English of the Social Entrepreneurship Report

**146**

Podcasts produced featuring key BuildPalestine community members

**12**

International and regional events and conferences participated in

**6**

# A Future Built By Palestinians: **About BuildPalestine**

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BuildPalestine was founded in 2016 in Palestine by Palestinians.

Our mission is to empower Palestinian changemakers and accelerate social enterprises. By mobilizing a global community to support locally-led initiatives, we drive impact that will enable genuine progress in Palestine. **We create a value chain for changemakers who operate in the most challenging circumstances through capacity building, networking, funding, and advocacy.**

Palestine has one of the highest aid per capita in the world, **but this aid keeps Palestinian progress beholden to foreign interests and does not center Palestinian liberation as a core goal.**

At BuildPalestine, **we advocate for an alternative to traditional aid**, one that directly empowers Palestinians to respond to the needs of their community in a more agile and resourceful way.

With over eight years of experience supporting social innovation across Palestine, we firmly believe that genuine progress in Palestine will be led by Palestinians.

Through collaborations with like-minded organizations, both in Palestine and around the world, our goal is to support the Palestinian changemakers who will **build a liberated Palestine.**



# What We Stand For:

## Our Values

In 2024, we revised our organizational values. The process was motivating and grounded us in why we do what we do, especially in times of extreme suffering and devastation. These are the values of BuildPalestine--values that keep us motivated to BUILD.

### B-BOLD

We challenge the status quo of the aid sector in Palestine, speaking truthfully about what works and what doesn't. We advocate for strategies and partnerships that model a sustainable, dignified path for Palestinian progress.

### U-UPLIFTING

We choose to practice hope and optimism for the future of the Palestinian people. We believe in identifying, uplifting, and accelerating grassroots changemakers who are making a positive impact in their communities.

### I-INTEGRITY

We believe in forming alliances, partnerships, and coalitions with individuals and institutions who are not complicit in the suffering of the Palestinian people. We are an anti-normalization organization whose work feeds into the complete and total liberation of the Palestinian people.

### L-LIBERATION

We value loyalty to the Palestinian cause in every decision to grow our impact. We believe Palestine's future must be built on agency and self-determination, and we see our work as a way to cultivate liberation within our sphere of influence.

### D-DYNAMIC

We are an agile organization readily willing to adapt to the situation on the ground for Palestinians. In times of catastrophe, we work to innovate new programs that address urgent needs, working within the parameters of our mission and values.

# Our Zeit and Zaatar:

## The BuildPalestine Model and Formula

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### What is a social enterprise?

There are many definitions of a social enterprise, and this lack of shared understanding, especially among Palestinian policymakers is an obstacle in advancing the social impact sector.

**The term itself isn't what's important—you can call it whatever you like. What matters is the concept: individuals launching ventures with the purpose of creating impact, while building a sustainable business model that enables them to continue their work and expand their reach.**

After eight years of identifying and supporting social innovation and entrepreneurship in Palestine, it has become clearer than ever that these practices are deeply rooted in Palestinian culture and heritage. The commitment to improving society through resourceful and collective efforts is an integral part of Palestinian identity. However, this ethos was deeply affected after the Oslo Accords in 1993, when Palestine was flooded with international aid that prioritized foreign agendas over Palestinian priorities. Over time, this created a reality where Palestinians increasingly lack the agency to shape their own future.

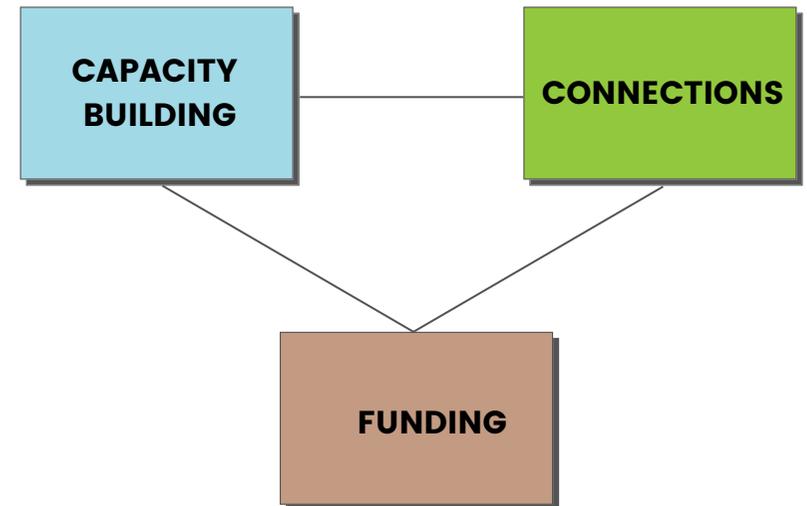


## Our Zeit and Zaatar:

# The BuildPalestine Model and Formula

Every seed needs water, oxygen, and the right conditions to grow. Changemakers are no different—they need financial resources, knowledge, and connections to turn their vision into reality. While these needs are universal, we are working to meet them in a way that protects Palestinian agency:

- **Funds: Free the Source!** We channel crowdfunding money and funding from non-complicit sources to support social enterprises, shielding them from external agendas. This is our greatest battle, and we fight it every day.
- **Knowledge: Mobilize the Crowd!** Our team’s business development expertise, combined with our network of mentors, helps upskill changemakers so they can move faster and with greater intention.
- **Connections: Harness Solidarity!** We link changemakers to key partnership opportunities, including fiscal sponsors who ease the process of receiving funds. We also help them access international markets, ensuring that selling products and services outside Palestine strengthens their sustainability within Palestine.



Whether it's responding to the crisis in Gaza or supporting social entrepreneurs through their long haul leadership journeys, we apply this formula across all our interventions.

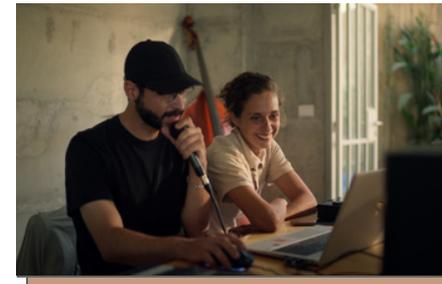
# Our Flagship Program:

## The BuildPalestine Fellowship

By 2024, BuildPalestine had run four fellowship cohorts, bringing 30 social enterprises into our pipeline. As our changemakers' needs evolved, so did our support. **We strengthened the Fellowship by expanding it into three dedicated programs**, ensuring tailored support for social enterprises at every stage—from inception to growth to sustainability.

The three programs under the Fellowship are a value chain of support for social entrepreneurs in Palestine.

1. **Root** - A 6-month program designed to provide non-financial support to early-stage social entrepreneurs. It focuses on **strengthening the foundations of established social enterprises** by offering tailored guidance, mentorship, and resources to help entrepreneurs refine their business models and set the foundation for growth.
2. **Rise** - A 6 month program combining both financial and non-financial support, with an emphasis on **scaling impact and income generation**. This program offers a customized journey for entrepreneurs, providing strategic mentorship, financial support, and practical tools to enhance their operations and drive sustainable growth.
3. **Bloom** - The final stage of the journey, **Bloom is a venture philanthropy fund** aimed at investing in high-potential social enterprises. It provides our changemakers with the patient capital and resources necessary to amplify their social impact, enabling them to expand and scale. In 2025, we will launch a fundraising campaign to raise \$6000K for our pilot fund, paving the way for the first investment in 2026.



# Root Program

## Laying the Foundation

Root equips social entrepreneurs with the tools to enhance their impact and refine their strategies for long-term sustainability. **Designed for full-time changemakers who have tested their solutions and demonstrate strong growth potential, this stage focuses on helping them strengthen their vision, mission, and social business model while ensuring financial sustainability.** Root helps participants balance their passion for impact with the practical strategies needed to drive long-term change.

Throughout this stage, participants develop key assets: **a Vision and Mission, Social Business Model Canvas, Theory of Change, Financial Model, and Pitch Deck.** The program includes group sessions, one-on-one mentoring, and expert consultations, tailored to the needs of each entrepreneur—whether in finance, product design, or other critical areas. Root helps social entrepreneurs lay a solid foundation for their impact and provides them with the tools to pursue greater opportunities.

While Root provides the essential groundwork for growing impact, it's important to recognize that not all participants will see immediate improvements in sales or overall impact. The **Rise** stage, offering both **financial and non-financial support**, is designed to take the strategies developed in Root and put them into action, driving further growth in sustainability and impact.

### Key Outputs

APPLICATIONS	FELLOWS SELECTED & GRADUATED	GENDER	CITIES	FELLOWS SELECTED FOR ADVANCED SUPPORT
105	4	100% Females	Nablus Bethlehem Hebron Tulkarem	3

# Enabling social integration through art for people with disabilities

## Art to Heart | Suha Khuffash

Art to Heart's Community Impact:

**Art to Heart reached over 1710 beneficiaries in 2024. The program engages children aged 4-15, including those with and without disabilities, as well as mothers of children with disabilities.**

Growing up in a family that cherished creativity, Suha Khuffash witnessed firsthand the isolation and discrimination faced by two disabled family members. This personal experience deeply impacted her, sparking a lifelong commitment to advocating for inclusion. **In 2018, Suha co-founded Art to Heart with the mission to promote social inclusion for people with disabilities through artistic expression.** With a background in arts management and cultural practice, Suha dedicated 18 years to leading arts programs in Palestine before developing the concept for Art to Heart during her studies in the U.S. and Singapore.

In Palestine, people with disabilities often face societal exclusion and a lack of opportunities, both social and economic. This issue is compounded by the additional challenges of living under occupation, where marginalized communities face heightened struggles. Art to Heart strives to break down these barriers, using art as means to empower individuals with disabilities, dismantle stigma, and create a more inclusive society.



# BuildPalestine's Impact on

## Art to Heart

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Art to Heart had built a strong impact track record, producing creative products designed by participants and experimenting with international sales. However, the organization still relied heavily on grants and had limited structured financial sustainability. Through the Root Program, Suha and Art to Heart strengthened their financial and strategic foundation:

- **Deepening impact understanding:** Developed a new Vision and Mission, alongside a Theory of Change, to deepen their understanding of impact and take significant steps towards measuring it effectively.
- **Increasing financial sustainability:** While still on the path to greater financial independence, Art to Heart has seen a marked increase in product sales and is gaining confidence in pricing and valuing their offerings.
- **Expanding sales & unlocking online opportunities:** Secured new sales opportunities through a partnership with the Middle East Children's Alliance (MECA), which will buy products from Art to Heart and act as their fiscal sponsor, enabling online donations and the sale of products in the U.S. They have also connected with more selling points like The Wonder Cabinet in Bethlehem.

- **Refining their pitch:** Developed a compelling pitch deck with an inspiring story, supported by impact data, to strengthen their fundraising and outreach efforts.

Art to Heart has been selected to advance to our "Rise" stage in 2025, where they will receive a financial grant and continue to benefit from our non-financial support. Together, we will focus on implementing strategies to strengthen impact measurement, product development, and sales.

**"Inspirational, empowering, and transformative on all levels. BuildPalestine's Root program opened up solid opportunities to enhance the financial sustainability of Art to Heart"**  
**- Suha Khuffash**

# Empowering children through creativity and resilience

## Rommanah | Sarah Abu Madi

Rommanah's Community Impact:

**In 2024, Rommanah reached a total of 450 beneficiaries, comprising 50 children aged 5-18 and 400 women.**

Born and raised in Wadi Al-Saman near Hebron, Sarah Abu Madi experienced the isolation of the Second Intifada, with military checkpoints cutting off access to cultural and educational activities—a deep disconnect many children still face today.

Determined to break that cycle, **Sarah founded Rommanah in 2018, a creative space empowering children and youth through arts, culture, and psychological support.** Rommanah's name, evoking the image of a pomegranate, symbolizes resilience and rootedness in Palestinian heritage. Its programs—art and theater workshops, book discussions, heritage tours, and exhibitions—nurture creativity, resilience, and pride in identity.

Under Sarah's leadership, Rommanah has become a beacon of hope in Hebron, offering a safe space for self-expression and community, and helping the next generation build a more just and liberated future.



# BuildPalestine's Impact on Rommanah

When Sarah joined the Root Program, Rommanah was still an early-stage project driven by passion, with a limited understanding of impact, finances, and project management. Through the program, we helped her build a clearer vision for her work and provided guidance on how to expand Rommanah's reach and financial model. Through the Root Program, Sara and Rommanah have strengthened their strategic foundation as a social enterprise:

- **Strategic development:** We helped Sarah refine Rommanah's vision, mission, and business model, giving her a clear framework to guide her work. She now has a solid pitch deck and financial model, which have empowered her to move forward with confidence.
- **Formalization:** With our assistance, Sarah registered Rommanah as a trademark and opened a bank account, opening new opportunities for growth and collaboration.
- **Financial sustainability:** We helped Sarah see the potential of turning the children's artwork into marketable products and identified consultancy opportunities, boosting Rommanah's financial sustainability.

- **Leadership development:** Our support also strengthened Sarah's confidence as a leader, enabling her to guide Rommanah's growth and further its impact on the community.

In 2025, Rommanah will advance to the "Rise" stage, receiving financial and non-financial support to continue developing its impact measurement, product development, and sustainability strategies.

**"BuildPalestine's Root Program transformed my personal and professional life. It helped me move from an early-stage project to an advanced one, giving me essential skills in planning, organizing, and measuring social impact. This program has become a key influence in my community, and I am deeply grateful for the support."  
– Sarah Abu Madi**

Co-locating the arts, community, and environmental sustainability

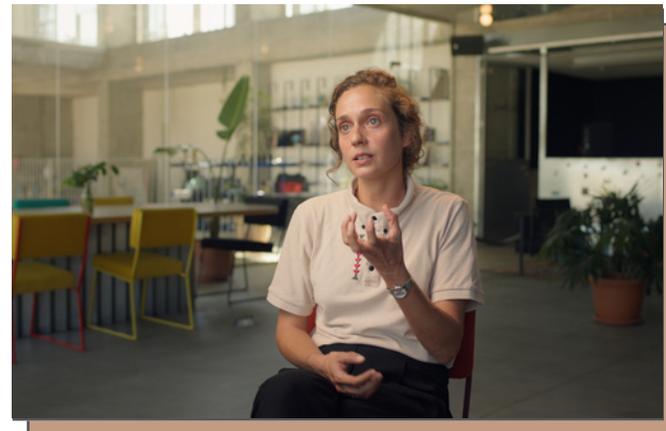
## The Wonder Cabinet | Ilaria Speri

The Wonder Cabinet's Community Impact:

**In 2024, the Wonder Cabinet supported 36 artists and creatives through its residency platform. Educational programs engaged 85 children and 150 youth, with 20 volunteers contributing their skills. Over 1,000 people joined public events, 600 meals were booked through the food program, and 25+ local businesses and organizations received direct support—reinforcing its role as a vibrant cultural and community hub.**

Ilaria Speri, an Italian with a background in design, photography, and visual arts, joined The Wonder Cabinet in 2021 as Director. Her experience curating art festivals and managing cultural projects across Europe, combined with a deep commitment to social justice, shaped her path into social entrepreneurship. Inspired by her time in the Ashkal Alwan Home Workspace Program and the global outrage over Sheikh Jarrah and Gaza, Ilaria moved to Bethlehem to help lead The Wonder Cabinet.

The Wonder Cabinet serves as a multidisciplinary hub that fosters artistic production, community engagement, and environmental sustainability. By bridging cultural gaps and promoting innovation, the space plays a crucial role in questioning and resisting oppressive economic, social, and political models, empowering Palestinian self-expression.



# BuildPalestine's Impact on The Wonder Cabinet

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The Wonder Cabinet was one of the most established projects in our cohort, but faced challenges related to team capacity and the complexity of their business model, which spans a café, shop, and grant-funded initiatives. We provided targeted support to help them streamline their focus, refine their pitch, and improve their financial management:

- **Strategic focus:** We assisted The Wonder Cabinet in refining their efforts to prioritize initiatives with the highest potential for impact, ensuring more effective and sustainable programming.
- **Business modeling and storytelling:** We helped Ilaria better understand decision-making processes, optimize financial planning, and strengthen storytelling, which bolstered their capacity to engage stakeholders and attract support.
- **Financial management:** Recognizing the complexity of their operations, we brought in an external consultant who created a tailored financial management tool to enhance Ilaria's understanding of their finances and improve decision-making and the organization's overall financial management.

In 2025, The Wonder Cabinet will continue to receive both financial and non-financial support in the Rise Program, helping them scale their impact and sustain their operations.

**“BuildPalestine’s support was enriching both professionally and personally. It helped me refine our methodology and structure, boosting my confidence as a leader and facilitating the growth of The Wonder Cabinet. This program was a key driver in expanding our impact.”**

**– Ilaria Speri**

Inspiring young minds with interactive storytelling and hands-on play

## My First Book with Mama Ghalia | Ghalia Saleh

Ghalia Saleh, founder of My First Book with Mama Ghalia, was inspired to act when she noticed her own children spending too much time on screens. Motivated by her passion for child development and her background in personality analysis and development courses, she began creating handmade, interactive fabric books and games to engage her kids in more meaningful, hands-on play. What started as a personal project quickly grew into a business as other parents saw the value of her creative approach.

Her work focuses on designing customized educational fabric books, games, and storytelling kits for children aged 1 to 15. Each product is tailored to the child's unique interests—whether dinosaurs, cooking, outer space, or animals—blending fun with learning to nurture cognitive, emotional, and social development. These tactile tools promote early literacy, critical thinking, and fine motor skills, while also encouraging deeper parent-child connection.

Through My First Book with Mama Ghalia, Ghalia champions playful, personalized alternatives to screen time, helping children learn and grow through what excites them most.



BuildPalestine's Impact on

# My First Book with Mama Ghalia

Through the Root Program, Ghalia and My First Book with Mama Ghalia have built a solid foundation for long-term impact:

- **Strategic clarity:** We helped Ghalia articulate a clear vision and mission, a stronger financial model and pitch deck, equipping her to present My First Book with Mama Ghalia as a scalable social enterprise.
- **Revenue streams exploration:** Recognizing the potential of her work, we guided Ghalia in expanding her revenue streams, exploring ways to market her fabric books and educational tools, and identifying new opportunities to sustain her impact.
- **Community & resilience:** Amid the challenges of war, BuildPalestine's support revived Ghalia's confidence in her project, providing not just technical guidance but also a network of belief and encouragement.

In 2025, Ghalia will continue advancing her project by producing more books and applying the insights gained from the Root program. This progress will qualify her to apply for future Rise cohorts.

**"The BuildPalestine program revived my project when it came to a standstill due to the war. The team's belief in my work was exactly what I needed. The program's personalized support helped me transition my project from emotional-driven to a more professional, sustainable model. It provided me with the tools to develop a long-term vision, and the shift in my mindset has significantly boosted my confidence and the success of my project." Ghalia Saleh**

# Rise Program

## Fostering Growth

Rise supports our fellows in scaling their impact and driving long-term sustainability by offering a **combination of financial grants and tailored strategic support**. This program is designed for social enterprises that have already established a solid foundation and are ready to scale their operations. Rise helps fellows refine their strategies, enhance their financial stability, and grow their impact through personalized mentorship and practical tools.

In 2024, during the first year of Rise, **we disbursed 30,000 Euros in grants to help fellows boost their financial sustainability**. In addition to financial support, **we provided non-financial assistance in key areas such as marketing, sales, partnerships, and operational improvements**—ensuring that each fellow received the guidance necessary to advance their goals. The process of applying for the grant, along with the reporting requirements, also supported fellows in strengthening their internal processes. Rise acts as the next step after Root, turning strategic plans into action and fostering further growth in both financial sustainability and impact for all our past fellows.

### Key Outputs

NUMBER OF ENTERPRISES SUPPORTED	GRANTS DISBURSED	GENDER	CITIES
2	30,000 €	66% Females	RAMALLAH ABU DIS

## Bridging Palestinian youth with the job market

# Foras | Safaa Ayyad & Mustafa Haj Hassan

Foras, founded by Safaa Ayyad and Mustafa Haj Hassan, is a platform that equips Palestinian youth with the skills and opportunities to access global careers. What began in 2019 as a small Facebook group sharing jobs, scholarships, and internships quickly grew into a social enterprise, driven by a vision to close the gap between Palestinian talent and international job markets.

A returning fellow from BuildPalestine's Root program in 2021, Foras has steadily expanded its reach through digital upskilling programs, mentorship, and partnerships with international employers.

In 2024, amid a deepening humanitarian and economic crisis due to the genocide, with unemployment soaring to 51%—Foras's mission became more urgent than ever. Due to a €15,000 grant from BuildPalestine, Foras was able to re-hire their team members and strengthen their programs, and provide critical support to thousands of youth striving to build a better future despite immense challenges.



## Key Outcomes of Participation in Rise:

# Foras

- **Job Creation and Economic Impact:** In 2024, Foras posted 1,354 opportunities for Palestinian youth, including jobs, training programs, scholarships, and more. Notably, 400 of these job postings were paid for by recruiters, generating sustainable income for Foras.
- **Market Expansion:** The financial and non-financial support from BuildPalestine helped Foras extend its reach to key markets in Oman, Qatar, and the UAE, enabling it to diversify its business model and increase its impact.
- **Team Growth:** With the financial support, Foras was able to hire eight new employees, boosting operational capacity and driving further growth.
- **Refined Business Model:** Through mentorship in areas such as impact measurement and financial management, Foras was able to strengthen its business model, ensuring the long-term sustainability of the platform.

Today, Foras is a dynamic platform, dedicated to its mission of providing Palestinian youth with career opportunities and training. In 2024, they secured an investment from the SAFE fund, established by the Bank of Palestine. We see significant growth potential for Foras

and believe they are well-positioned to become eligible for BuildPalestine's Venture Philanthropy Fund called Bloom.

**"The program came at a crucial moment when we had to lay off employees due to the economic situation and a drop in sales. It helped us rehire and expand our team, create a new sales strategy, prioritize our efforts, and develop a clear plan. It also made us more aware of the importance of offering our services to recruiters outside Palestine, which is crucial not only for Foras' sales during hard times but also for providing Palestinian talent with employment opportunities." - Safaa Ayyad**

Preserving Palestinian heritage & creating jobs for Palestinian artisans

## Talleh Cultural Center | Asmahan Ilian

Talleh Cultural Center, founded by Asmahan Ilian, is a social enterprise dedicated to celebrating and preserving Palestinian culture through traditional handicrafts. By producing beautiful, locally made gifts—ranging from olive wood carvings and pottery to embroidery and other heritage-inspired creations—Talleh keeps Palestinian cultural traditions alive while empowering women artisans.

Since its founding in 2016, Talleh has partnered with over 80 artisans, focusing on skill development and economic empowerment for women in Jerusalem, Gaza, and nearby areas. These artisans create handcrafted products that not only tell the story of Palestinian resilience and identity but also provide sustainable income for their families.

With the support of a €15,000 grant from BuildPalestine, Talleh has been able to scale its operations, reach new markets, and deepen its social impact—ensuring that Palestinian heritage continues to thrive through the hands of its people.



## Key Outcomes of Participation in Rise:

# Talleh

- **Enhanced Business Operations:** The grant allowed Talleh to upgrade its pottery studio, adding 4 pottery wheels and improving production efficiency and product quality. This upgrade has allowed Talleh to meet the growing demand for their products locally and internationally.
- **Capacity Building for Artisans:** Talleh trained 578 artisans, with a focus on improving their pottery and design skills. This has not only raised the quality of their craftsmanship but also prepared some artisans to start their own businesses or secure jobs in the pottery sector.
- **Market Expansion:** The grant enabled Talleh to improve its e-commerce and social media presence. With the help of a new marketing specialist, Talleh is on track to see a 15% increase in sales over the next 12-18 months, expanding its reach to global markets.
- **Community Impact:** Talleh continues to create job opportunities for women artisans, fostering both social and economic growth. Through its expanded training programs and product offerings, the enterprise has helped women achieve greater economic independence while preserving Palestinian culture.

As a result of this support, Talleh Cultural Center continues to be a driving force in preserving Palestinian culture, empowering women, and creating a lasting social impact. With its operations strengthened and expanded, Talleh is poised for future growth and greater community impact.

**“The Rise program support has not only strengthened Talleh’s operations but also empowered Palestinian artisans, preserved cultural traditions, and expanded our reach, creating a sustainable impact on the communities we serve. We are grateful for the support, which has been essential in driving our mission forward.” - Asmahan Ilian**

# Bloom Fund

## Reclaiming Financing for Social Enterprises

In 2024, we laid the groundwork for the Bloom Program—our innovative fund designed to provide patient, 0% interest loans to social enterprises graduating from our Root and Rise programs. Inspired by microfinance models, this fund directly addresses one of the biggest challenges facing Palestinian social entrepreneurs: **access to capital. And not any capital, patient and impact-oriented capital.**

Our **2024 Social Entrepreneurship in Palestine report** highlighted that **71% of social entrepreneurs struggle to secure funding**. The Bloom Fund is our response to this urgent need, offering a sustainable, evergreen fund that recycles repayments to support future enterprises. While 2024 was a year of planning and structuring, we are gearing up to start fundraising the \$600K fund to make the first investment in 2026.

This initiative is deeply aligned with our commitment to **reclaim funding**—ensuring that **resources for Palestinian social enterprises come from Palestinians, allies, and foundations that are not complicit but rather committed to supporting true progress in Palestine.**



# Mobilizing for Gaza

## Responding to Crisis

### Speaking Up: Webinar Series

BuildPalestine had planned its annual Summit to kick off on October 7th, 2023. Due to the onset of the genocidal assault on Gaza, the Summit was swiftly canceled and was repurposed into a series of webinars to raise awareness of the situation in Gaza and highlight Palestinian led organizations and initiatives that are addressing the situation.

We held five webinars from February to August 2024 that featured a total of 12 Palestinian leaders. In addition to the speakers, the discussions were moderated by four members of the BuildPalestine team and board.

Our webinars reached a cumulative total of **393** participants in **39** countries.

#### MUTUAL AID IN GAZA

**Speakers:** Joyce Ajlouny, American Friends Service Committee & Diala Shamas, Center for Constitutional Rights

#### SPEAKING TRUTH TO POWER

**Speakers:** Inès Abdel Razek, Executive Director of the Palestinian Institute for Public Diplomacy (PIPD) and its digital platform Rabet, and Aimee Shalan, Director of Makan.

#### GAZA AS A WAKE-UP CALL FOR THE GLOBAL FEMINIST MOVEMENT

**Speakers:** Asmaa Abumezied, Gender and Economic Justice Expert & Reem Elkhaldi, Healing our Homeland

#### CREATING EMPLOYMENT IN TIMES OF CRISIS FOR PALESTINIANS

**Speakers:** Abeer Abu Ghaith, founder of MENA Alliances, Jafar Shunnar, co-founder of TAP, and Fadi Issawi, co-founder of HopeHub.

#### REIMAGINING EDUCATION IN PALESTINE

**Speakers:** [Riyam Kafri AbuLaban](#), Educational Lead at [AlNayzak Organization](#); [Nayla Fahed](#), Co-founder and President at [Lebanese Alternative Learning](#); [Reem Abu Jaber](#), Founder & Executive Director at [Nawa for Culture and Arts Association](#)

# Mobilizing for Gaza

## Community feedback

**“Silence is not an option during genocide. If you are an ally - a true ally - you are taking matters into your own hands to inform people. Everyone has an influence. Whether you’re in a company to change the way that they do business, whether you’re addressing your community or family...There is always a way to act and speak up.”**

**Inès Abdel Razek, speaker**

**“Thank you for speaking truth and being an inspiration to the rest of us. The world has failed the Palestinian people - may we all live to see the day when we can lend a helping hand to rebuild and do what we can to help bring healing to Palestinians. The world needs to prove that PALESTINIANS MATTER.”**

**Munira Fleyfel, attendee**

# Our active commitment to **Nourishing Hope in Gaza**



## COLORS FOR GAZA

Led by Wisam Abualnaja, Colors for Gaza provides space for children in Gaza to play, create, and express themselves. Colors for Gaza raised \$7,727 through BuildPalestine support and their own fundraising.



## GAZA EDUCATION HUB

Led by Mohammed Hajjaj, Gaza Education Hub is providing physical space and infrastructure to displaced students in Gaza to continue their studies online. Gaza Education Hub raised a total of €15,012 through BuildPalestine support and their own fundraising.



## HAIFA ASSOCIATION FOR CHILDREN WITH DIABETES

Led by Abu Kareem, Haifa Association distributes insulin to children with diabetes in Gaza. Haifa Association raised a total of £13,681 through BuildPalestine support and their own fundraising.



## SCHOLARSHIPS FOR GAZA

Led by Ahmed Issa, Scholarships for Ghazza links mentors around the world to students in and displaced from Gaza to complete scholarship applications for universities worldwide. Scholarships for Ghazza raised a total of £22,761 through BuildPalestine support and their own fundraising.

# It takes a village

## Ecosystem Building & Partnerships

BuildPalestine believes in the power of collaboration to strengthen the social entrepreneurship ecosystem in Palestine. We see our role as a bridge—connecting key players, building partnerships, and creating spaces for collective action.

**In 2024, we conducted an ecosystem tour, engaging with over 20 key stakeholders to explore opportunities for collaboration.** These meetings have led to valuable collaborations that unlock resources, expand our reach to more social entrepreneurs, facilitate knowledge sharing, and foster a more supportive environment for Palestinian changemakers.

### Thought Leadership: “The Landscape of Social Entrepreneurship in Palestine” Report

In August 2024, we published a 56-page report entitled **The Landscape of Social Entrepreneurship in Palestine in Arabic and English that analyzed survey data from 82 social enterprises across Palestine. In 2024, the report was downloaded 164 times.**

Developed through tailored surveys and an in-depth desk review, The Landscape of Social Entrepreneurship in Palestine offers a comprehensive overview of the sector, aiming to identify key areas for growth and innovation. The report examines SE in Palestine through its conceptualization, emergence, ecosystem elements, and notable examples. It reinforced BuildPalestine’s role as a thought leader in the impact sector. Key findings highlight the need to raise awareness of social

entrepreneurship across society—from local organizations to policymakers. Institutionalizing and incentivizing SE is crucial to strengthening self-reliance and reducing dependence on foreign aid.



# Building from within

## Key Collaborations in Palestine

- **Flow Accelerator:** BuildPalestine joined Flow Accelerator’s pre-incubation bootcamp, working to integrate social entrepreneurship into the program’s framework. Over the course of the three-day hybrid bootcamp, we engaged with 33 participants, providing mentorship and guidance on building impact-a Social Business Model Canvas.
- **EPISODE:** BuildPalestine has partnered with the Centers for Continuing Education at Birzeit University and An-Najah National University, UNIMED, and ALL DIGITAL to produce the EPISODE - Enhancing Social and Digital Entrepreneurship in Palestine course. This initiative responds to the pressing need to integrate digital social entrepreneurship skills into Palestine's education system.
- **Tomorrow’s Youth Organization (TYO):** BuildPalestine partnered with Tomorrow’s Youth Organization (TYO) to introduce 130 participants to the concept of social entrepreneurship.



BuildPalestine on the global stage

# Key Collaborations with International Partners



## One Young World Summit | Montreal, Canada

BuildPalestine Executive Director Lama Amr delivered a speech at the annual One Young World Summit, which convenes the brightest young leaders from 190+ countries and 250+ organisations, working to accelerate social impact. Lama delivered a speech to over 2500 attendees in which she powerfully uplifted the urgency of Palestinian liberation, reminding a global audience that **without justice for Palestine, the world cannot know peace.**

See her speech [here](#).

BuildPalestine on the global stage

# Key Collaborations with International Partners



## Impact Week | Bilbao, Spain

The BuildPalestine team attended Impact Week, a convening of policymakers, banks, investors, entrepreneurs, and entrepreneurship support organizations from across Europe and the Middle East. The team participated in private sessions with Impact Europe partners from across the Arab region and in several public sessions focusing on topics such as impact investing crash course and impact measurement.

**BuildPalestine Executive Director Lama Amr spoke on two panels that shed light on social entrepreneurship in Palestine as well as crowdsourced ideas on fundraising for an impact fund.**



# Financial Snapshot

## Revenues

In 2024, BuildPalestine generated a total income of **\$239,888**, sourced from grants, individual donations, and earned revenue through services and membership programs. The breakdown is as follows:

Compared to 2023, BuildPalestine successfully diversified its funding sources, reducing reliance on grants while increasing unrestricted funds through expanding service offerings, launching the Under the Olive Tree membership program, and engaging donors who contributed unrestricted funds. As a result, reliance on grants was reduced from **93.2%** in 2023 to **74.1%** in 2024.

Grants	<b>\$ 197,760</b>
Individual Donations	<b>\$ 17,377</b>
Services	<b>\$ 6,222</b>
Membership	<b>\$ 18,529</b>
<b>Total</b>	<b>\$ 239,888</b>

Restricted	<b>\$ 177,760</b>	<b>74.10%</b>
Individual Donations	<b>\$ 17,377</b>	<b>25.90%</b>
Services	<b>\$ 6,222</b>	

# Financial Snapshot

## Expenses

BuildPalestines' total expenses for 2024 amounted to \$234,930, with approximately 70.24% allocated to programs and fundraising.

Expenses	Amount in USD	Percentage
Administrative Expenses	<b>69,914</b>	<b>29.76%</b>
Programs	<b>136,484</b>	<b>58.10%</b>
Fundraising	<b>28,529</b>	<b>12.14%</b>
<b>Total</b>	<b>234,927</b>	

It is worth mentioning that a portion of our expenses was dedicated to **organizational development and governance**, reflecting our commitment to strengthening our internal systems, leadership, and overall operational efficiency.

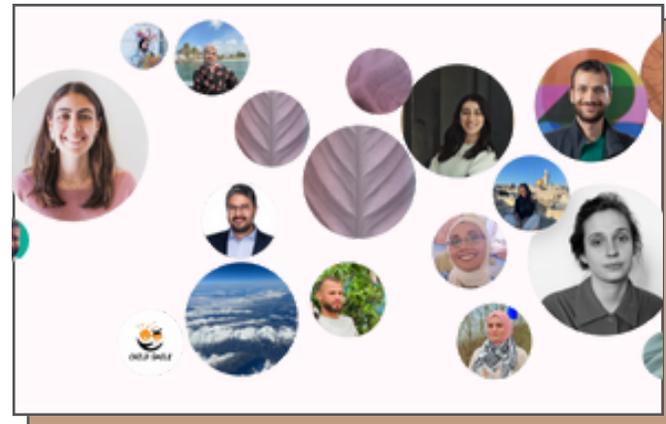
Join Us!

# Ways to Support BuildPalestine

**Contribute Financially** - We are dedicated to raising funds from donors who are not complicit in the suffering of the Palestinian people. We are interested in partnering primarily with individuals and family foundations to financially sustain the work of BuildPalestine.



**Join us Under the Olive Tree** - Become a patron of BuildPalestine for \$12/month and gain access to our community of worldwide allies and Palestinian social entrepreneurs.



Thank you!

# Acknowledgments

We extend our heartfelt gratitude to all our individual donors and Under the Olive Tree members for their unwavering belief in us. Your support is crucial as BuildPalestine continues its journey to reclaim funding and create a sustainable future for Palestinian changemakers. Thank you for standing with us and making this vision possible.

To our **advisory board members**—for their time, wisdom, and the opportunities they have opened for us.

To our partners at **AlFanar**, for their invaluable advice and knowledge, their belief in our work, and their tangible support in connecting us with regional opportunities.

To our partners at **Impact Europe**, for their financial support, consistent check-ins on our team in these difficult times, and their dedication to listening and trusting our decisions.

To the **Foundation of Middle East Peace**, for channeling unrestricted funding to BuildPalestine, providing us the flexibility to act where and when it matters most.

Lastly, to our partners at **The Asfari Foundation**, for their trust-based funding, which has been pivotal in strengthening BuildPalestine’s financial sustainability and governance, empowering us to continue our mission with greater impact.

Each of these partners plays a vital role in helping BuildPalestine achieve its goals, and we are deeply grateful for their ongoing trust and support.



# Let's build!

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