

ANNUAL REPORT 2024



waseela
Empowering Yemenis in Need

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Message to Our Donors

On behalf of everyone at Waseela Relief Association, we want to thank you for your generosity and support. Because of you, we have been able to make a real difference in the lives of families in Yemen.

This year, your contributions helped us:

- Empower 10 families to set up small businesses, enabling them to generate a steady income.
- Collect a total of \$28,570.5, which has gone primarily towards these projects.

None of this would have been possible without your kindness and belief in our mission. Your support is more than a donation—it is a source of hope and opportunity for those who need it most.

We are deeply grateful for your trust and commitment, and we look forward to continuing this journey together to bring even more meaningful change in 2025.

Thank you for making a lasting impact!

Impact Overview

With your support, families in Yemen have received not just aid, but empowerment. From emergency assistance to sustainable livelihood programs, your contributions have paved the way for lasting change.

Income-generating Projects

10 families

From juice and pastry stands to making and selling ice cream and dresses, Waseela supported the launch of 10 new income-generating projects this year in Aden, Sana'a and Lahij.

\$13,150

Immediate Relief

2 families

Donations this year were provided to cover medical expenses, hospital stays, essential medications, access to critical food rations and housing stability.

\$3,250



Impact Highlights

Aamena and Ahad

Aamena and her family of twelve struggled to make ends meet, with her husband homebound and her sons out of work. She earned a meager income selling dresses for another owner, while her sons' vegetable stands had been confiscated.

With Waseela's support, Aamena started her own dress-selling business, and her son, Ahad, launched a juice stand. Over time, Ahad expanded with new equipment, and Aamena reinvested her profits to grow her inventory. This support not only provided immediate relief but also helped them build a sustainable source of income for the future.



Ahad's Project

\$500

Aamena's Project

\$800

Aamena's Monthly Allowance

\$100 for
6 months

Impact Highlights

Bahiya

Bahiya's family of six faced mounting debt and financial strain after her husband lost his job, putting their children's education at risk. With Waseela's support, she invested in a sewing machine, fabrics, and courses, allowing her to grow her business, generate income, and regain financial stability.



Wala



Wala's family of four endured severe hardship, including two evictions, after her husband was unable to find work. With Waseela's support, she launched a sewing business, using her earnings to cover essential expenses and build a more secure future for her family.

Wala's Project

\$550

Bahiya's Project

\$1050

Wala's Monthly Allowance

\$100 for
12 months (ongoing)

Bahiya's Monthly Allowance

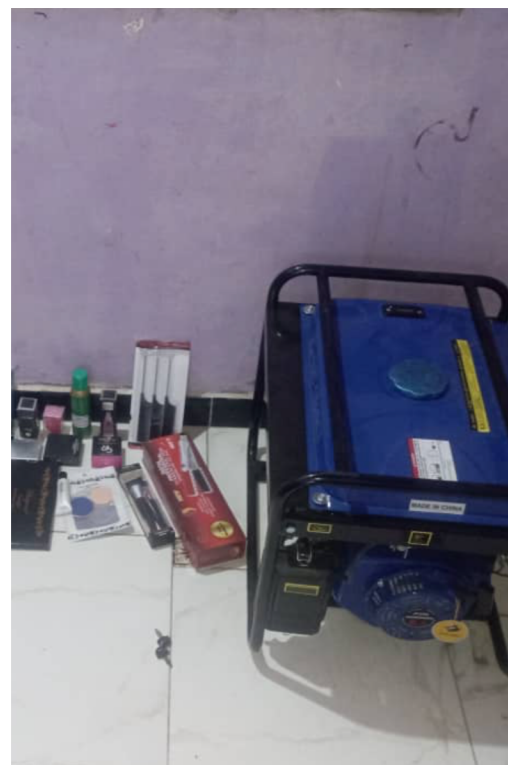
\$100 for
6 months

Impact Highlights

Mayedah

Mayedah struggled with financial strain due to her husband's unstable income and mounting debt. To cover her daughter's Lian's burn treatments, she was forced to sell most of her home-based hair salon equipment.

With Waseela's support, Mayedah restarted her salon, purchasing essential supplies to rebuild her business. This support has given her the means to regain financial stability and provide for her family.



Mayedah's Project

\$800

Mayedah's Monthly Allowance

\$100 for
6 months

2024 Accomplishments

In 2024, Waseela Relief successfully ran impactful campaigns and events, engaging more donors and expanding our reach.



Yemen in Focus: Photography & Painting Exhibition

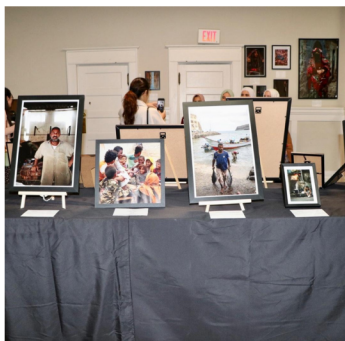
- Showcased works by talented Yemeni artists and photographers, highlighting the resilience, heritage, and stories of Yemen.
- Great turnout of over **100** attendees.
- Attracted new donors and raised approximately **\$4,000**, all directed towards setting up businesses for families in Yemen.

Ramadan Campaign 2024

- Distributed water bottles with QR codes linking to a donation page to raise awareness.
- Successfully raised **\$9,600** during this month.
- **6 families** were set up with income-generating businesses.

Benevity Campaign

- Volunteer hours converted into donations for Waseela.
- Company-matching donations contributed.
- Two volunteer-led consultations on marketing and website strategy converted into donations.
- **\$11,399.42** raised through Benevity in 2024.



Financial Overview

→ [Donations Received](#)

\$28,570.5

→ [2023 Carrover](#)

\$173.9

→ [Income-generating
Projects Donations](#)

\$13,150.0

→ [Immediate Relief
Donations](#)

\$3,250.0

→ [Administrative Costs](#)

\$1,489.3

Transparency is at the core of Waseela Relief. We are committed to ensuring that every dollar received is directed towards meaningful impact.

A significant amount of donations, totaling \$11,399.42, were received in December due to a successful Benevity campaign and corporate matching programs. These funds will be promptly allocated to support families in need in the coming months, ensuring their long-term stability and well-being.

Evolving Model

This year, you'll notice a reduction in immediate relief cases we supported—a deliberate shift as we improve our operating model. In the past, immediate relief donations were provided to beneficiaries that did not necessarily receive project support. While immediate needs were alleviated, a long-term path towards financial stability was not always clear.

Moving forward, Waseela will focus on empowering families through income-generating projects, where we've seen the greatest impact. While immediate relief support will still be provided, it will be reserved for recipients of the income-generating projects donations to ensure they are empowered to focus on building sustainable livelihoods.

2025 Focus Areas

Refining Our Operating Model for Greater Impact

Waseela is strengthening its focus on income-generating projects, empowering Yemeni families to achieve long-term financial stability. While sustainable solutions remain at the core of our mission, we will also maintain the capacity to provide immediate relief to those in urgent need as they work towards financial self-sufficiency.

Expanding Our Donor Base

We recognize that strong donor relationships are key to sustaining our impact. Waseela will refine its outreach strategy by launching targeted campaigns and hosting thoughtfully curated events that connect donors with the families and projects they support. Our 2025 Ramadan Campaign will continue to be a cornerstone of our efforts, alongside additional initiatives throughout the year.

Streamlining Operations for Greater Efficiency

To enhance our reach and effectiveness, Waseela will optimize internal processes, strengthen coordination with our field team in Yemen, and adopt better tools for transparency and collaboration. By refining workflows and reducing inefficiencies, we aim to expand our impact while maintaining accountability to our donors and beneficiaries.

Empowering Our Team in Yemen

Our dedicated team in Yemen is the backbone of Waseela's work. We will equip them with the necessary resources, training, and support to operate safely and effectively, ensuring they can reach more families in need. Strengthening their capacity will allow us to scale our efforts and deepen our impact on the ground.

Where to Find Us



<https://waseelarelief.org/>



waseela_yemen



Waseela Relief Association



Waseela Relief Association



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