

# 2023

# TRI-PULLEY

## Yearly Report



Dear Tri-pulley community,

As life seemingly returns to normal in Lebanon with restaurants packed to full capacity, stable power (through generators!), and no longer endless queues at the gas stations, the cost of these Lebanese "luxuries" has surged, putting a strain on the many who can no longer afford them. Despite the **apparent normalcy**, many individuals are silently enduring the consequences, making **sacrifices** to shield their families and loved ones from sensing their struggles such as forgoing meat consumption, deferring car maintenance, cancelling medical visits, or transitioning their children from private schools to the collapsing public education system. In the face of global challenges such as the devastating earthquakes and emerging wars, foreign aid extended to Lebanon has significantly shrunk. Nevertheless, at Tri-pulley, we maintain our belief that **people don't just need aid; they need opportunities to work** to preserve their sanity and dignity.

In 2023, our focus expanded on various crucial fronts. We concentrated on supporting **social enterprises** by connecting them with skilled individuals, thereby decreasing their costs and increasing their expertise. Simultaneously, we championed **job inclusion** for People with Different Abilities, implementing improved guidelines and raising awareness. Our commitment extended also to different sectors, with a particular emphasis on **Education** and a focused approach towards empowering **women and vulnerable groups**. An additional milestone reinforces our journey's **credibility** – Tri-pulley is now **officially registered**, and we've opened a **bank account**. While our primary focus has been on enhancing the employability skills of our community, we've also strived to establish meaningful and **consumer-conscious revenue-generating activities** to reduce our reliance on diminishing grants, launching our **Trip-pulley Games** and "**Let's talk about jobs**" events. Thanks to two grants dedicated to our sustainability, we were able to recruit a marketing team this past December, a move that will play an essential role in boosting our revenue-generating activities and enhancing our organizational image.

Your trust and your individual support, whether financial, psychological, or through sharing your expertise, have been instrumental to our credibility in enabling Tri-pulley to create jobs for a social cause and sustain our dedicated team. Thanks to you, we have created **538 temporary jobs** for a social cause; many of which became long-term ones!

Thank you for being an integral part of our journey in 2023; enjoy reading our joint achievements in our 2023 Yearly Report.

*Make sure you click on the links for an immersive experience into interactive emotional stories, photos, and videos!*

# Outline

## **Tri-pulley in Numbers**

Impact | Skills Development & Jobs | Networking

## **Sectors and Groups**

Sectors Covered | Groups Targeted

## **Testimonials**

Donors & Partners | Diaspora | Team

## **Major Outcomes by Sectors of Intervention**

Education | Women | Job Inclusion of People with Different Abilities | Civic Engagement  
SME Support | Environment | Arts & Culture | Health & Wellbeing

## **Major Events**

## **Sustainability**

## **What's Next?**



### Matches Initiated

People who received an income for a temporary job that has a social cause

**86**

in 2023

**538**

in total



### Families Supported

Families who were better off thanks to the matches created

**132**

in 2023

**1229**

in total



### Beneficiaries

People who benefited from the services provided by those jobs

**733**

in 2023

**5788**

in total

**82 %** 

of skilled individuals rated their overall experience as highly satisfactory

**72 %** 

of monthly payments helped in covering livelihood costs

home rental, health, education fees, transportation, ..

89% 

of parties receiving the free services rated the program's impact as highly beneficial

55 

CVs were drafted and reviewed

3 

skills were worked on with each supported individual, on average

Of our skilled individuals in 2023:

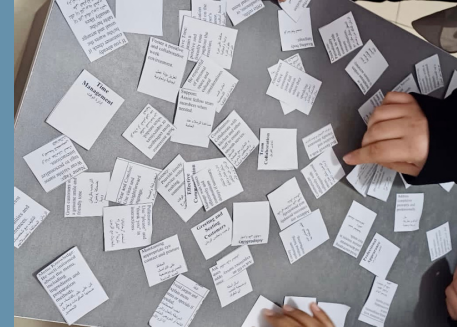
44% found part-time or full-time jobs through Tri-pulley model up to 3 months after the match period

95% reported experiencing higher self-confidence

70% reported building better workplace conflict resolution skills

93% reported improving their communication skills

In 2023, Tri-pulley prioritized enhancing essential skills for employment success. Our community participated in diverse coaching sessions, including fundraising techniques, customer service training, priority setting, conversation classes, basic computer skills, report writing, emailing, Google Maps utilization, training for creating region-specific activities, conflict resolution, sales pitch strategies, accounting basics, time management, upcycling and handling difficult situations with children. These comprehensive tools equip our matches with the knowledge and capabilities needed for personal and professional growth.



Customer Service training

“ It was a highly positive experience tailored to my needs. We followed an action plan and successfully accomplished almost all of the tasks. As it was my first working experience, this professional mentoring helped me communicate better and focus on my assigned responsibilities. Thanks to Tri-pulley's assistance, I made it and am now the team coordinator.

- Limar, Employed at Architecture in a Box

Tri-pulley acts as a versatile tool, adopted differently by beneficiaries. From some individuals incorporating hands-on experiences into their academic research, transitioning theory into practical insights, to others discovering career preferences through a 6-month immersion in a specific job role. Meanwhile, beneficiaries turn to Tri-pulley as a powerful reference in job applications, underscoring the varied ways our pulleys contribute to their career journeys and community impact.

“ My work with Tri-pulley allowed me to feed my research study with hands-on facts, you were a great push for my 18/20 grading!

- Clara-Maria, Occupational therapist & Researcher employed as a job coach for job inclusion

62 

contacts with NGOs, agencies,  
initiatives, municipalities & entities

Becoming an integral part of a trusted network in Beirut and Tripoli, our team actively participated in numerous networking events, leading to meaningful connections with businesses and NGOs seeking advice or potential **collaborations**. For the skilled individuals and businesses we support, Tri-pulley has emerged as a valuable **reference**, both in shaping their careers and assisting in the **recruitment** of qualified staff. This **trust** was built through transparency and timely feedback. Furthermore, we continuously enhance the **visibility** of our matches by connecting them with our network, sharing their CVs, and highlighting businesses committed to inclusivity.



“ We discovered Tri-pulley through a friend and were immediately impressed by their dedication, passion, and authenticity in their communal projects. Their focus on contributing to the development of Tripoli is remarkable and genuine. We appreciate their skill in creating connections between people and businesses, identifying collaboration opportunities, and bridging gaps. Their open and generous approach to sharing resources and knowledge with the community is truly commendable. Partnering with them was enjoyable, and we eagerly anticipate ongoing collaboration and partnership.

-Mohamad Chalabi, Founder at Fanqarawi

“ Tri-pulley's recommendation connected me with another NGO in search of Social Enterprises. Thanks to this referral, I secured the grant and joined their program.

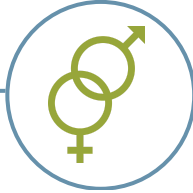
-Randa Khatib, Fashion designer

# Sectors & Groups

## Sectors Covered



**Education**



**GBV**



**Life Skills**



**Home Care**



**Citizenship**



**Sports**



**Health**



**Social Work**



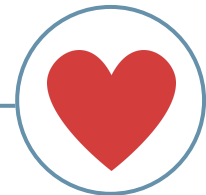
**Social Cohesion &  
Civic Engagement**



**Environment**



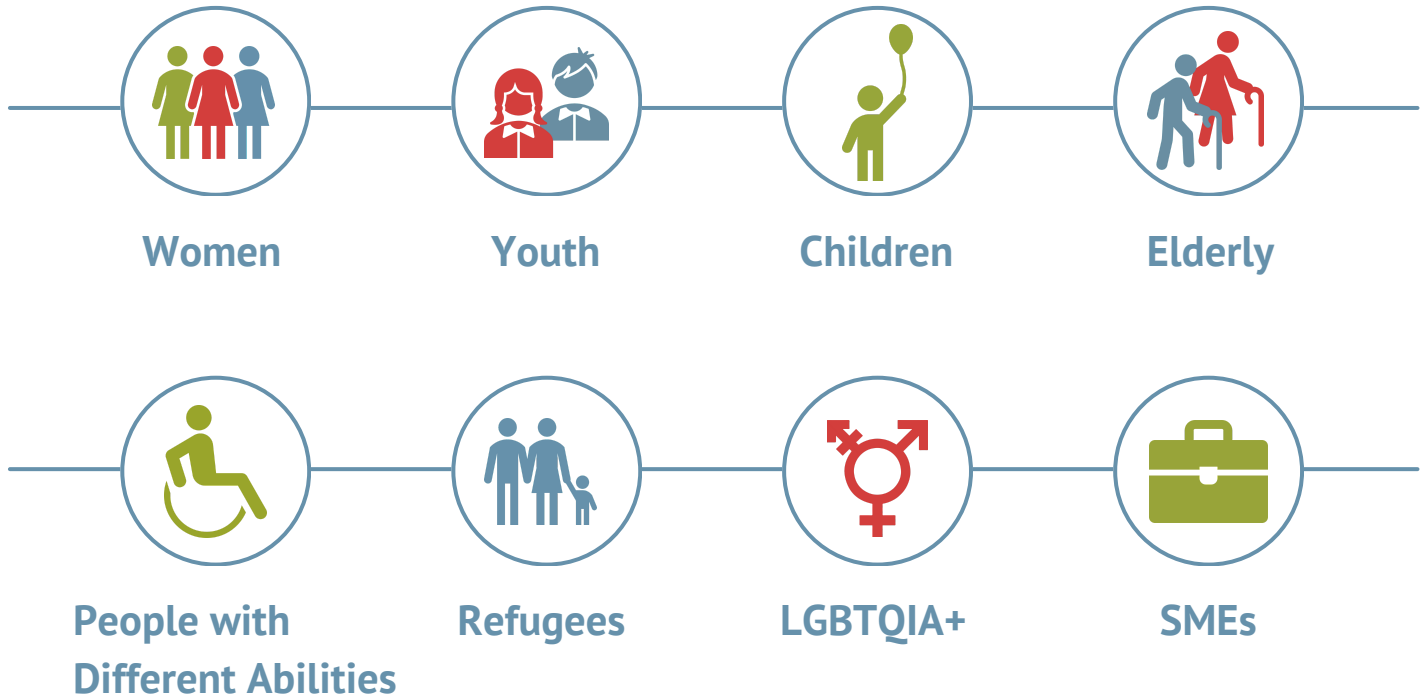
**Arts & Culture**



**Well Being/PSS**

# Sectors & Groups

## Groups Targeted







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I am proud and happy that France, through the Crisis and Support Center of the Ministry of Europe and Foreign Affairs, supports Tri-pulley in partnership with Makesense. The activities of Tri-pulley are valuable for the city of Tripoli, providing an opportunity for those who are strongly affected by the economic crisis to regain personal fulfillment, rebuild connections with society, and restore dignity through guidance towards qualified and long-term employment. Each match is a beautiful victory! I also had the opportunity in 2023 to play the Mina Game, a quality escape game created by one of the members of the Tri-pulley network. This allowed me to discover, in a playful and collective way, the rich history and magnificent heritage of this neighbourhood. I recommend this experience with your family or friends!

-Henry Simonin, Humanitarian Advisor of the French Embassy



“

It has been 3 years that Makesense have been working with Tri-pulley on different programs and we are proud to be part and witnessing their ongoing development. Their will to support and make a real impact for the local population while maintaining a high level of honesty and integrity in their work is a great example for organisations.

-Makesense team



“

Enhancing social justice in Lebanon and elsewhere is not an easy path and no one has the perfect recipe, but somehow we know that there are some ingredients that are most needed: a vision, a plan, and the commitment to execute it for the greater good..

I've had the chance to see the team of Tri-pulley in action and I can say the magic is definitively there and it has all the elements to be a successful social enterprise in Lebanon that combines a social aim and a business model that produces more value than the one it consumes, not because it's perfect - no one is - but because it's good, very good, on multiple interconnected aspects on the project and human side. For results, performance and projects, we have been able to work together for more than 2 years and every time we have been fed with the proper info, achievements, commitment, positive vibes and new ideas and this is what is needed in a country that has to invest in its agents of positive change in the years to come and Tri-Pulley is one of them we are looking forward to sustain as we can in the journey ahead, because we know that in the long run, it will be them sustaining their community in the most effective way."

-Luigi Cavallito, project manager COSV NGO



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Our sincere gratitude for the invaluable collaboration on the recent training sessions for job coaches aimed at empowering adults who are differently-abled in the workplace. Your contributions have played a pivotal role in making this initiative a success. The impact of our collaborative efforts goes beyond the training room, as we collectively strive towards fostering a more inclusive society..., contribute to breaking down barriers and creating opportunities for everyone to thrive..., not only provide practical skills and tools but also contribute to a broader cultural shift towards embracing diversity and inclusion. We look forward to continuing our partnership... Thank you once again for the positive impact we are making together.

-Samar Boulos, Vocational Coordinator at Step together



“

I am definitely happy of the progress of our students with different abilities... It wouldn't have been possible without the opportunity and continuity that you provided. Thanks again for your efforts in helping our students succeed.

-Dr. Ali Hamza, Director of Learning Enhancement and Assistance Program L.E.A.P at AUST



“

We help our students to learn and improve their skills, but we were always facing obstacles in finding jobs for them on the long run. Tri-Pulley is being a real bridge between our work and people with different abilities' rights to be employed.

-Roula Najem, Founder of Anta Akhi NGO



I would like to express my deep gratitude and great satisfaction regarding the fruitful collaboration with the Tri-pulley association, which has provided exceptional work for our students in the inclusive training program at UPT-USJ. The dedication, professionalism, and passion demonstrated by the Tri-pulley team have truly made a significant difference in the professional journey of our students. The notable progress achieved by our students in the field of work, under the expert guidance of Tri-pulley, attests to the positive impact of this collaboration. Thank you Tri-pulley for your unwavering commitment to university and professional inclusion of people with different abilities.



-Stephanie, Coordinator of the Inclusion Program, UPT/USJ



To the Tri-pulley team, my sincere gratitude for the support and numerous opportunities that you have extended to me. Your generosity and guidance, and your exceptional leadership have not only been a source of encouragement but have also filled my journey with hope and inspiration. Your contributions have made a significant difference, and I am truly grateful for your remarkable work.

-Mohamad, a participant of Tri-pulley model



All thanks and appreciation to Tri-pulley for everything they have provided to the people in the Mankoubin area. Despite their limited resources, their work has been very beneficial to the community and continues to address the needs of people in deprived neighborhoods. Training young people in various fields, and then securing suitable employment for them, enables them to gain the experience that will help them in the future find permanent job opportunities.

-Mustafa Shamsin, Director of Mankoubin Sports Complex

Dear Tri-pulley Supporters,

As members of the Tri-pulley diaspora team, we are excited to share our collective experiences and reflections on the impactful initiatives orchestrated by Tri-pulley, that we witness even from afar. Through our diverse perspectives, we highlight the organization's innovative approach, the resilience it fosters, and the vital role played by the diaspora in supporting Tri-pulley's mission. The collaborative efforts of the diaspora in creating magic from a distance is a complete win-win, we are thrilled to be able to make a change from afar through our expertise and network, while the tangible results we witness in return alleviate the occasional sense of guilt tied to being physically distant from our loved ones.

### Cultivating Solidarity Beyond Charity

Reflecting on Tri-pulley's profound impact, one member beautifully captures its essence, describing it as an innovative model transcending traditional charity. She shares, "After I distributed the Tri-pulley gift cards for Christmas to the family, they asked: a charity? And I said no, this is much more than a charity. You need to keep paying a charity for it to keep giving impact. This is a solidarity initiative. You pay once, the beneficiaries get jobs and kick off their lives. How cool is that?". The member further expresses, "I have been immersing myself in the question of how to bootstrap someone. To move a person from unemployment and need, into getting a job as a first step. Tri-pulley is a life-saver and a real way of helping people finding themselves on the margin, for life." Lebanese abroad cannot sustain sending remittances, they want to witness things that can kick off with a little pulley.

### Bridging the Gap from Afar

As a Lebanese living far, staying connected to Lebanon and being helpful from abroad has been a challenge; "being part of Tri-pulley's diaspora team changed that".

Regular success stories from Lebanon "provide hope and serve as proof that progress is possible with the right support and conditions". "I had, for example, the beautiful opportunity to offer Excel sessions to a lovely motivated lady in Tripoli who was freshly employed by Tri-pulley and who was struggling with daily tasks requested. I was impressed by her eagerness to learn and just wanted to give more."



Tri-pulley's tote bag in Paris

### Beyond Matching – Paying it forward

"Tri-pulley diaspora transcends the matching program"; once you connect with Tri-pulley participants, coaching naturally evolves into something more profound. A young man, initially part of Tri-pulley's matching program and working on improving his English skills with a diaspora member, faced the need for foot surgery. The Tri-pulley diaspora team couldn't resist coming together to help him secure the budget for the surgery through a dedicated fund-raising project. "This story reinforces the impact of collective effort and the power of working together." "How can we express our gratitude?" they often ask us. "Helping someone else one day will be the greatest 'thank you' you can offer us," is our heartfelt answer.

### Staying Connected

Leaving the country with my family and resigning from my role at Tri-pulley was the most challenging decision I've ever faced. Thanks to the diaspora team, I found a way to continue contributing to Tri-pulley in a different yet equally enriching way. This opportunity kept me connected to the country, allowing me to witness firsthand the profound impact of Tri-pulley's work. Tri-pulley is more than an organization; it stands as a dignifying and empowering force alongside the people of Lebanon, offering a crucial lifeline to many unemployed, talented individuals. Proudly, I declare, "YES, I AM A WITNESS; Tri-pulley is performing miracles in a country we observe through our screens, sinking a little more each day."

Join the Tri-pulley Diaspora team!



As we reflect on the closing chapter of 2023, our team's sentiments echo the impactful journey we've shared.

**Joumana** captures the essence of our **unique** career paths: "We are very lucky in Tri-pulley because we have a career where we can meet new people, experience new things, and, most importantly, make a social impact in our society. It is a job that is very fruitful and **renewable**." **Borhan** emphasizes his **professional growth** at Tri-pulley: "There are many things I have learned from it, proposing **solutions** and making appropriate **decisions**. Our model teaches us new things that are valuable for us in our professional future." **Charbel** shares his learning experience : "Being part of Tri-pulley's team makes me ambitious to learn more. This year was full of **trainings** tailored to our needs, so we can do our fieldwork in an efficient way." **Elissa** articulates the nature of our meetings: "Our monthly meetings have been **refreshing and energizing**. We always look forward to being reunited with all the team members and **sharing** our success stories and lessons learned. This year, the topics of the activities were focused and packed with a lot of practical tips." Notably, **Hazar** and Joumana took **sign language classes**, showcasing our commitment to inclusivity. Furthermore, training with FISTA - Step Together underscored our dedication to **including people with different abilities** in the job market. "It taught me the needed skills , and I am very lucky to be part of its team" concluded **Abdelrahim**.

As we continue to grow together, Tri-pulley remains a catalyst for professional development, where each training session, team-building activity, and shared success or failure contributes to a multiplier effect, solidifying our collective impact on society.



Tri-pulley team ordering from an inclusive restaurant

Wishing all the best in 2024 as we embark on new challenges and opportunities.

23 % 

of matches were related to Education

=

20

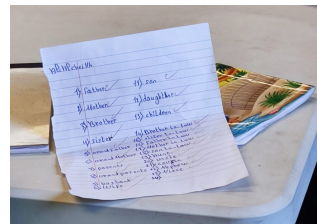
Matches

10 **ABC**

Education Centers Supported

### English Language as a Passport for Life

Recognizing English as a passport for life, 3 English teachers were employed through our model. This focus on English language aims to enhance job placement opportunities for individuals with limited prospects and break language barriers within communities.



The curriculum included practical elements that focus on essential sentences for various settings like hotels, restaurants, supermarkets, and coffee shops, empowering individuals with language skills that can help them navigate daily life.

### Investing in Educational Technology

Tri-pulley maintained its dedicated support for educational technological centers. ITLP delivers essential services and resources, particularly aiding university students facing technology access challenges.

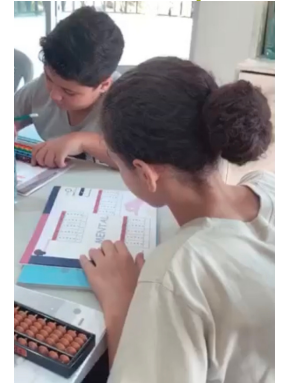
MaharaTech, an educational technology initiative, empowers educators with essential training during the transition to online platforms, incorporating AI for teachers and embracing Montessori method of education, leading to a joyful tech-learning environment.



Quad, with its focus on sharing knowledge, equips Tripolitans with high-demand digital media skills, preparing them for remote work and global employment opportunities.

### Mental Math

One teacher was employed to teach kids mental math techniques. Her efforts equipped children with essential skills in critical thinking and brain exercises, recognizing the value of these abilities, which are at risk in the presence of AI and technology within hand's reach. Witness the impressive progress of the kids!



### Fun and Education

Educharacters is a small enterprise in the field of educational children's entertainment, focusing on birthday parties, engaging theatrical performances, and events with educational messages for young audiences. We've had the pleasure of supporting some of its employees, contributing to the creation of enjoyable and educational experiences, including science experiments, environmental puppet shows, and cooking demonstrations.



### Play and Learn

Tri-pulley extended its support to "Architecture in a Box", an innovative initiative addressing the gap in creativity and critical thinking within our educational system. Aseel, an architect with a passion for teaching, conceptualized this engaging project to help children craft their projects and create eco-friendly villages.

### Support to Education Centers

Last year witnessed a drastic shift of children transitioning from private to public schools, often disrupted by strikes. In this context, education centers in remote areas, specifically hosting children with limited opportunities, play a vital role in communities facing challenges. These centers provide a secure and enjoyable space for educational opportunities, despite resource constraints.

Tri-pulley has supported the employment of teachers in different centers, resulting in improved grades and heartfelt expressions of gratitude from students and parents. In every lesson and through interactive activities, teachers reinforced their belief that education extends beyond textbooks, actively promoting kindness and instilling a sense of communal responsibility.



“ I couldn't imagine that after all these years I could write and read again.

-Roro, attendant of adult literacy classes, got promoted at work after becoming able to write down orders

### Heartwarming Results

At age 9, Iraqi refugee Souray overcame illiteracy with the help of a Tri-pulley teacher, who also taught him English. Upon moving to Australia, he faced the challenge of using English in his everyday life, but thanks to the strong foundation set by his dedicated Tri-pulley teacher's, and less than a year later, Souray delivered a remarkable graduation speech with a perfect Australian accent!





### 56



#### Jobs for Women

Tri-pulley has been instrumental in providing employment opportunities for women across various sectors, enabling financial independence and professional growth.

### 17



#### Entrepreneurship Support

Tri-pulley has backed female entrepreneurs, supporting startups and small businesses led by women, promoting economic self-sufficiency.

#### Women Literacy Classes

Two women teachers were employed to support other women in their journey towards literacy. The participants expressed the positive impact of the lessons on their daily lives, including reading shop names, handling money more effectively, and the joy of recognizing everyday items like kitchen materials and food ingredients. Certificates were distributed, bringing immense joy to the recipients who proudly shared their achievements on social media and with their families.



#### Fighting Period Poverty

Tri-pulley continues to combat period poverty this year by supporting three small enterprises (Rose pads, Nouara and WingWoman) that create pads at reduced prices or produce reusable pads. These initiatives focus on local production, creating jobs for more women and contributing to sustainable and affordable menstrual hygiene solutions for women.



Life skills sessions have been successfully completed by a group of women under the guidance of our dedicated trainer. These women received their well-deserved certificates after passing a final test. From improved time management to enhanced self-confidence, the women expressed how they've applied the newly acquired skills in their daily lives, with participants praising the SMART goal-setting technique.

### Empowering Women Through Fitness

Tri-pulley created two sports matches for women, improving personal growth, overcoming challenges and intimidation while proving that body shape is irrelevant to fitness. The women, ranging from various age groups, expressed joy at the inclusivity of the sessions and highlighted the therapeutic benefits. They recommended more NGOs to invest in women's sports, echoing the transformative power of six months dedicated to physical well-being, camaraderie, and a significant boost in self-confidence.



### Fashion for Plus-Sized Women

With the employment of a salesperson and a media expert, Tri-pulley supported Nouara, a dynamic social enterprise dedicated to reshaping the fashion industry's narrative for plus-sized women. Nouara's inclusive fashion line challenges norms, offering unique pieces that celebrate every curve and promote self-confidence and body positivity.



19% 

of skilled individuals employed were people with different abilities

25% 

of the employed people with different abilities kept their jobs after the match duration

Total percentage throughout the years is 35.5%

Tri-pulley, though an NGO not solely focused on working with persons with different abilities, has embraced a leadership role in job inclusion, aligning our internal practices with our commitment to fostering an inclusive work environment. Our team is dedicated to incorporating inclusive practices in procurement and recruitment, actively prioritizing businesses and CVs from individuals with different abilities. We invest in training ourselves and the community on job inclusion, establishing standard operating procedures through learning and support from specialized organizations. For instance, in a training session with Step Together, participants from diverse backgrounds, including job coaches, special educators, activists, and representatives from businesses, shared experiences and insights. We continuously apply these principles, even in our daily choices like ordering from inclusive businesses. Our dedicated Field Officers actively participated in sign language classes, demonstrating our dedication to effective communication and inclusivity. This commitment wouldn't have been possible without the extensive network of specialized organizations and our valuable partnerships with universities.

"Let's talk about jobs" series presents

## Job Inclusion for People With Disabilities Fundraiser

featuring

- 1 "The Reason I Jump" Movie Screening\*
- 2 Q&A with Grace Khawam  
Doctoral Researcher on Intellectual Disability and Employment  
Khalil Zeineh  
General Manager at Bossa Nova Beirut Inclusive Hotel  
Aya Wehbe  
Teacher and Job Coach within LPT Inclusion Program  
Nour Imad  
Employed through Tri-pulley
- 3 Photography and Art Exhibition  
By people with beautiful abilities

Place: Mansion, Zkak el Blat\*\* | Date: Tuesday July 18, 2023 | Time: 7 to 10 pm  
Fees: Pay what you want - proceeds will fund jobs for people with disabilities

\*Arabic subtitles available  
\*\*Parking spot available just next to the location



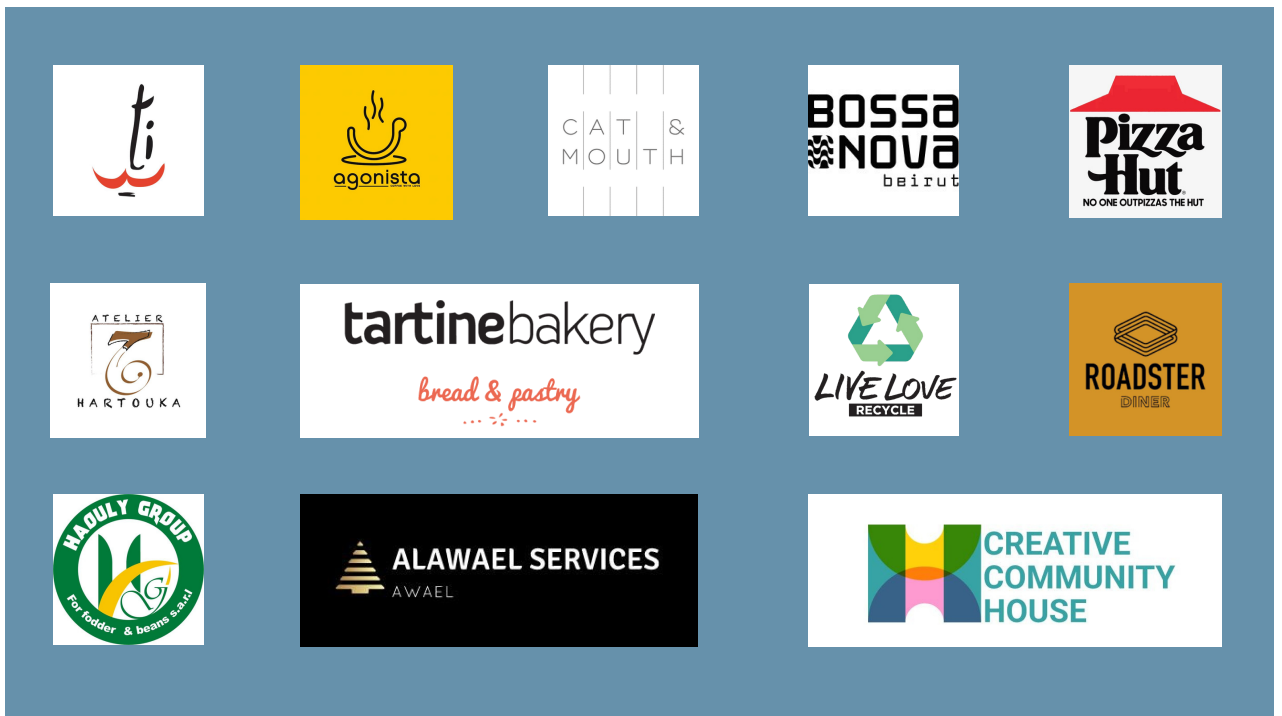
Step Together training session

“

At work, we are used to having long meetings or phone calls to relay an idea or a message. After our collaboration together, you taught us how to be straight to the point and how to communicate with each other in a quick and brief way.

-MAAN NGO, after employing Rouba with hearing impairment, demonstrating that inclusivity is rewarding to the culture and way of working.

People with different abilities at Tri-pulley have assumed a diverse array of roles, breaking free from conventional expectations. They've served as translators, cooks, basketball coaches, photographers, waiters, barista, hotel staff, artists, tour guide, teachers, computer instructors, and library organizers. The spectrum of disabilities includes hearing and visual impairments, autism, Down Syndrome, physical disabilities, and intellectual disabilities, showcasing the vast and varied talents within the PWD community. This approach is not rooted in charity but in a tailored strategy that recognizes individual strengths and capabilities, proving that PWD cannot be confined to a single box. Tri-pulley extends its appreciation to the businesses that hosted these individuals, acknowledging their commitment to diversity and inclusion. Notably, many businesses continued to employ PWD after Tri-pulley's initial support, citing positive impacts on team spirit, communication, standardization, routine tasks, perfectionism, loyalty, and maintaining a remarkably high retention rate. Elissa, the talented photographer and the professional swimmer in Lebanon's Special Olympics team, and other success stories serve as powerful examples of the transformative effects of adopting inclusive employment practices.



Businesses that employed People with Different Abilities through Tri-pulley

“

I know where I want to go for our group dinner next visit ... love this!!

-Rania, about Per Tutti Restaurant

“

She only needed an opportunity to demonstrate her abilities.

The impact of employment efforts on the community, families, and individuals with disabilities is profound.

Daniella's progress not only transformed her personal life but also positively shifted family dynamics. Her parents expressed, "You have changed Daniella's life. Daniella bought us our first gift with her salary."

Liberia, initially hesitant about disclosing her hearing impairment, now sees the benefit of open communication with the children she teaches. "Now, I realize that it is better for me and them to know my case."

Joelle's journey challenged initial perceptions at school, where they started with a pity approach. However, Joelle proved her abilities by reading stories for kids in an engaging manner and actively assisting the teacher in caring for the children.

Nour's family shared, "We were afraid to let nour be with people who are not part of her family, it was her first experience in society. We entrusted the dearest person to our hearts, and Roadster and Tri-pulley didn't fail us with their professionalism."



Card by Daniella offered to Tri-pulley



Recommendation letter of Liberia at the school where she teaches



Joelle assisting in caring for the children

“

حبيبي ربيع. بهتّيك يا بيبي على هالخطوة وبطلب منك تكمّل وتهتمّ لهالأمر الحلو والمميّزة ويّلي بتحسّن أوضاع المجتمع وتكون قدوة انشاءالله بيمارسها كتار من رجال الأعمال. الله يرضى عليك ويوفّقك ويخلي عيلتك وبدعيلك بالتوفيق والاستمرارية.

-An emotional father proud of his son who employed a person with different abilities in his restaurant!

## Beyond the 6 months: "A Holistic Evolution with Tri-pulley"

Mohamad's transformative journey with Tri-pulley began with contributing ideas to Allo Beirut and assisting in crafting social media posts. With guidance from Tri-pulley's team and support from the Lebanese diaspora group, he enhanced his content creation skills, culminating in the production of a video featuring the importance of including sign language in the school curriculum through one of our matches.

Seeking further growth, Mohamad was referred by Tri-pulley for 3-month internship with Salem Group, encountering challenges that were addressed through guidance and mentoring sessions.

Despite the initial expectation of a focus solely on digital marketing, Mohamad realized the broader value in developing transferable skills applicable across various work settings. His internship not only provided hands-on experience in digital marketing but also fostered proactivity, self-confidence, problem-solving, and effective collaboration. Now, better equipped, Mohamad is eagerly applying for vacancies in the field.



From the video produced by Mohamad

## Football with Social Causes

Tri-pulley employed football coaches and embraced a transformative approach by training them to serve as catalysts for social change. This model also challenged gender norms with the inclusion of female coaches and players, bringing diverse individuals together to break stereotypes and coach football with a purpose. Coaches used football as a medium to convey essential social messages and integrating topics like bullying, violence, and climate change into interactive sessions.



## Championing Diversity

Tri-pulley employment model creates a vibrant environment where people from diverse abilities, backgrounds, and experiences come together, breaking down barriers and challenging stereotypes. Coach Khaled leads wheelchair basketball training, merging players with and without physical disabilities. The game between Khaled's team and a team from Mankoubin area not only showcased the talent of individuals with different abilities but also shifted perceptions, emphasizing the potential within everyone.



Another powerful connection unfolded as Hussein, originally from the South, met his employers in Tripoli after 6 months of remote support through Tri-pulley. Hussein, who overcame a critical accident, highlighted the genuine support he received without, for once, any form of pity. Tri-pulley further encourages dialogue and discussion on civic and social issues through events like movie projections, bringing together audiences with varied perspectives.



Hussein visiting Tripoli

## Support to Civic Initiatives

Tri-pulley remains committed to supporting civic initiatives with employment that can make their actions more sustainable. With Nabaa, we contribute to the enhancement of reporting skills and creativity within an independent media landscape. In partnership with Tripotential, our support helped in reshaping Tripoli's architectural heritage, giving a sense of pride and protection for the city's historical sites. Truebless, another civic initiative, benefits from our collaboration, amplifying its efforts in peace-building and conflict resolution among diverse communities.

**MEET OUR MEDIA OFFICER**

**KAMAL SAHYOUNI**

Talented digital marketer who has made a significant impact on our social media accounts. Currently,

- we are producing high-quality videos that have garnered a large number of views.
- Our page is now more aligned with social media algorithms.
- our social media insights show impressive numbers.

Thank you, Tripulley, for this amazing partnership.

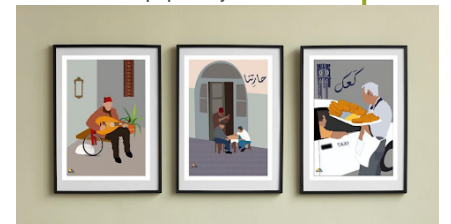
Tri-pulley  
DESIGN

## A Different View of Tripoli

Embarking on the journey of crafting the Trip-pulley scavenger games and supporting initiatives such as Baladi In a Frame have been more than just a job for our skilled individuals. These employment opportunities became a profound exploration of their own city, an in-depth research into its rich cultural heritage, and a personal commitment to change stereotypes surrounding Tripoli. Through their roles, they not only discovered hidden facets of their hometown but also created a unique experience that invites others to see Tripoli in a different light.



Trip-pulley Mina Game



By Baladi In a Frame

In the face of ongoing challenges in Wadi El Nahle, Tripoli, where violence and negative influences prevail, we've shifted our focus to children, aiming to proactively mitigate future risks. By employing coach Alaa to design tailored activities, we aspired to instil positive values early on, providing an alternative to the challenging environment. Hoping to trigger behavioural change, steering children away from harmful activities, and ultimately creating a safer and more positive community.

The closing ceremony reflected parents' appreciation for the positive impact witnessed in their children through these creative activities.



Drawing by one of the children

## Citizens' Legal Rights and Obligations

By cultivating legal awareness, Tri-pulley aims to contribute to the development of a community that values and demands the reinforcement of the rule of law.

Rajaa, a law graduate employed through Tri-pulley, conducted legal awareness sessions at Tajruba for children and women, covering topics such as divorce, land ownership, and traffic laws. Held in a marginalized area with limited knowledge of and access to the law, these sessions provided a platform for participants to seek advice and gain valuable insights.



Rajaa with the children at Tajruba



37 

SMEs Supported

29 

of which have a social impact

Tri-pulley's support in various sectors such as **Education, Women Empowerment, Environmental, Culinary, Art & Culture, Job Inclusion, Technology, Fashion** and more has proven to be mutually beneficial. By assisting these enterprises in finding the right skills, offering visibility and exposure, connecting them to funding opportunities and training, and providing mentorship to their employees, Tri-pulley contributes to enhanced productivity, employee retention, and efficiency. This support increases the likelihood of skilled individuals staying with the business, creating a positive impact for both parties involved.

## Healthy Food and Culinary Journey

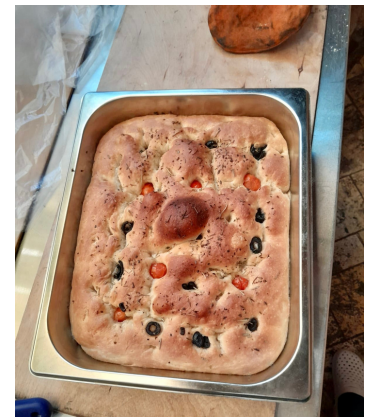
In the vibrant city of Tripoli, enterprises like "Kleel El Jabal," "Beit El Mina," and "Khebret Teta" showcase the impactful intersection of **food business** and social causes. "Kleel El Jabal" emerged from a village rich in crops, preserving local treasures like ghee, which proved ideal for their region where an uninterrupted power supply couldn't be guaranteed. "Beit Al Mina" restaurant, run by Ruwwad NGO, empowers women through culinary arts and employs women from Tebbeneh and Jabal Mohsen, directing all proceeds towards scholarships for university students. Meanwhile, "Khebret Teta," a woman-led MSME, brings traditional homemade delights to the forefront. Tri-pulley's support has added expertise in marketing, customer service and visibility to those skilled bakers, salespersons, and culinary experts.



By Kleel El jabal



By Khebret Teta



By Beit El Mina

“ It was a wonderful experience from the start. There was effective follow-up for the teacher, and you greatly supported both the center and the students. Even the teacher was aware of the benefits of your coaching sessions. You stayed in constant communication even after the project's completion to ensure we were updated on everything.

-Widad Mawas, founder of Aalemni Harfan wa Hirafan Education Center

“ It was a positive experience because the coaching was tailored to both my needs and the ones of the business. With Tri-pulley's field officer, we followed an action plan, and we achieved almost all objectives: The organized scheduling allowed me to improve workflow, ensuring better efficiency; while my increased self-confidence reflected positively in public speaking engagements, contributing to improved communication with clients. I was assigned to become the new team leader!”



-Limar, working at Architecture in a box

“ It's been nearly three months of collaboration between Nouara and Tri-pulley! The support from Tri-pulley has been invaluable, enabling us to double our recruitment efforts and make a substantial impact during our early stage. It's truly a game-changer for us!

-[Suha Salim Allouche](#), Founder of Nouara

### Recycling Initiatives

Tri-pulley remains committed to supporting **recycling** initiatives, significantly reducing startup costs and sustaining employment for enterprises addressing our waste management crisis.



With Lebanon Waste Management, we've supported their Drive Throw concept, employing individuals who contribute significantly to the enterprise's growth and proving to the community that waste is a source of revenue.

Green Track and Live Love Recycle also benefited from our employment model for their waste drop-off points, ensuring the continuity of essential roles and promoting waste sorting awareness within the local community.



Tri-pulley's tote bag around the world

We have selected our income-generating product from BRIOBAG, a social enterprise in Tripoli dedicated to saving marine life by reducing the use of plastic bags. When you purchase this bag, you contribute to multiple impacts: creating jobs through Tri-pulley, promoting BRIOBAG's environmental mission, reducing plastic usage, and most importantly, instilling a sense of pride in your **conscious choices!**

### Promoting an Environmental Mindset

Tri-pulley is dedicated to nurturing a new generation with an **environmental mindset**. Through our support for Architecture in a Box, our aim is to inspire kids to envision eco-villages, promoting eco-awareness through constructive play. Children can unleash their creativity by constructing villages equipped with solar panels, wind turbines, and more. In parallel, our backing of Minaty initiatives involves the community in cleaning campaigns, fostering a sense of environmental responsibility.

### Upcycling Initiatives

Tri-pulley is committed to supporting innovative **upcycling** initiatives that turn waste into valuable products, promoting environmental sustainability.

Annine Fadye addresses the challenge of recycling colored glass by transforming bottles into elegant and practical items with the employment of a talented craftsman.

Takasis repurposes leftover fabrics into elegant, eco-conscious items, with the addition of a talented photographer to enhance visual storytelling.

At Zapidea, a factory specializing in using recycled wood for tailored furniture and wooden board games, a carpenter receives support through Tri-pulley to work.

Additionally, a training session connects individuals with hearing impairments to an upcycling artist, promoting professional development and sustainability amidst economic challenges in Lebanon.



Zap idea Ginger Games



Up-cycling training session

### Sustainable and Accessible Transportation

Tri-pulley wrapped up a successful partnership with the drivers of Tripoline, marking a milestone in sustainable and accessible transportation for our community! In this collaborative journey, we've been privileged to work alongside an initiative deeply committed to ensuring safe and cost-effective commuting in Tripoli.

The drivers, integral to this mission, strategically crafted routes to ease students' access to universities, navigating through the challenges posed by escalating fuel prices, traffic, and car pollution. Beyond coaching, our collaboration involved comprehensive training in Google Maps, providing email access, and imparting valuable insights into effective customer satisfaction tracking.



### Tripolitan Music Scene

We have partnered with and supported Rumman since 2021. They never gave up on keeping arts and culture in Tripolitans' lives, and providing a charming space for musicians to meet. They are now growing into an abandoned old cinema that was refurbished to house an even bigger number of art and music lovers.



Concert at Rumman's music venue

A heartwarming event took place as Abeer and Mirna, both with hearing impairment, completed six months of teaching children also with hearing impairments at the Creative Community House (CCH), a hub for artists in Tripoli and that is supported by our employment model. This gathering brought together our matches for a unique experience. The children, rarely having the chance to go out, enjoyed making their very own macrame keychains reflecting the happiness nurtured in such an inclusive environment.



Rap song recording in the making



Closing event at CCH

### Book Reading: A Lost Habit

“Assabil”, one of Beirut's few remaining public libraries, called for support to sustain its vital activities and free public services. We take pride in employing individuals who cherish the exposure to this abundance of arts and culture, in a world that often leans towards over-digitalization. Happy to witness Assabil's continued impact on the community, particularly their commitment to including people with different abilities.



Rana, employed at Assabil

### Health Awareness

Reina continued her health awareness sessions in 2023, leveraging her expertise as a Biochemistry master's degree holder and a third-year pharmacy student. With children and adults, Reina addressed crucial health issues such as first aid, earthquake safety measures, healthy lifestyles and habits and healthy pregnancies.



During a health awareness session.

“

You gave me a reason to wake up early in the morning and be active at work. You allowed me to rejoice among people that I have a job now. I now have a purpose in my life.

-Nour, with different abilities employed at Roadster

### In the Making of a Life Saving Device

The dedicated team at Heart Defender, envisioned a game-changer in CPR scenarios with the potential to revolutionize emergency response. The device being in the testing phase, Laura was employed to support in reading and analyzing newly published articles relevant to their research. Stay tuned!



Laura assisting with the research



At the “Daher el Magher Clinic”

At the “Daher el Magher Clinic”, nurses employed by Tri-pulley addressed, with utmost patience and care, the basic medical needs of an extremely vulnerable community, including health awareness sessions, gynecology services, access to medications, and dental check-ups.

# Major Events

Tri-Pulley recently participated in two Christmas Markets at Monot street and Bossa Nova Hotel, where we showcased supported enterprises under our model and featured our unique greeting cards and tote bags. People shopped with purpose, exploring locally crafted products by social enterprises, supporting local talent, and connecting with us to learn more about our mission—all aligned with our commitment to responsible consumerism and meaningful gifting.



Tri-pulley at Monot Street's Christmas Market



"Zero Impunity" movie screening

"Let's Talk About Failure" series - case study 3, featuring the movie "Zero Impunity". This event, attended by NGOs and activists in Tripoli, initiated crucial conversations on challenging topics. Through this movie, we talked about victims of sex crimes during wars, but also discussed how we as NGOs are part of this broken system where we failed to speak up and advocate for policy change, demand for justice and are unintentionally contributing to covering up corruption on various topics. The movie is part of a worldwide advocacy project to awaken the public to our collective strength to free speech and thus fight against impunity.

"Let's talk about jobs" series presents

## Laughing Therapy Fundraiser

- featuring
- 1 "Patch Adams" movie screening
  - 2 Wissam Kotait  
Clinical Psychologist and Psychotherapist
  - 3 Hala Maalouf  
Professional Therapist and Certified Laughter Yoga Leader
  - 4 Bulaban Circus  
Professional Circus



Place: Mansion, Zkak el Blatt  
Date: Monday 22nd of May, 2023  
Time: 7:10 pm (please help us start the movie on time)  
Ticket fee: Pay what you want.

All proceeds will go to fund jobs for a social cause at Tri-pulley



Tri-pulley has launched its "Let's Talk About Jobs" events, strategically designed to create awareness and raise funds for the creation of more jobs for a social cause. These events explore unconventional job perspectives, including laughing therapy and job inclusion for people with different abilities, through dynamic screenings, expert discussions, and interactive gaming. The initiative also showcases talents of those supported by Tri-pulley.



"Let's Talk About Jobs" movie screening

# Major Events



During "Connect On The Line" event

Tri-pulley was commissioned by Allo Beirut to design a Rally Paper as part of their #ConnectOnTheLine event. The game's plot focused on the demolition of 5000 sqm of houses and sites in Beirut for a commercial project; a situation that participants had to prevent! Activists on bikes, engaged in collecting documentation about the cultural and historical value of the green line area, emphasizing the importance of preserving its heritage. Through interviews, pictures, research, and site visits, participants contributed to the shared effort of connecting with Lebanon's past, protecting the present, and making informed decisions for the future. The winning teams were celebrated, but the true victory lay in the collective efforts to safeguard cultural, historical, and environmental treasures along the former demarcation line.

Tri-pulley was chosen by Dames Des Cèdres Association for their annual fundraising event in Canada. This opportunity allowed us to showcase our model and achievements to a new audience. Our upcycled products, particularly glass sets crafted by Hussein, a previously supported individual, were a success. The sales contributed significantly to our funds for creating jobs with a social impact. The exposure boosted our cause's credibility among the Lebanese community in Canada.

Tri-pulley was delighted to join the "Cycling for a Better Tripoli" event. We actively participated as a speaker in the gender lens panel, offering insights on cycling from a female perspective. The event explored diverse aspects of cycling in Tripoli, including environmental and infrastructure considerations. In alignment with our commitment, Tri-pulley pledged to persistently promote biking in Tripoli through its employment model and biking rally papers.



During "Cycling for a Better Tripoli" event



**Conscious Consumers: Play, Learn, Gift, and Be Part of the Solution in Our Innovative Range of Socially and Environmentally Responsible fundraising Products and Services!** Aren't you fed up with gifts, outings, celebrations that are repetitive and do not necessarily bring any long-term value to you, your loved ones, your community, or your colleagues?

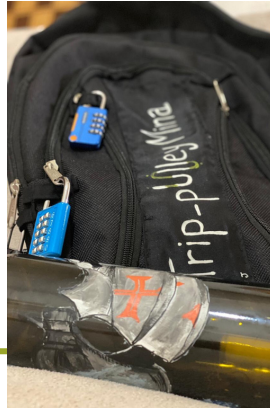
Complementing our social impact initiatives, Tri-pulley developed a diverse range of revenue-generating socially and environmentally responsible products and services, transforming donors from buyers to active participants enjoying the experience and learning journey and becoming part of the solution. These include engaging games, thoughtful gifts, and captivating events designed to cater to various segments of our community, businesses, NGOs, tourists, and Lebanese expatriates. Most importantly, what we provide not only brings joy to consumers but also enhances the Lebanese economy since the proceeds generated contribute directly to the creation of additional temporary job opportunities.

## Tailored Gaming

Whether it's a birthday, team-building, corporate event, or just for fun, we can create board games and rally papers that align with your objectives, whether outdoors, online, or in your conference room!

## Book your Scavenger Games

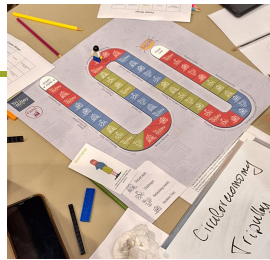
Discover the cultural and historical background of an area where Tri-pulley operates by solving clues and understanding the socio-economic context.



Trip-Pulley Mina Game

## Let's Talk About Jobs

Join our Mailing List and [WhatsApp Group](#) to stay tuned for events featuring periodic [movie screenings](#) with panel discussions or thematic [game nights](#), shedding light on various job-related topics.



"Career Quest" game night

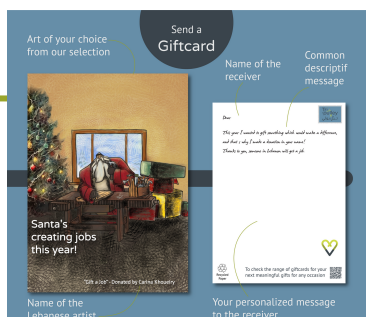


## Corporate Events

Collaborate with companies to tailor team-building, retreat days, and [CSR events](#) around job-related activities for a social cause.

## Say it with a Card

We offer gift cards featuring artwork donated by amateur and professional Lebanese artists. People can purchase these cards as a donation to Tri-pulley and present them as gifts for birthdays, dinners, holidays and special occasions.



Tri-Pulley Giftcards

“ Aww! Nice mommy! She got us all this as a Christmas gift, which I appreciated more than any other gift. We definitely don't need more junk in our lives.

-Sana, about all her family receiving Tri-pulley gift cards as Christmas gifts

## Walk with our Tote Bags

Our "I Helped Create a Job in Lebanon" tote bags, sold mainly to the Lebanese diaspora, are eco-friendly and procured from an environmental social enterprise supported by Tri-pulley.



Tri-Pulley Tote bags

# What's Next?

- Prioritize the sectors of Education, Elderly, Social and Small Enterprises Support, Arts & Culture and additional impactful initiatives.
- Become the partner of choice for CSR strategies.
- Establish Tri-pulley as pioneers and a reputable force in gaming for a social cause.
- Continue investing in team capacity and skills development.
- Finalize and enhance our internal processes for greater efficiency.
- Introduce an online payment gateway for increased accessibility and convenience for donors.

# THANK YOU



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