

Empowering Families, Building the Future



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01 About Bassma

Bassma is a Lebanese nonprofit humanitarian organization for Social Development established in Lebanon in 2002 (N. 178/AD), whose mission is to empower the most deprived families to reach self-sufficiency.

Bassma was officially born in 2002.

06/11/2003

Notification act number 178/AD

13/11/2003

Declaration in the official newspaper

How it all began

Bassma was founded in 2002 by dynamic volunteers who had two things in common: their love for their country and their desire to change the very unstable socioeconomic situation of the most destitute families. They decided to fight poverty and work together for a better society by creating a humanitarian organization that rallies citizens for the social Lebanese cause.

Bassma means "smile" in Arabic

The meaning of the name is directly linked to its mission: in the process of reaching out to help the most destitute populations, Bassma aims to transform hopelessness into smiles.

02 Vision & Mission

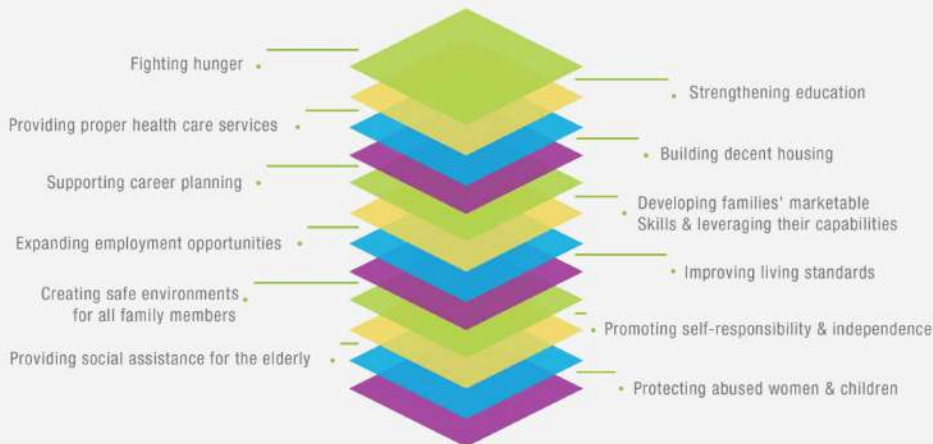
Our vision

BASSMA believes that Healthy Families are the pillars of a Healthy Society. Every person has the right to live in dignity and deserves a chance to achieve his/her potential through access to Food, Water, Clothing, Education, Employment, HealthCare, Housing, Safe and Secure Environment, and Decent Living Standards.

Equipped with the proper resources, underprivileged families have the power to become self-sufficient and shape the society we live in.

Our mission

Bassma's mission is to empower the most disadvantaged families. We help them become self-sufficient financially, morally and psychologically through:



03 Objectives

01 Family Development

Bassma supports the families by providing them with basic needs such as food, clothing and social assistance, thus creating a real difference in their lives.

02 Family Life Planning

Bassma develops a personalized plan of action for each family, with objectives on the short, mid and long term, including housing, health care, and tutoring services, as well as life coaching with emphasis on budget management, helping them become self-managed.

03 Family Social Integration

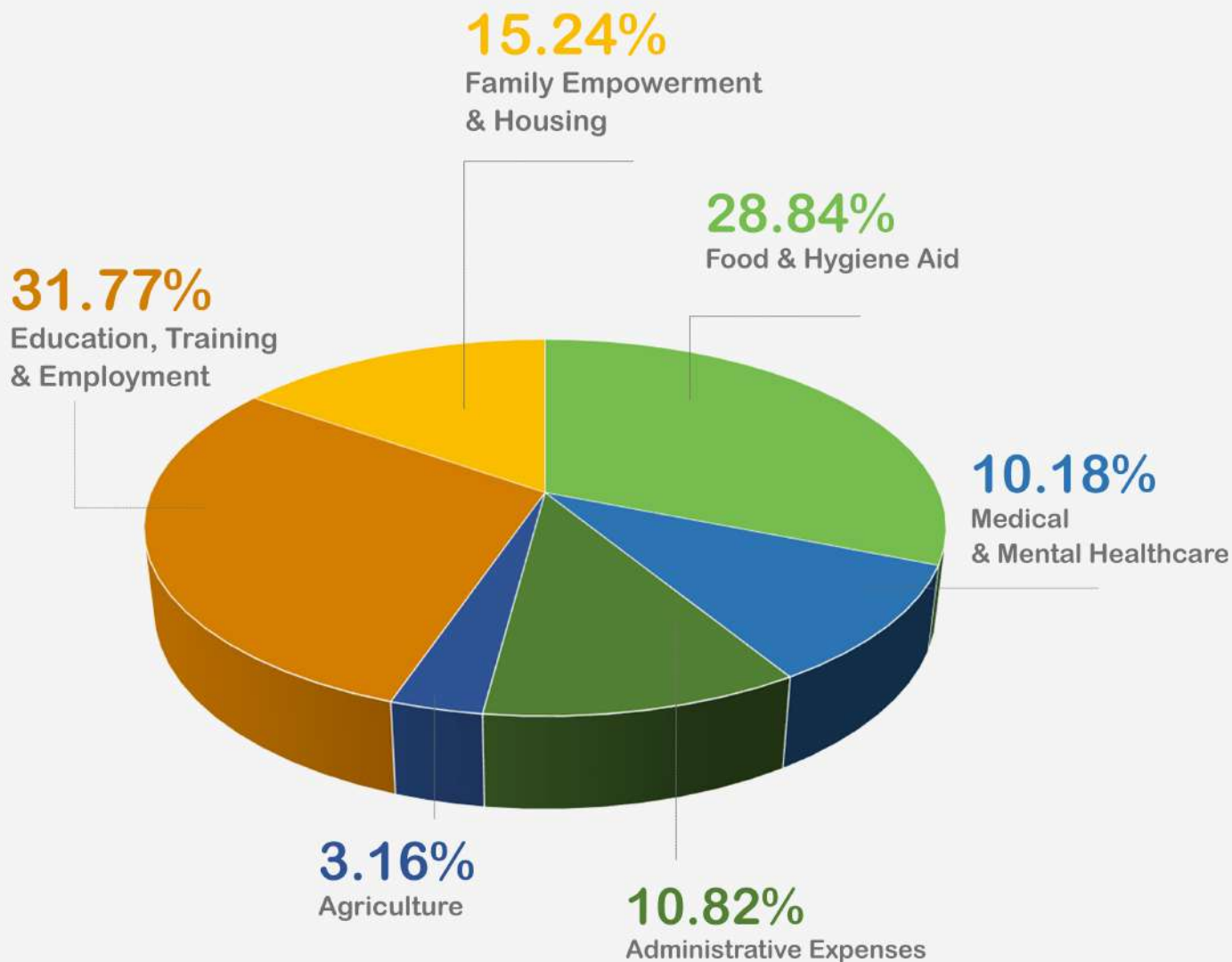
Bassma provides mental healthcare services including a personalized psychological follow-up to help family members get over many traumas helping them reach psychological autonomy, and achieve social reintegration.

04 Family Empowerment

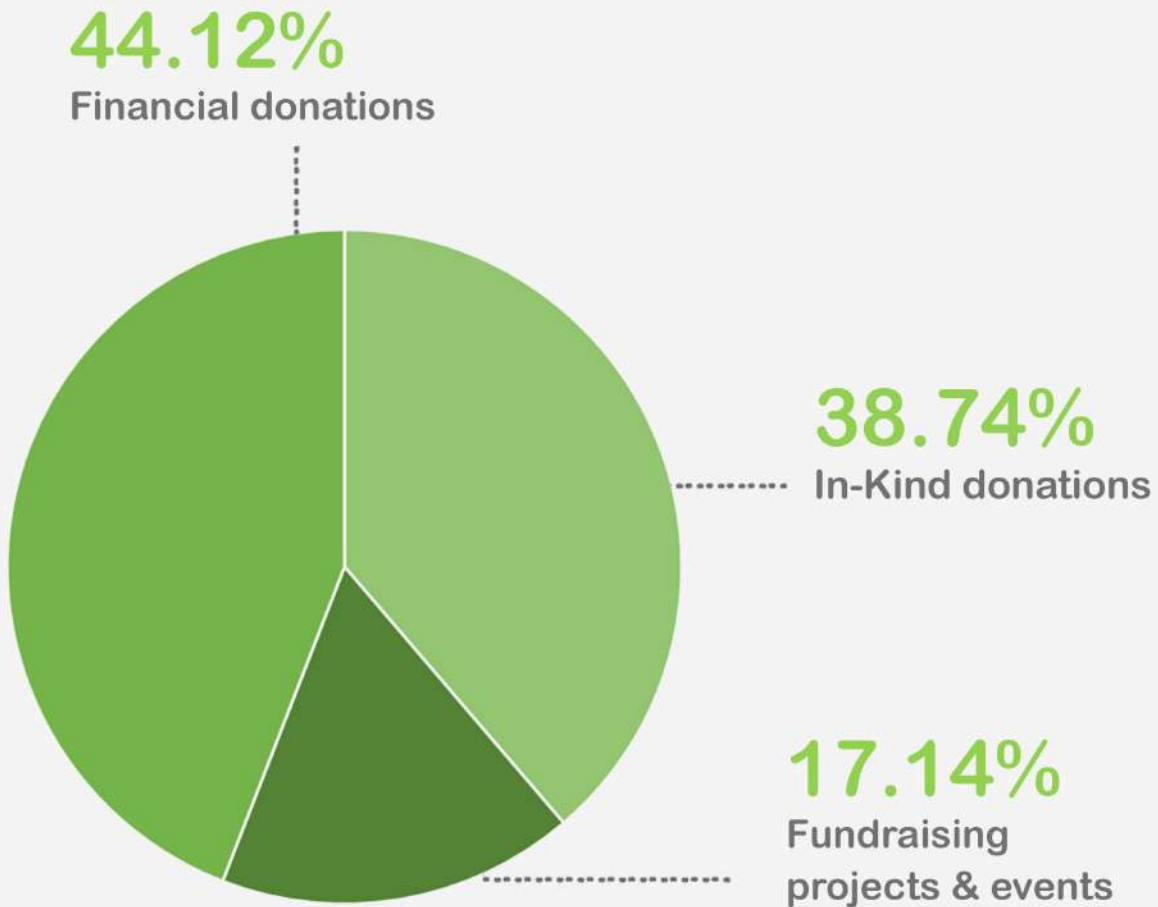
Bassma develops a long-term personalized empowerment program focusing on education and employment, helping families leverage their capabilities and gain their financial independence.

Bassma's final objective is to break the cycle of poverty by consolidating & rebuilding family puzzles that were broken by poverty.

04 Budget



05 Source of funding



06 Programs

Bassma's mission is implemented through **7** Key Programs

Smiles Restaurants

Smiles Restaurants
Dinner Delivery
Food & Hygiene monthly smiles packs

Housing For All

Renovations
Reparations
Refurbishment & Equipment
Rent Payment

Education For All

Scholarships, books & school supplies
Night School
Tutoring

Specialized Programs

Elderly Care Program
Youth Development Program

Healthcare For All

Medicines
Exams & Hospitalization
Dental Care
Psychological & Mental Healthcare
Medical Insurance
Hearing Screening & Testing

Self-Development Program

Clothes
Arts & Sports
Outings & Celebrations
Awareness & Prevention Sessions

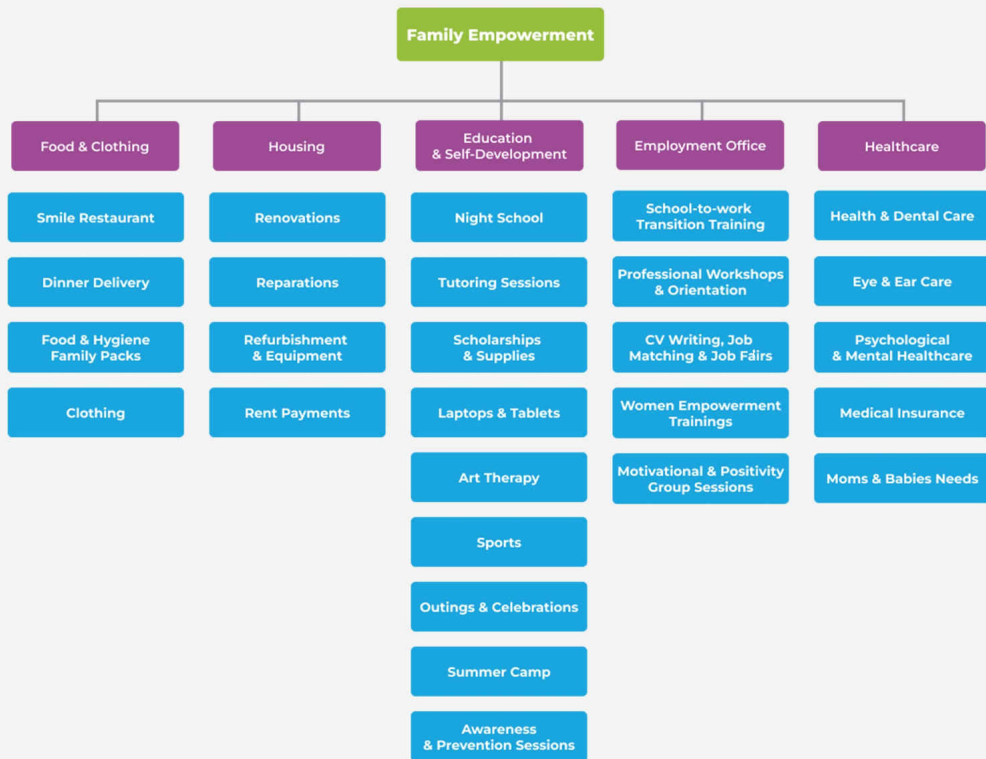
Employment Office

School-to-Work Transition Training
Professional Workshops
Professional Orientation
CV Writing
Job Matching & Job Affairs

07 Organizational Chart



08 Organizational Chart



09 Principles of Actions

Bassma's **05** Principles of Actions



10 Principles of Actions



Plan of Action

Bassma implements short, medium & long term objectives for each family leading it to moral and financial self-sufficiency.

02



Neutrality

Bassma provides assistance to the Lebanese population regardless of their political or religious affiliations.

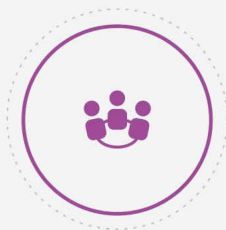
01



Commitment

Bassma members are trained and read to work under difficult conditions.

03



05



Collaboration

Bassma adapts its methods of intervention to local family customs in order to establish strong and sincere bonds with the assisted families.

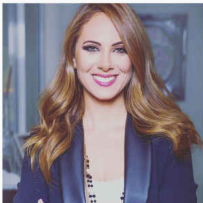
04



Family Autonomy

Our empowerment program aims at helping families reach long-term financial autonomy, thus becoming productive members of society.

11 Board Members



FOUNDING PRESIDENT
Sandra Klat Abdelnour



VICE-PRESIDENT
Maya Hage



SECRETARY
Jalila Issa Yaghi



TREASURER
Naji Naffah



ACCOUNTANT
Maria Abou Sakr Medlej



STATE REPRESENTATIVE
Dr. Diane Maalouf Debahy

12 Awards



2018

Bassma was awarded Best Humanitarian NGO by the Mouna Bustros Foundation.

2015

Bassma has won the award of Best Idealistic NGO in 2015 for its great governance and transparency, organized by Quvality Systems International Paris.

13 Awards

Under the patronage of the Ministry of Interior and the United Nations Development Program (UNDP), and in collaboration with the General Directorate of NGOs - Ministry of Interior and Municipalities, Quality Systems International-Paris (QSI) organized the quality NGO assessment and awards: The Best Idealistic NGO (BINGO), on September 29, 2015 at Abou-Khater Amphitheater.

Hundreds of NGOs have applied to the "Best Idealistic NGOs Award. Three awards have been classified in the following categories: Healthcare, Women Empowerment, and Refugees/Displaced.

The first price of Excellence was awarded to Bassma, for the Women Empowerment Category. In the Healthcare category, the Children Cancer Center Lebanon won the award. And in the Refugees/Displaced, no award has been won, since no NGO had the required qualifications. In order to guarantee the highest professionalism, transparency and reliability, the committee of this program was formed of many international and regional experts.

A transparent assessment has been professionally performed by an international jury composed of experts from the Ministry of Social Affairs, Ministry of Interior and Municipalities, UNDP in addition to experts in the fields of finance, business and health from civil society, The American University of Beirut (AUB), the Gulf Cooperation Council, and the Egyptian and Regional Food Bank, from Beirut, Paris, Cairo and Riyadh.

This Event is considered to be one of its kind in Lebanon and the region aiming to develop the civil society sector in order to meet quality and credibility standards and create opportunities in the field of social responsibility Cooperation.

14 Regional Coverage



700,000

Families helped in 23 years



2

Awards in Governance
& Transparency



50

Regions covered



15 Impact

3,000

Families assisted



313

Children benefiting from medical & mental support



622

Families benefiting from medicines & eyeglasses

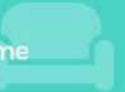
1,200

Children benefiting from diapers & milk



156

Families benefiting from home appliances & home furniture



72

Students benefiting from full scholarship



250

Displaced students benefiting from partial school tuition



1,000

Students benefiting from school supplies

3,740

Women pads distributed



100,000

Cooked meals distributed

12,000 kg

Fresh food & vegetables distributed



1,000

Christmas meals & gifts



2,575

Food, Hygiene & winter packs distributed



16 Projects



SDG 1: NO POVERTY

Supporting and Empowering Destitute Families

Bassma has taken great satisfaction in leading the Human Services field toward an innovative, family-focused treatment model resulting in family supports and permanency planning during the last past 23 years.

Bassma's objective is to empower the most destitute families, leading them from a dramatic situation A, to a situation B where the family can finally enjoy life and live in dignity.

The number of families under Bassma's care is growing everyday due to the current pandemic, the Beirut Blast, and the disastrous economic situation in Lebanon.

3,000 Families currently assisted



17 Projects

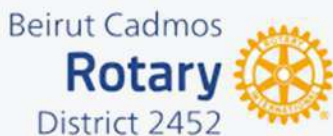


SDG 2: **ZERO HUNGER**

Distribution of Smiles Packs

Despite all the hardships we faced, Bassma was able to secure Smiles Packs to destitute families, in different areas like Beirut, Beit El Chaar, Hasbaya El-Metn, Baalbek, Tripoli, Alma El Chaab, Jbeil, Ghalboun, Kherbeh, Ain Kfeh, Haqel, Bejjeh, Houmal, Bdedoun, Bleibel, Bseba, Abey, Ain Ksour, Dkoun, Ain Darfil, Aley, Hasbaya, Jezzine, Rmeich, Qawzah, Tripoli & 34 villages in the Bekaa area.

In total **2,575** packs of food, bread bags, hygiene items, clothes & blankets were distributed.



Thank you to our sponsors!

18 Projects



SDG 2: **ZERO HUNGER**

Distribution of Cooked Meals

Since 2004, our Smile Restos project has been more than a kitchen :
it's a daily act of love.

Every day, Bassma prepare and serve freshly cooked meals to families in need, ensuring no table is left empty and no heart is left unsupported.

- Cooking with purpose.
- Giving with love.

100,000 Cooked Meals distributed



Thank you to our sponsors!

19 Projects



SDG 3: Good Health and Well-Being

Distribution of Hygiene & Vitamin aid

A small act of kindness goes a long way!
Because everyone deserves access to health & hygiene!
Hygiene packs, vitamins, and baby milk reached families in need, bringing a little more comfort and a lot more hope.



Wellness Day: Smiles & Health at Bionova

50 kids took part in a joyful mix of fun activities and educational moments, while also receiving medical checkups, blood tests, and valuable nutrition advice. A heartwarming day focused on caring for the health and smiles of our little ones!



20 Projects



SDG 4: **QUALITY EDUCATION**

Back-to-School Campaign

Bassma is happy to announce that we have been able to cover tuition fees for **322** students in need in semi-private and private schools or universities.

We thank from the bottom of our hearts our main donor and all the persons and companies who participated as well and helped us ensure every child gets the chance they deserve.

We at Bassma, believe that Education is the most important tool to brake the vicious circle of poverty.

Thank you to our donors who believe in education and in Bassma!



21 Projects



SDG 4: **QUALITY EDUCATION**

Back-to-School Campaign

Providing children with the necessary school supplies is an important part of ensuring a successful and productive school year. Bassma offers academic support by providing school supplies to children in need.

A big thank you to:

- All the institutions who collected school supplies to be donated to our students!
- All the benefactors, we have been able to distribute pencil cases, pencils, erasers, rulers, coloring boxes, notebooks, school bags, water bottles, and lunch boxes!
- The supportive community outside Lebanon, and to all the active and dynamic teams!
- All the volunteers who gave a helping hand to Bassma's team with the school supplies' preparations and distributions!

School supplies distributed to **1,000** students.



22 Projects



SDG 5: GENDER EQUALITY

Mother's Day

BASSMA celebrated Mother's Day by organizing a special event at Bassma's center. Each mom got a thoughtful gift at the end of the event in addition to the flowers bouquet.

Special thanks to Barista for their thoughtful Mother's Day packages that made this day even more special for our incredible moms!

International Women's Day!

Bassma organized a support group to Bassma's women.

Women felt empowered, inspired and more confident and ready to confront life challenges.

Happy Women's Day to all women in the world, especially the Lebanese women who are struggling to survive in a very difficult context



23 Projects



SDG 8: **DECENT WORK & ECONOMIC GROWTH**

Employment Opportunities

We have developed an online employment platform exclusively for Bassma's families, whom we know on a personal level and can confidently recommend to potential employers. This platform helps them find jobs through the daily opportunities we post. Bassma organizes one-on-one sessions for individuals who are willing to work and actively seeking job opportunities.

To better understand each candidate and match them with the most suitable position, Bassma's Employment Office Coordinator and Psychologist meet with every applicant.

First, we conduct an in-depth discussion to assess their profile, personality, skills, experience, and expertise.

Then, our psychologist administers a psychological questionnaire to evaluate potential anxiety issues, behavioral patterns, and any history of addiction.

If a candidate exhibits signs of distress, a psychological follow-up is required before proceeding with job placement.



24 Projects



SDG 11: **SUSTAINABLE CITIES AND COMMUNITIES**

Construction: From your house to theirs

Destitute families and abandoned elderly live in rundown houses, at the mercy of the rain, wind and storms. The bad conditions affect particularly their health whereas they suffer continuously from cold and pneumonia, etc. Bassma works throughout the year to renovate the rundown homes of deprived families and elderly people, making sure that they become healthy places to live in.

It includes the following services:

- Rebuild of the basic infrastructure
- Reparations and Restorations
- Painting, cleaning, and pesticides
- Refurbishments, from carpets and couches to household appliances, and other necessary equipment
- Payment of Rent, Electricity and Water Bills

The renovation project is an important component of Bassma's family rehabilitation program, since it guarantees security and safety for a stable family life.

Home furniture & appliances for **156** families.



25 Projects



SDG 15: **LIFE ON LAND**

SARWA by Bassma



Development • **Agriculture** • **Capacity building** • **Job Creation**

The keys words of our project Bassma St-Joseph farmhouse “SARWA”,
Wealth of Lebanon.

Sustainability • **Food Security** • **Education** • **Eco-tourism** • **Food Heritage**

SARWA is a social and educational farm by Bassma that aims to establish a socially and environmentally conscious value-chain for agriculture, and farm-to-table concept.

It is an agri-food and agri-tourism project developed by Bassma over a 6,400 m2 area in the Bekaa region. The land has been offered by Saint Joseph University. This project aims to strengthen Bassma's action with destitute Lebanese families and support its mission to help these families become financially independent.

Yearly Target: Help feed, educate and empower 10,000 Lebanese families





Special Programs and Events

27 Together for Education

Partnership with LIFE

Bassma is proud to highlight the success of its partnership with LIFE and LebNet through the Lebanon Education Emergency Fund (LEEF), an initiative launched during the 2024 war to support Lebanese families facing growing hardship from both the conflict and the ongoing financial crisis, ensuring that every child has the chance to continue their education.

- **250** displaced students across **27** schools throughout Lebanon received essential assistance with school tuition, giving them a renewed opportunity to learn, grow, and thrive.

- **313** students in **4** schools (*Al Baker school, Al Mujtaba school, Al Rahmah school, Saint Coeur Ain Kharroubé school*) benefited from psychosocial support sessions, helping them cope with the emotional and social challenges resulting from the September 2024 war.



28 Beauty Training Program

Partnership with iEngineering

Bassma's women successfully completed a certified beauty training program covering makeup, skincare, and nail care at *Makhzoumi Training Center*.

This initiative focused on practical skills, economic independence, and long-term empowerment, turning opportunity into action.

Thank you **iEngineering** for allowing this project to take place and offering full professional kits and equipment, enabling them to start working immediately and build their own careers.

Proud of every woman who took part in this journey.



29 Christmas with Bassma

Bassma's Christmas visits

This Christmas, Bassma brought joy and warmth to families in need. *With love, gifts, the Christmas meal, and essential support*, we visited homes to remind everyone that they're not alone especially during Christmastime!

1,000 Christmas meals & gifts distributed



30 Sarwa venue

SARWA is the perfect venue for all private and corporate gatherings (Baptism, engagement, First Communion, dinner, lunch, etc.)

Our open green space will enchant you in many ways!

You'll be drawing smiles on families' faces, as all profits go to sustain Bassma's mission!

You can book SARWA the venue on 03-410500 and spend wonderful times in the nature with your loved ones.



31 Sponsors

We would like to thank our sponsors:



Empower
Yourself



Tinol

GEAHCHAN
HOME

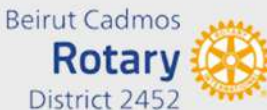


FONDATION
CMA CGM

HOLDAL
ABOU ADAL GROUP



mersaco
BEYOND CARE



Terraflora



32 Families' Stories

My name is Suzanne, I'm 38 years old, and the mother of 3 teenagers

"In 2018, when my third boy was still a toddler, my husband abandoned the house. I was suddenly left on my own, without any resources, helpless, and unable to find a job. My children were all sick and bed-ridden because of the cold weather. The rain was falling from my rooftop inside the house, and the water was filling the ground of the entire house. My eldest boy was also suffering from epilepsy as a result of violence and bad treatment inflicted by his father before his departure. The four of us were also suffering from rough anemia, as we hardly has one meal per day, one of little nutritious value. In despair, I knocked on Bassma's door. The answer came in no time: we soon received monthly packs of food and hygienic products, in addition to extra chicken and meat to provide the children with nutritious meals.

Clothes were given to all the family members and from then on, systematically at the beginning of every season. Bassma also provides us with dental healthcare, vitamins, antibiotics, etc. Bassma paid the tuition fees for the three children, in addition to all related expenses (book, uniforms, materials, school bus...) through its **Education Program**.

We also received Bassma volunteers who rehabilitated and painted our apartment, fixed the ceiling holes and offered us two carpets,



33 Families' Stories

sofas, beds, heater, fridge and gas stove, under the [Housing Program](#).

Bassma also found a job for me as cleaner. As I was starting to get back on my feet, I was diagnosed with breast cancer. Once again, Bassma stood by my side and financed all my treatments, including MRI, biopsies and chemotherapy. Thankfully, I resumed work as a cleaner, but just as things were settling in, fate sent me three unexpected surprises simultaneously. First, I received an order to vacate the tiny two-room apartment we were renting in Ain EL Remmaneh. Around that time, I learnt that cancer recurred, in my back this time. The third bad news was that I had brittle bones in my feet causing me severe pain and preventing me from working... I needed so much help! I needed to keep my family together. I needed to stay on my feet to meet their needs!"

Bassma never abandons its family members. For the second time, all the medical treatments of Suzanne were funded by Bassma's [Health-care Program](#), which also paid the monthly rent and allowed the family to keep its apartment.

Today, Suzanne is back on her feet. Thanks to Bassma, she was able to find a job as cook assistant in a restaurant and is able to support her family by herself. The two eldest children have grown up and are not working to help their family. They even managed to register their mother with Social Security! The third child is a brilliant graphic designer student finalizing her university studies! The family is finally able to shape a more smiling future.

34 Volunteer's Testimonials

Y. El Hkayem

"Volunteering with Bassma especially during these tough times brought joy to my heart, as I knew that all the donations were going to families in need and for a good cause. It was a wonderful experience that should motivate everyone, especially youth, to volunteer or donate to help draw a smile on people's faces."



M. Mahmoud

"If I were to describe my experience with Bassma with one word, "Diverse" would be the one.

The charity works in many different directions to serve the different needs of the underprivileged, the tasks I performed with Bassma range from collecting donations, working in warehouses to working with children learning about robotics.

The events were well-organized and all volunteers work as a team, I look forward to more volunteering opportunities with them."

35 How To Donate

01. Donate Online

You can donate online by visiting our website bassma.org/donatenow

02. Donate by Bank Check

The check will be in the name of "Bassma". You can send the check to Bassma's office in Badaro **Mondays to Thursdays**, from **9am to 3pm**.

P.O.Box

Badaro, main street, Building next to Brax gas station, 2nd floor, Beirut, Lebanon.

For more details, please contact us at +961 01 393077 or visit our office in Badaro.

03. Donate by Cash

Please visit our office in Badaro for cash donations.

Bassma's office in Badaro **Mondays to Thursdays**, from **9am to 3pm**.

P.O.Box

Badaro, main street, Building next to Brax gas station, 2nd floor, Beirut, Lebanon.

For more details, please contact us at +961 01 393077 or visit our office in Badaro.

Help
Bassma
fight
poverty
and
respond to
desperate
needs

36 How To Donate

04. Donate by Bank Wire

For your donation, you can process through a bank and choose the bank that is most convenient to you.

Bank of Beirut Sioufi Branch

Account Name Jamiyat BASSMA

IBAN USD LB98007500000001140267351200

Swift code BABELBBE

Bemo Bank Achrafieh branch

Account Name BASSMA

IBAN USD LB160093000000035012163661USD

Swift code EUMOLBBE

05. Monthly Donation Option

You can now help Bassma by making donation through the following accounts:

- BOB FINANCE



- MILLIONBRIDGES



- PURPL



- GOFUNDME



- FUNDAHOPE



- JUST-HELP



It's simple and easy to join Bassma's partners for a smile! Just choose the amount of your monthly donation and your subsequent donations will follow automatically.

37 Contact



MOBILE: + 961 3 06 85 19



PHONE/FAX: + 961 1 39 30 77



E-MAIL: info@bassma.org



WEBSITE: WWW.BASSMA.ORG

Follow us

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 /Bassmadrawasmile



Together we draw Smiles

At Bassma we believe that great impact can only be achieved by joining forces between dedicated institutions and persons. During the last 23 years, we were able to empower thousands of Lebanese families thanks to fruitful collaborations with generous partners, committed volunteers, and an efficient executive team. Drawing smiles on a daily basis has been our moto; we couldn't have done without you, and we are looking forward to more fruitful collaborations with you for the sake of those who need it the most!