



التعاون حصانة لنا  
Cooperation is our Resilience

قُدْرَة  
شبكة المتبرعين العرب  
Arab Philanthropists Network



# Qudra Conference Report

Baqa al-Gharbiyye



11.11.2024

First Qudra Conference



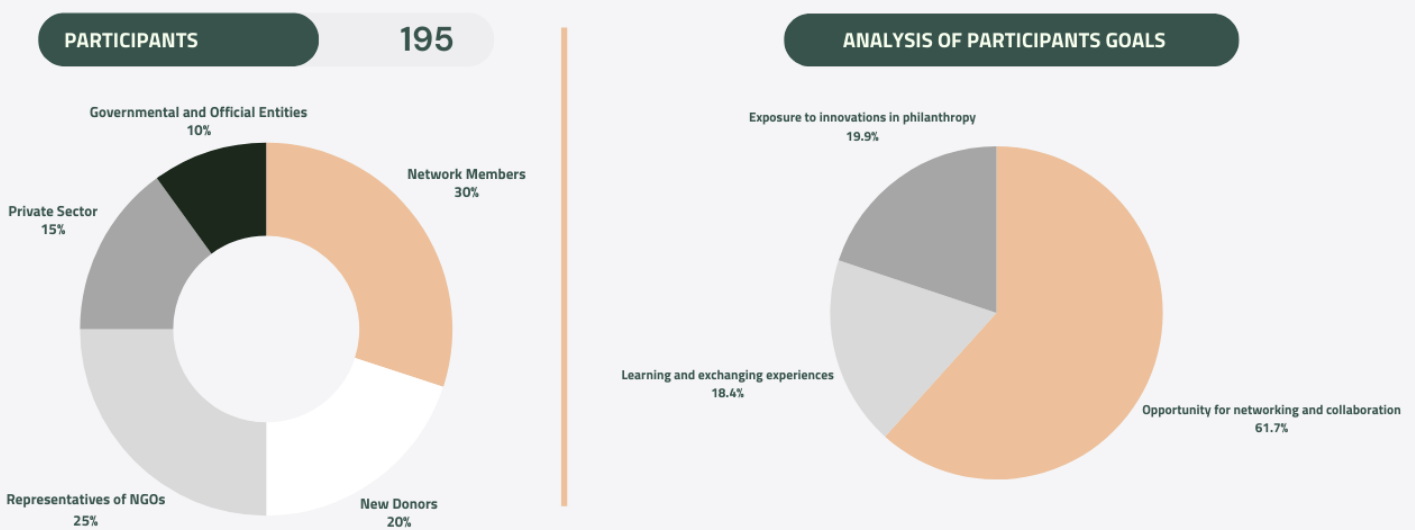
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# Introduction

The Arab Philanthropists Network, “Qudra,” held its first conference under the theme “Cooperation is Our Resilience” intending to promote sustainable social change through organized giving and collaboration across various sectors. This report provides a comprehensive overview of the conference objectives, activities, outcomes, and recommendations derived from the discussions and sessions.

The conference focused on the following goals:

- 1. Strengthening and embedding the values of cooperation and partnership in Arab society** by providing a leading platform that fosters connections between various sectors and develops strategic relationships.
- 2. Sharing the knowledge developed by the Qudra Network, which has significantly contributed to advancing philanthropy and organized giving within Arab society.**
- 3. Broadening the reach of the Qudra Network to engage a wider and more diverse audience,** aiming to showcase the network’s objectives, vision, and leadership role.
- 4. Creating opportunities to welcome new members into the Qudra Network** to enhance the organized giving ecosystem.
- 5. Promoting a culture of giving** that strengthens resilience within Arab society.



The conference focused on four main pillars:

- 1. Innovation:** Exploring new ways to integrate technology into social initiatives.
- 2. Impact:** Discussing the relationship between financial returns and social value.
- 3. Resilience:** Strengthening the community's ability to address challenges.
- 4. Cooperation:** Building stronger partnerships across sectors to ensure sustainable development.



**Resilience**



**Collaboration**



**Impact**



**Innovation**

## Report on Key Interaction Outcomes

### Social Media Engagement

**+89.5%**  
New Followers



**251,633**  
Content Views



#### :Engagement

Stories: 25.5%  
Posts: 29.1%  
Reels: 45.4%



### Audience Characteristics

#### Gender



**35.4%**

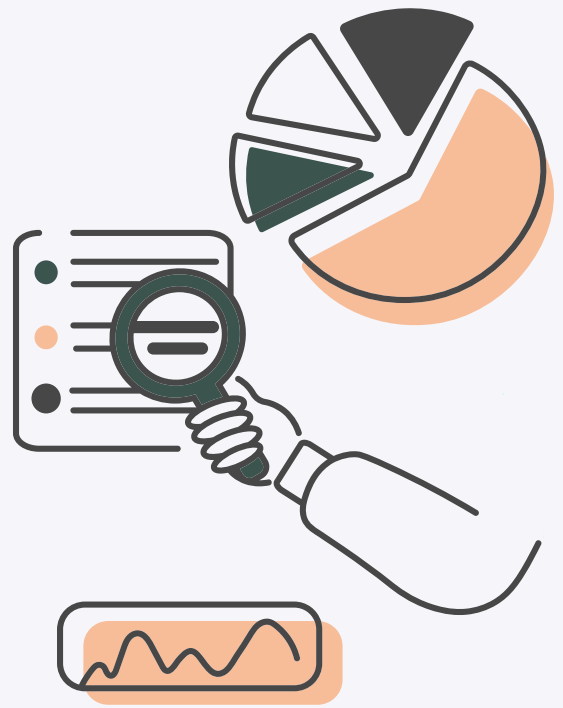


**64.5%**

#### Age Groups

16.6% :years 41-50	42.8% :years 21 - 30
10% :years and above 51	20.6% :years 31-40

# Key Performance indicator(KPIs)



Indicator	Goal	Result
Conference Satisfaction Rate	70%	87.5%
Networking Opportunities	50%	70%
New Donor Reach Rate	Increase 15%	217%
Donor Growth Rate	Increase 10%	9.5%
Knowledge Acquisition	70%	81.3
Media Coverage	10	9
New Follower Rate	50%	89.5%

# Opening Session

The conference began with a call by the conference host, **Ms. Laila Keesh**, for a moment of silence to honor the victims of violence and crime in the Arab community. The session then moved to welcoming remarks delivered by **Mr. Mohammad Majadleh**, Deputy Mayor of Baqa al-Gharbiyye; **Mr. Waleed Afifi**, a founding member of the Qudra Network; and **Adv. Rani Haj-Yahia**, Chairman of the Qudra Network's Board. In his opening speech, **Mr. Ahmad Muhana**, General Director of the Qudra Network, highlighted the network's journey since its establishment in 2020 amid the social distancing challenges imposed by the COVID-19 pandemic. He emphasized the importance of the network in providing a platform for collaboration and communication among donors, while also underscoring the significance of fostering community resilience and embedding values of giving and organized philanthropy as a foundation for building a stronger and more cohesive society.



## Lecture: Motivations for Organized Giving in Arab Society

Dr. Rana Eseed delivered a lecture exploring the motivations behind charitable giving in Arab society, highlighting religious, social, and personal drivers. She emphasized the critical need to structure local giving and reduce reliance on external resources. Dr. Eseed underscored the role of the Qudra Network in promoting organized philanthropy and building sustainable partnerships, focusing on fostering local economic empowerment to achieve social change that strengthens community cohesion.



# Main Panel Discussion

The main panel discussion brought together donors and speakers from various sectors to discuss the research findings and share their perspectives. Participants exchanged views and emphasized the importance of philanthropy as a cornerstone for developing Arab society. The discussion also highlighted practical examples provided by the Qudra Network in coordinating individual and institutional efforts to achieve positive and sustainable impact.

**Participants in the panel included Dr. Samir Mahamid, Hassan Twafra, Reem Younis, Rami Zatout, and Dr. Mohammad Zahalka.**



## Key topics addressed included:

1. Expanding the network to strengthen giving within Arab society, transforming it into a "giving hand" rather than solely a recipient.
2. Enhancing collaboration between the public and private sectors to ensure project sustainability and amplify impact.
3. Working to bridge gaps within the community, particularly among youth, by supporting initiatives that foster their development and create opportunities for them.
4. Encouraging strategic planning and collective action to increase efficiency and achieve shared goals.



# Panel Discussions

## Managing Partnerships and Collaborations



Facilitator:  
Ranin Saleh



Ahmad  
Makalde



Batya Kallus



Elli Booch



Adv. Galia Feit



Salima Mustafa  
Suliman



Sigal  
Yaniv Feller



Nidal Othman

This panel, moderated by Ranin Saleh, addressed the topic of **partnership management as a means to enhance community work and achieve sustainable social impact**. The session emphasized the importance of multi-sector collaboration, focusing on trust, long-term planning, and involving partners in knowledge sharing and resource diversification. The Qudra Network's experience was presented as a pioneering model for building partnerships and advancing community work. Participants in this session included Eli Booch, Adv. Galia Feit, Salima Mustafa Suleiman, Batya Kallus, Sigal Yaniv Feller, Nidal Othman, and Ahmad Makalde.



# From Organized Giving to Impact Investments



Facilitator:  
Fadi Elobra



Khaled Afifi



Rachel  
Benziman



Adv. Ariel  
Nissim



Elah Alkalay



Imad Younis



Ibrahim  
Nasasra

This panel, moderated by Fadi Elobra, explored **the concept of social investment as an approach that integrates financial profit with social and environmental impact**. It emphasized the importance of integrating social values in investment decisions to achieve sustainable impact. The session featured successful examples and challenges within the Arab society, highlighting the need for collaboration and impact measurement to expand positive influence. Participants in this session included Dr. Rachel Benziman, Elah Alkalay, Khaled Afifi, Imad Younis, Adv. Ariel Nissim, and Ibrahim Nasasra.





# Innovation and Technology in Social Change and Philanthropy

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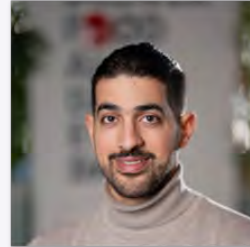
**Facilitator:  
Khoulood Ayuti**



**Mona Haddad**



**Aref Bashir**



**Dr. Hasan Abasi**



**Mansour Mansour**

This panel, moderated by Khoulood Ayuti, discussed **the role of innovation and technology in enhancing philanthropy and social responsibility by providing innovative solutions to community challenges.**



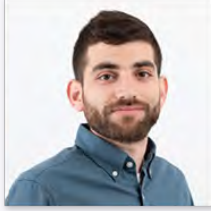
Topics included digital marketing, integrating business with philanthropy, and the role of corporations in improving society. **The panel emphasized the importance of measuring the impact of giving and ensuring sustainable social change.** Participants included Mona Haddad, Mansour Mansour, Dr. Hassan Abbasi, and Aref Bashir. The session concluded by emphasizing the importance of thinking outside the box and adopting new and innovative approaches to giving.

# From Giving to Impact

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**Facilitator:**  
Eyad Barghouthy



**Raed Nakhleh**



**Waleed Afifi**



**Ameer Bisharat**



**Eliana Mahamid**



**Dr. Safa  
Abu Rabia**

The panel discussion, moderated by Eyad Barghouthy, explored **the role of philanthropy in strengthening community resilience as a means to address challenges in Arab society**. It emphasized collaboration between philanthropic foundations, community organizations, the private sector, and local authorities. The session presented ongoing research by charitable institutions on local and international experiences, highlighting the role of partnerships and social responsibility in driving change. It focused on youth empowerment and reclaiming public space through innovative, sustainable solutions.

Panelists included Waleed Afifi, Eliana Mahameed, Dr. Safa Abu Rabia, Amir Basharat, and Raed Nakleh.



# Qudra Talks: Giving and Collaboration for Positive Social Impact

This session featured inspiring stories and experiences highlighting the role of organized giving and partnerships in supporting education, development, and social change. Key highlights included:

**1. Giving as a School: Ibrahim Nasasra, a founding member of the Qudra Network,** shared his inspiring story, reflecting on the diverse meanings of giving, collaboration, and social investment through various stages of his professional and personal journey. He emphasized his motivations for philanthropy and his vision for supporting education in the Negev.

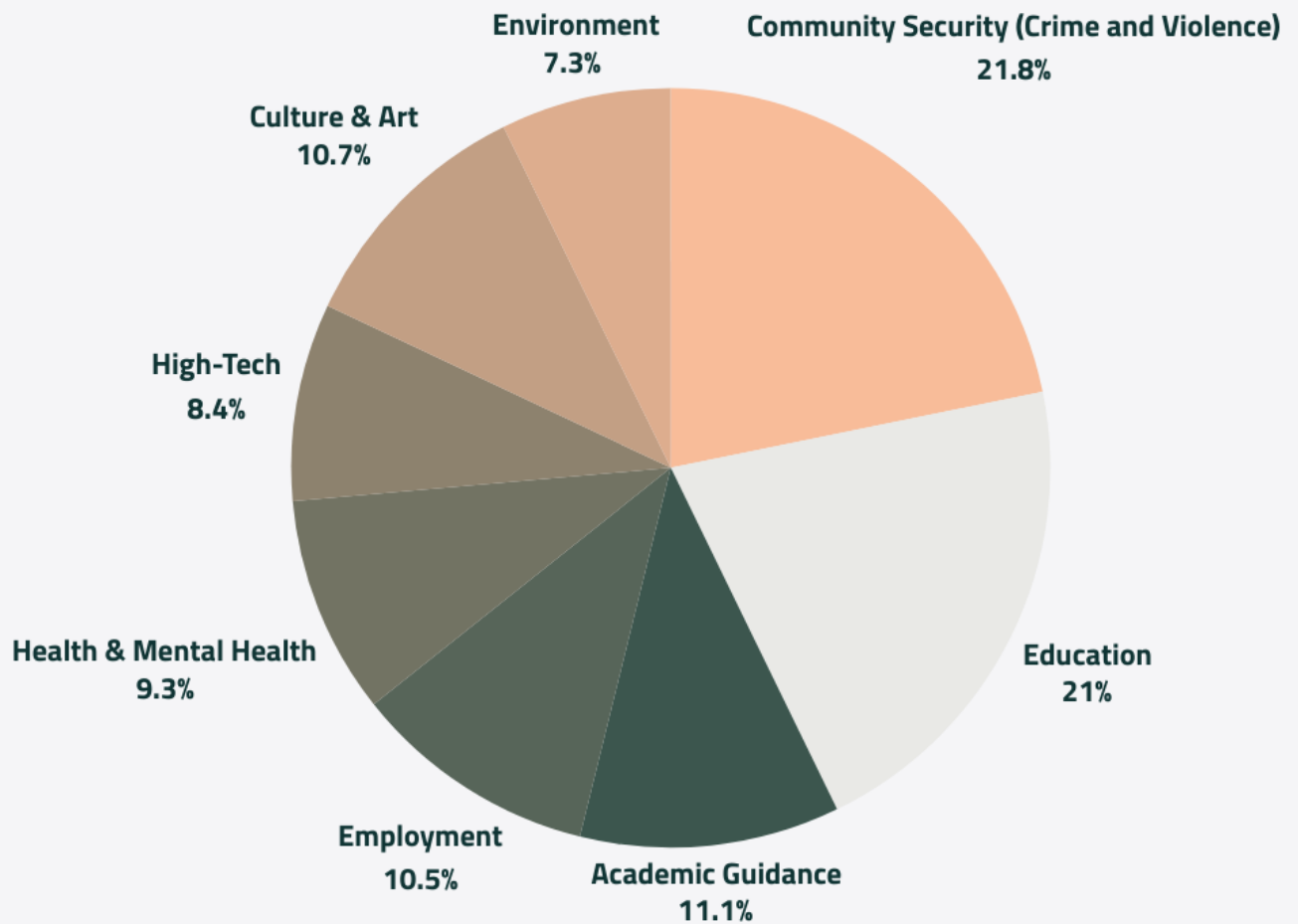
**2. Doubling Donations: Ahmad Mwassi** presented the impact of the matching grants project, showcasing data that indicated an increase in both the number of donors and donation amounts over the years, as well as a rise in the number of associations and beneficiaries year by year.

**3. Expanding the Circles of Giving: Dr. Nasreen Haddad Haj-Yahia** shared insights into the opportunities and challenges facing the Arab middle class amid ongoing transformations in work and education. She emphasized the need to activate their role in expanding giving and achieving stability. Dr. Haddad Haj-Yahia recommended broadening the circles of giving and enhancing the middle class's participation in the Arab community's economic and social life.



## Areas of enhancing collaboration and organized giving to achieve a greater social impact.

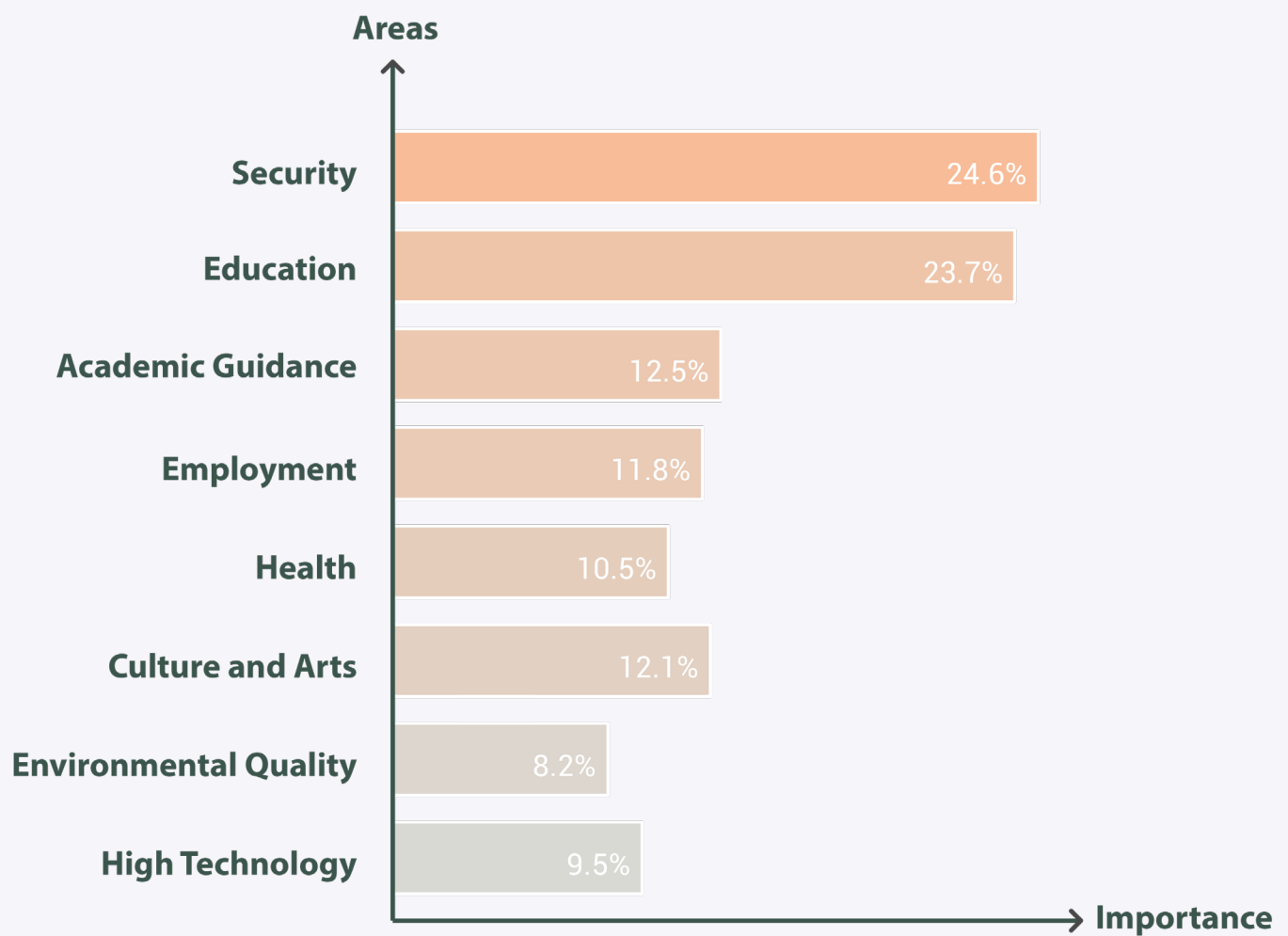
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The conference activities concentrated on identifying key areas requiring enhanced collaboration and exploring the primary goals driving participants to join the event. By analyzing data from surveys and participant feedback, this report aims to provide strategic insights into:

- 1. Priority Areas for Strengthening Collaboration and Organized Giving.**
- 2. Key Goals Individuals and Institutions Seek to Achieve Through Participation in the Conference.**
- 3. Practical Recommendations for Maximizing Sustainable Social Impact.**

# I. Priority Areas for Collaboration and Organized Giving as Identified by Conference Participants



## 1. Community Security (Crime and Violence):

Representing 24.6% of total votes, this was deemed the highest priority by participants. The results reflect widespread awareness of the need for programs aimed at reducing crime, enhancing community security, and combating the rampant phenomenon of violence in Arab society through community and philanthropic initiatives.

## 2. Education:

With 23.7%, education ranked as the second-highest priority. Participants emphasized the importance of effective and impactful efforts to improve educational opportunities, recognizing education's vital role in empowering and advancing society.

### 3. Academic Guidance and Employment:

Academic guidance received **12.5%**, while employment garnered **11.8%** of votes. These findings highlight the importance of linking education with employment through tailored academic guidance. Investments in these areas are expected to reduce unemployment, build a skilled workforce, and contribute significantly to society.

### 4. Health and Mental Health:

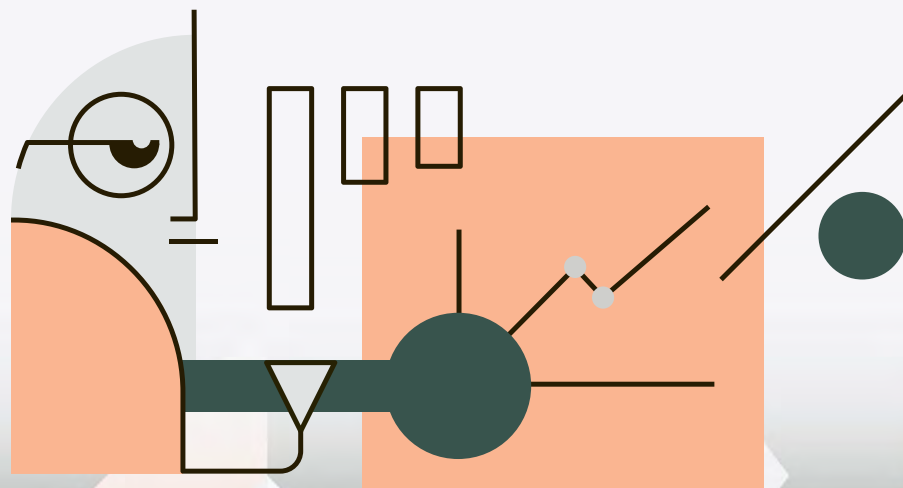
Garnering **10.5%**, this area underscores the increasing need for comprehensive health initiatives, including mental health support. Collaborative efforts with charitable organizations and health centers can creatively address current and future societal challenges, focusing on human capital development to build resilient community leaders capable of high adaptability.

### 5. Culture and Arts:

With **12.1%**, this field is recognized as a supportive element of society. Culture and arts are considered tools to strengthen national identity and foster community cohesion.

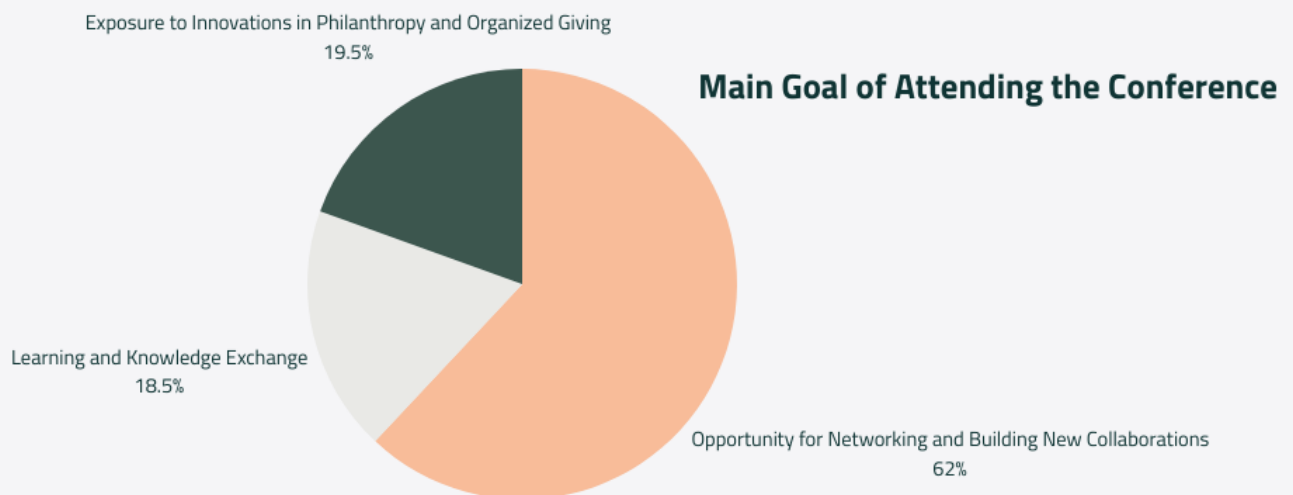
### 6. Environmental Quality and High-Tech:

Environmental quality received **8.2%**, while high-tech accounted for **9.5%** of votes. These areas require innovative strategies to link societal goals with environmental and technological development, ensuring sustainable growth.



## 2. Analysis of Conference Participation Goals

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### 1. Networking and Building New Collaborations:

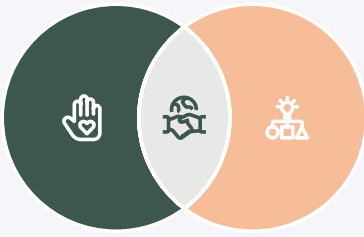
**62%** of participants were interested in expanding their professional and social networks, highlighting the importance of designing programs focused on networking and partnership-building.

### 2. Learning and Knowledge Exchange:

**18.5%** of participants aimed to learn from others' practical experiences, emphasizing the value of offering workshops and training sessions during Qudra Network activities.

### 3. Exposure to Innovations in Philanthropy and Organized Giving:

**19.5%** of participants expressed interest in learning about new tools and approaches to enhance philanthropy, underlining the demand for innovation-driven sessions.



## The Relationship Between Fields and Goals

**Participants who emphasized the importance of community security and education often view networking and building collaborations as the primary objective of their participation in the conference.** This aligns with the idea that joint efforts in these fields can create sustainable social impact. Community security requires concerted efforts between government, private, and community institutions to ensure a safe and stable environment that promotes comprehensive development. These insights reflect an increasing awareness among participants that challenges in these areas cannot be addressed individually but rather require collaborative networks and strategic partnerships that facilitate the exchange of expertise and resource sharing to achieve common goals. Moreover, the focus on networking highlights a desire to establish a sustainable system of collaborations that go beyond temporary solutions, encompassing the development of long-term policies that support innovation and drive positive societal impact.

**Participants interested in learning and innovation are more likely to focus on areas such as education and high-tech.** Education serves as the foundation for fostering innovation and nurturing new ideas, while the high-tech sector acts as a key incubator for advanced technology and creative solutions that can improve quality of life and advance other vital sectors. This trend reflects participants' desire to explore new opportunities for learning and development, whether by adopting innovative educational technologies or investing in digital skills.



## Strategic Recommendations

Based on the conference discussions on collaboration as a societal value and mechanism for strengthening community resilience, the following recommendations emerged:



**1. Focus collective attention and cooperative efforts** in the coming period on high-priority areas that enhance community resilience: **community security, operational resilience, and education.**



**2. Sustain and further develop, deepen, and expand existing collaborative initiatives,** with the aim of transforming them into sustainable collective strategies and models.



**3. Continue building relationships and fostering trust between the Qudra Network and relevant entities to enhance collaboration and partnerships.** This includes facilitating networking opportunities and establishing organized giving connections with various stakeholders, such as civil society organizations, funding bodies, government offices, and private companies.



**4. Develop knowledge and tools to activate the role of the middle class in expanding organized giving and achieving stability and sustainability.** These efforts should be guided by societal insights and contemporary models tailored to community realities, fostering trust and transparency.



**5. Promote innovation in philanthropy** by developing new technologies and applications that support organized giving and strengthen community resilience. Offer training resources on innovations in this field.



**6. Build expertise in areas relevant to collaboration,** including effective partnership management, joint project planning, and global best practices in organized giving and community development.



**7. Encourage local donors and supporting institutions to invest more in critical yet underrepresented areas,** such as psychological resilience, environmental sustainability, education, culture, and sports.



**8. Raise awareness and disseminate knowledge about the significance of organized giving and its role in strengthening social resilience.** Document and share success stories of innovative philanthropic projects to inspire giving and collaboration.



In conclusion, this report provides a comprehensive summary of the first conference of the Qudra Network, highlighting participants' insights and orientations toward a shared future rooted in collaboration and organized giving. Through rich discussions and valuable contributions, the importance of diverse partnerships and innovation in addressing societal challenges was reaffirmed. This conference establishes a solid foundation for building a future based on empowerment, responsibility, and collective action to achieve a sustainable impact that strengthens the cohesion and resilience of our community.

# Thank you to our sponsors and partners



we wish you an impactful year of giving



Qudra Network



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