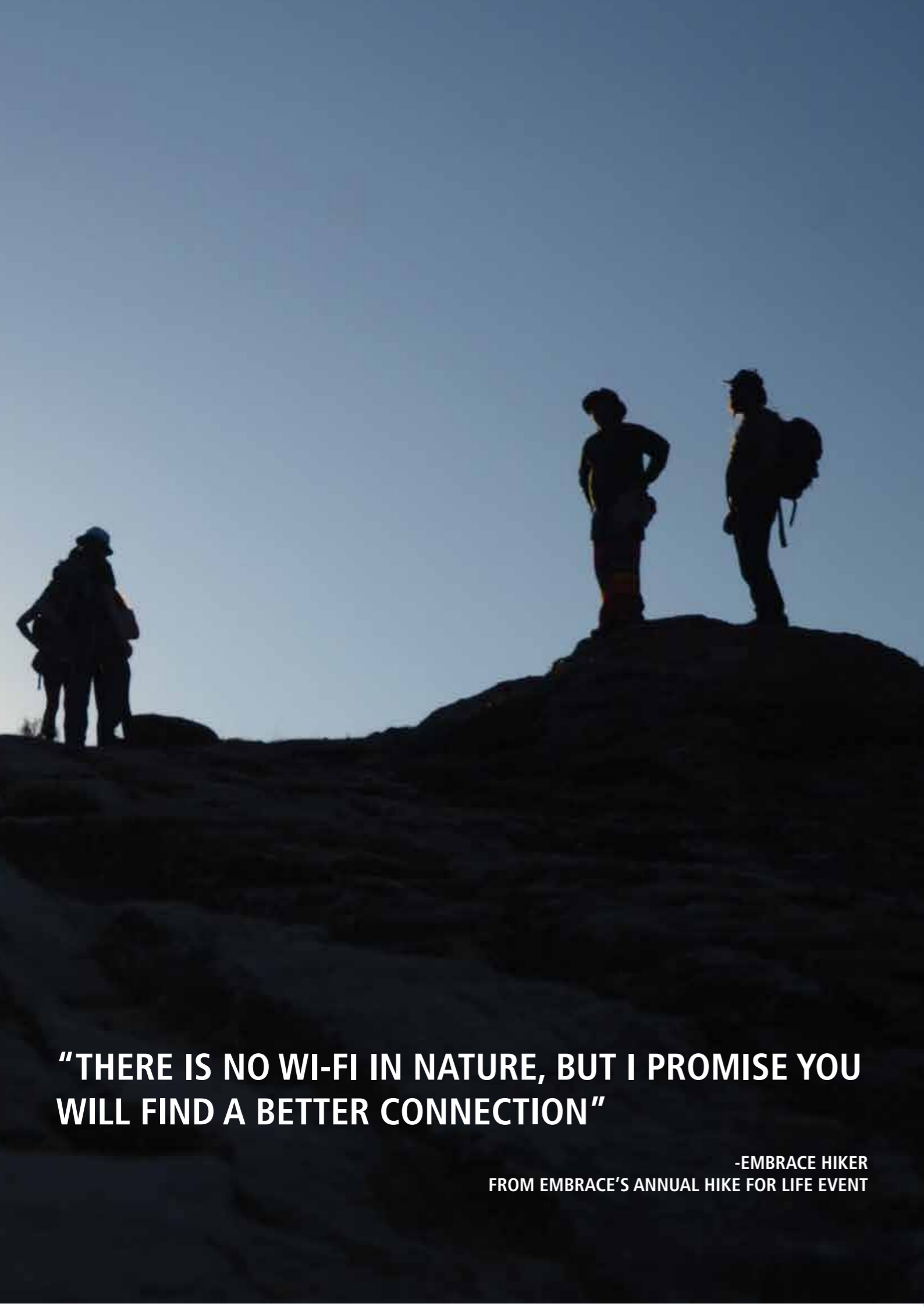




# embrace

2018 ANNUAL REPORT



**“THERE IS NO WI-FI IN NATURE, BUT I PROMISE YOU WILL FIND A BETTER CONNECTION”**

**-EMBRACE HIKER  
FROM EMBRACE’S ANNUAL HIKE FOR LIFE EVENT**

<b>EMBRACE’S MISSION</b>	3
<b>A MESSAGE FROM OUR VICE PRESIDENT</b>	4
<b>ACHIEVEMENTS</b>	5
1. Raising awareness	6-14
2. Community advocacy and support	15-16
3. Embrace Lifeline	17-21
4. Capacity building	22
5. Fundraising	23-24
<b>FINANCIAL SUMMARY</b>	25

## EMBRACE'S MISSION

TO ENSURE PEOPLE WITH MENTAL ILLNESS ARE RESPECTED, EMPOWERED, AND ABLE TO ACCESS APPROPRIATE CARE WITHOUT THE CONSTRAINTS OF LACK OF KNOWLEDGE, SHAME OR LIMITED RESOURCES THROUGH POSITIVE REPRESENTATION, SUPPORTIVE COMMUNITY PROGRAMS, ALLIANCES WITH POLICYMAKERS AND FINANCIAL ASSISTANCE.

## A MESSAGE FROM OUR VICE PRESIDENT

MIA ATOUI



The conversation around mental health in Lebanon has been ignited. While some may believe we are still at the beginning of this road, we can surely say that the past 5 years, and the past 6 months have witnessed a dramatic change in the state of mental health awareness and resources in Lebanon. This change comes after years of academic research, lobbying, awareness campaigns, and the launching of a national mental health strategy from the Lebanese Ministry of Public Health in 2014.

The concept of mental illness and wellbeing is not a new one to Lebanon. The wars and turmoil the country has suffered has left a clear impact on the generations who lived through it, and those who came after and lived it through their parents and grandparents. The Lebanese have indeed been seeking mental health care for many years now, however these types of services were still quite restricted to the affluent segment of the population who can afford it, and who have the adequate knowledge to recognize the need for it. The cost of care, knowledge about the symptoms of mental illness and stigma represent the main barriers facing the Lebanese society today. These barriers continue to create a gap in our system – one that clearly puts a great deal of the Lebanese at a disadvantage of seeking health care services that many consider fundamental human needs. Yes, mental health and access to it, is as basic and fundamental as physical health – a fact that remains difficult and far for many to comprehend. One reason for this is that mental health has long been associated with a great deal of stigma. Our society is plagued with the misconception that one's mental health is a reflection of their character and personality – "something you are able to control". If you cannot exert control over your mental health, you are seen as weak, and lacking some kind of discipline or will power, since the alternative is simply "you need to pull yourself together". Furthermore, one dare not open a conversation around the topic of mental health with their loved ones, friends or family members, without being especially cautious, and without experiencing feelings of

embarrassment, doubt, or shame afterwards. One of the most universal statements that can be heard whispered behind the doors of the psychologist's or psychiatrist's clinic reflects this shame and guilt – "My feelings are too silly, my problem is just too insignificant to be discussed in here. I should just keep them to myself and just pull it together." To this point, I must assert that such an attitude is a risky and dangerous statement to make, as it deprives its owner of the basic need to be seen as a normal human being, and to be validated for their own pain, struggles and vulnerabilities.

The good news is that although the exact cause of most mental illnesses is not known, it is becoming clear through research that many of these conditions are caused by a combination of biological, psychological and environmental factors. Finally, the misconceptions around mental illness are slowly changing. Families and individuals are coming to terms with the scientific facts, and national campaigns and efforts, as well as social media are allowing these messages to spread faster and more effectively than they used to. Mental health professionals, NGOs, and academic and governmental institutions in Lebanon, each in their own ways, have been educating and demanding for the need to open up the conversation around mental health in the country and to push for more resources and increased access to treatment. The notion that talking can save a life, can protect from low mood, loneliness, isolation, nihilism, anger, and hopelessness is gaining momentum and that is something to be hopeful about. What Embrace has done in the last 5 years is to force this intricate dialogue to the open. Campaigns like "Fekko el 3e2de", "Akid ra7 fee2" and the annual commemorative Into the Dawn Walks in support of suicide victims and their families, culminating with Embrace Lifeline, the first suicide prevention helpline in Lebanon and the Middle East mean we have unlocked the doors of stigma. As a society, we are ready to embrace mental illness and take on the responsibility of seeking change and improved quality of lives.

## WHO WE ARE?

### EXECUTIVE BOARD MEMBERS

- Atoui Mia
- Awad Marwa
- El Jordi Zeina
- Ghosn Omar
- Nahas Ziad
- Rassi Jamale
- Younes Nabil
- Zeinoun Pia

### ADVISORY BOARD MEMBERS

- Baz Dany
- Issa Pierre
- Saab Wafa
- Salha Bushra
- Zameli Dina

### CORE TEAM

- Gaspard Alya
- Haidar Ceem
- Hajj Marwa
- Nahas Rayan
- Yordi Serene
- Zeinoun Lea

### FRIENDS OF EMBRACE

- Hussein Rima
- Rasamny Mona

### CO-FOUNDERS

- Atoui Mia
- Haidar Seikaly Nayla
- Nahas Michella
- Nahas Ziad
- Yehia Farah
- Younes Nabil

## ACHIEVEMENTS

Embrace has set strategic long-term objectives to ensure the sustainability and effectiveness of its efforts, which continued to expand in 2018 and will carry through 2019.



## 1. RAISING AWARENESS

### LEBANON'S NATIONAL EMOTIONAL SUPPORT AND SUICIDE PREVENTION HELPLINE CAMPAIGN

In May 2018, Embrace launched in collaboration with the Ministry of Public Health, the Embrace Lifeline a specialized telephone service that provides services including de-escalation of emotional crises, suicide risk assessment, collaborative intervention in life threatening suicidal emergencies, and referrals to community resources and treatment programs. The current working hours of the helpline are every day from 12:00 pm till 2:00 am with future plans to become 24/7. At any given time during the hours of operation, the lifeline is served by 2 operators who are qualified to provide a listening ear to individuals from all over Lebanon who are in emotional distress, or struggling with suicidal thoughts.

The launch was rapidly leaked on social media platforms on March 3rd with a campaign that went viral. The helpline number 1564 was shared across Instagram, Facebook, Twitter stories and other digital media with hashtags highlighting Embrace's slogans and mission such as #1564, #talkingsaveslives, #الحكي بطول العمر. The official national campaign for the launch of the helpline was promoted across Lebanon during the months of May and June 2018.

The campaign included 200 billboards covering all governorates in Lebanon, a TV spot, and a social media campaign. The aim of this campaign is to encourage individuals of all age groups and nationalities, experiencing suicidal ideation or distress, to call the Lifeline (1564). The slogan written on the billboards "Don't Let Your Life End in Silence, Call the Lifeline" also seeks to de-stigmatize suicide in the country, as well as show the support Embrace has for individuals suffering from an emotional crisis or in need of community referrals.

The campaign included 200 billboards covering all governorates in Lebanon



### The campaign reach



# 1. RAISING AWARENESS

## 2018 AWARENESS SESSIONS ACROSS LEBANON


Under a holistic approach to awareness and outreach, Embrace believes in reaching out to all community members within a society through the various socioecological levels they belong to. Throughout 2018, Embrace was able to reach out to schools and universities in the governorates of Beirut, North, Bekaa, and Mount Lebanon (ML) in the regions of Baabda, Chouf, Keserwan and Ras El Maten. Embrace was also active with municipalities and corporations to inform adults, many of whom are caregivers, about mental health, its signs and symptoms, its risk and protective factors and tips on improving mental well-being.

Having spread out its arms into the Lebanese community, Embrace also participated in international awareness activities representing Lebanon and our country's efforts and insight into the field of mental health in Abu Dhabi and the United States. In 2019, Embrace is hoping to proceed with the reported efforts and build on them to engage all governorates in Lebanon in awareness and outreach activities.

Embrace was able to engage and empower various audiences in 2018



**153**  
SCHOOL STUDENTS



**230**  
ADULTS FROM DIFFERENT MUNICIPALITIES



**453**  
UNIVERSITY STUDENTS



**115**  
ADULTS IN THE WORKPLACE  
FROM VARIOUS CORPORATIONS



**332**  
YOUTH FROM DIFFERENT YOUTH GROUPS  
FROM GOVERNORATES ACROSS LEBANON



**100**  
MORE THAN 100 PERSONS FROM THE  
INTERNATIONAL COMMUNITY

### SCHOOLS

Almanar Modern School	Awareness Fair	Ras El Maten- ML	May, 2018
Entrepreneur Academy Lebanon	School session	Bhamdoun- ML	June, 2018
أخويات طلائع العذراء - إقليم جزين	School session	Chouf- ML	August, 2018
Groupe Notre Dame de Jamhour	Jeunes en Marche (JEM)	Jamhour- Baabda	December, 2018

### UNIVERSITIES

Lebanese Amercian University	Nursing club students	Byblos- ML	March, 2018
Lebanese International University	Beirut campus students	Beirut	May, 2018
Modern University of Business and Science	Shouf campus	Chouf- ML	August, 2018
Lebanese Amercian University	LAU Model European League	Jbeil- ML	October, 2018
Lebanese Amercian University	LAU Model European League	Beirut	October, 2018
Universite Saint Joseph	University session	Beirut	October, 2018
Balamand University	University session	Koura- North	October, 2018
Lebanese Amercian University	Wellness Fair	Byblos- ML	October, 2018
École supérieure dingénieurs de Beyrouth	Wellness Fair	Beirut	November, 2018
Beirut Arab University	LeMSIC event	Beirut	November, 2018
Universite Saint Joseph	WIKI stage event	Beirut	December, 2018

### MUNICIPALITIES

Bechmezzine	Municipality	North	January, 2018
Bshatfine	Health Day	Chouf- ML	April, 2018
Ammyoun	Municipality	North	September, 2018
Roumieh	Municipality	Matn- ML	November, 2018

### CORPORATIONS

Blom Bank	Bank employees	Beirut	March, 2018
Touch	TOUCH employees	Beirut	October, 2018

### GROUPS

Association Des Guides Du Liban	Mar Mansour Group	Neccache- ML	April, 2018
Lebanese Scouts Association	Zahle group	Bekaa	July, 2018
Noyau Sagesse Brasilia		Feytroun- ML	August, 2018
Red Cross group	Amyoun youth group	North	September, 2018
Ministry of Public Health	Mental Health Campaign Launch	Beirut	September, 2018
LeMSIC	LeMSIC event	Ajaltoun- ML	September, 2018
Ministry of Energy and Water	Lebanese Health Energy Conference	Hadath- Beirut	November, 2018
Lebanese Scouts Association	Aley group	Aley-ML	November, 2018
Lions groups		Sin El Fil-ML	December, 2018

### INTERNATIONAL

Johns Hopkins	Arab Public Health Seminar	Baltimore, U.S.A	April, 2018
MENA Conference	International Mental Health Conference MENA	Abu Dhabi	October, 2018



## 2018 AWARENESS SESSIONS ACROSS LEBANON



Embrace at Roumieh



Embrace at Roumieh



Corporate Awareness Session at Touch on World Mental Health Day



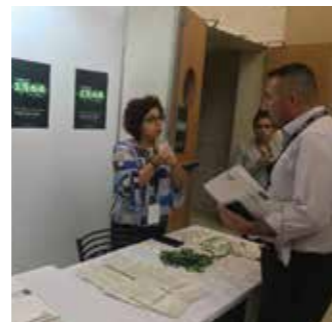
Embracing Mental Illness, Modern University of Business and Science (Shouf)



Embracing Mental Illness, Lebanese International University



Embrace at Wellness Fair Lebanese American University



Embrace at the Lebanese Health Energy First Annual Congress, Lebanese University Hadath



Raising awareness with the Guides Du Liban Mar Mansour (Naccache)



Raising awareness with the Lebanese Red Cross Group (Amyoun)



Raising awareness with أخويات طلائع العذراء (Ammiq)



Kids mental health & bullying session with Entrepreneur Academy Lebanon



TEDxLAU Lebanese American University



Raising awareness at Bechmezzine Municipality, North of Lebanon



Embracing Mental Illness, American University of Beirut



Corporate Awareness Session at BLOM Bank



Embracing Mental Illness, Notre Dame University



Embrace at the Lebanese American University Health Fair



Embrace hosted at Johns Hopkins University, Baltimore, USA



Embrace at Al Manar School



Embrace at Al Manar School



## MEDIA RECOGNITION MEDIA APPEARANCES

During 2018, Embrace appeared in more than 100 media appearances, including online and offline media: TV and radio appearances, paper and online newspapers and across social media platforms. This is likely to be an unprecedented record in covering issues related to mental health in the Lebanese media.

Furthermore, due to the widespread awareness Embrace achieved through its campaigns, it was approached by Annahar Newspaper and Mrs. Nayla Tueini to hold a one month feature of mental health in its newspaper. During the month of September, known as the World Suicide Prevention Awareness Month, Annahar invited Embrace to collaborate on an open investigation of mental health and suicide within the Lebanese community. Through different media channels (videos, articles and interviews), a leading national newspaper and Embrace were able to familiarize the population with suicide statistics, mental health facts and spread awareness on the importance of mental well-being.

Annahar employed its online platform to support Embrace in the dissemination of patient testimonials, scholarly articles and awareness campaigns and messages of support. This collaboration was a step forward towards decreasing the stigma around the topic of mental health and a means to get the Lebanese community talking about mental health.

## ARAB NEWS

### In Lebanon, volunteers speak up to battle suicide



## MEDIA RECOGNITION MEDIA APPEARANCES

MORE THAN 100 MEDIA APPEARANCES LOCALLY AND REGIONALLY IN ONE YEAR, RAISING AWARENESS ON MENTAL HEALTH AND SUICIDE...



Embracing mental illness across the MENA Region  
KHALEEJ TIMES



Year round TV appearances, during prime time shows, evening news report, and in occasion of World Suicide Prevention Day



Suicide rates among Lebanese youth raises alarm  
THE ARAB WEEKLY



الحكي بطول العمر،  
جريدة النهار

## PUBLIC RECOGNITION AWARDS

For the efforts put in for 2018, Embrace received nominations to two awards the local Wajih Ajouz Award for excellence in social media campaigning and the Middle East and North Africa Region Effie Award for the category Social Good- Non Profit. Embrace secured the silver position for the Effie Award for the campaign "Talking Saves Lives" increasing its regional recognition.

embrace

**WE WON SILVER AT THE MENA EFFIE AWARDS**

FOR THE CAMPAIGN

**TALKING SAVES LIVES**

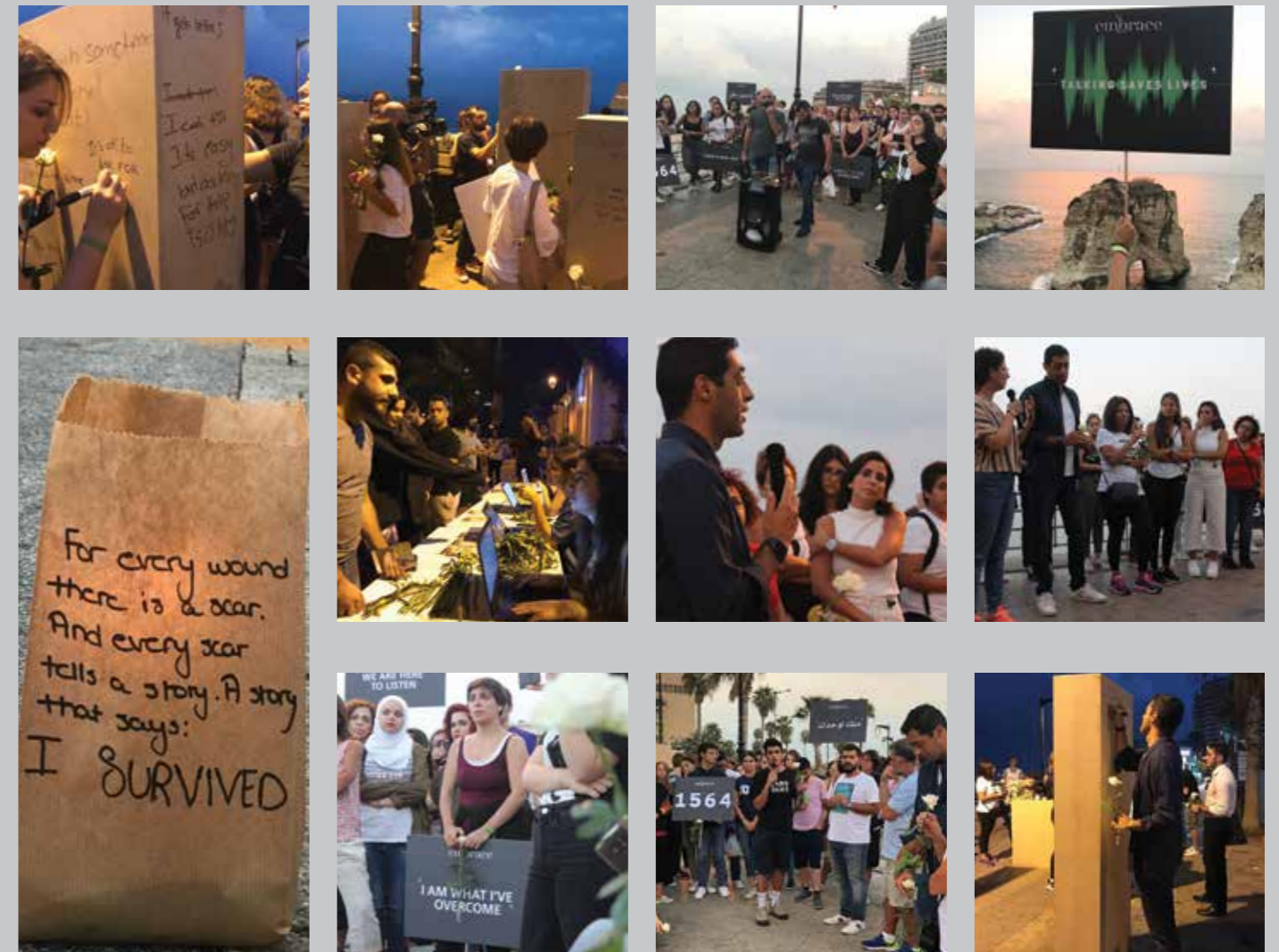


## 2. COMMUNITY ADVOCACY AND SUPPORT

### "INTO THE DAWN" WALK

#### A SUICIDE MEMORIAL WALK AND ADVOCACY INITIATIVE

Annually, in coincidence with World Suicide Prevention Day (September 10th), Embrace holds the "Into the Dawn" walk as a suicide memorial walk and advocacy initiative intended to foster an environment of support for those affected by suicide. The walk harbors a peaceful and calm vibe, starting out at dawn on a Sunday morning, and takes participants through a walking experience where they are invited to reflect on suicide within our community and share their messages of hope and items of keepsake around a wall at the end of the walk in the name of people we have lost to suicide. This year's walk was held on Sunday September 9 at 5:00 AM in Raouche, with flowers and a new wall concept as additional features to the experience. Annually, we are pleased to see more and more faces waking up early in the morning to show support and understanding of mental health struggles and the consequence of suicide. This year, it was an honor to have the attendance of a political figure and Member of Parliament Mr. Elias Hankash, whose presence and influential role in the community helped propagate Embrace's supportive and awareness messages to a wider audience.





## FACEBOOK COLLABORATION

Social media has become a huge part of our daily lives and is a main platform many individuals use to express themselves and their different mental states. With the social media traffic and the pleas of help or goodbye posts we see, Facebook reached out to Embrace at the end of 2018 for a collaboration to support communities within the Middle East to better deal with their mental well-being. The collaboration entailed the development of mental health tools for the Middle East and Lebanon within Facebook's Help Center, and whenever a post concerning mental health is reported. This tool will help individuals support each other, communicate their struggles out loud and prevent the struggle in silence and hopefully suicide. The tool provides information on how to reach out to a friend, what to say, and how to offer help.



MORE THAN  
**1500**  
CALLS

FOR EMOTIONAL  
SUPPORT AND  
SUICIDE PREVENTION  
RECEIVED  
TO THE EMBRACE  
LIFELINE  
IN 2018



## BEIRUT MARATHON

This year as part of the community support Embrace works on, we collaborated with IDRAAC to run under their campaign for the Beirut Marathon. Embrace supporters and team members were encouraged to register under IDRAAC to endorse their cause and wear both Embrace and IDRAAC bracelets to raise awareness on mental health.

## EMBRACE GREETING CARDS

As Embrace has highlighted for several years now, mental health issues can affect anyone. From this premise, Embrace set out to engage the community as a whole in showing their support to one another; and activate a conversation around wellbeing in our everyday lives. To empower the community Embrace prepared positive mental health messages on greeting cards that friends, loved ones, sisters or brothers, parents or children can communicate with each other to show the person in need that there is someone beside them loving them. The Embrace Greeting Cards were dispensed into the market in December 2018 in Kalei coffee, Dar Bistro, The Sage Parlor, Hook, The Host, Muse, Fayed Stores, Ghali copy center, Aleph B, Souk el Tayeb, Brew Beauty Lounge, Urbanista, Café Younes, Antoine Libraries, The Beazbee, Halabi Book Shop and Villa Sursock "Christmas at the Villa" event. The cards will continue to be retailed in these locations in 2019 with additional restaurants, coffee shops and libraries added across Lebanon.



## PATIENT ADVOCACY

One of Embrace's proud supporters Mr. Ziad Kaj reached out to Embrace with his journey and personal struggles with bipolar disorder. Together, Embrace and Mr. Kaj set out to literate this journey and published it under the book "Sahlab". The initiative was launched in Café Younes Sodeco with a book signing event and the book was retailed in Antoine Libraries and all Embrace events. Embrace is proud to have collaborated with Ziad Kaj as an initiative that is part of Embrace's commitment to support individuals to share their stories and break the silence around mental health issues.

### 3. EMBRACE LIFELINE

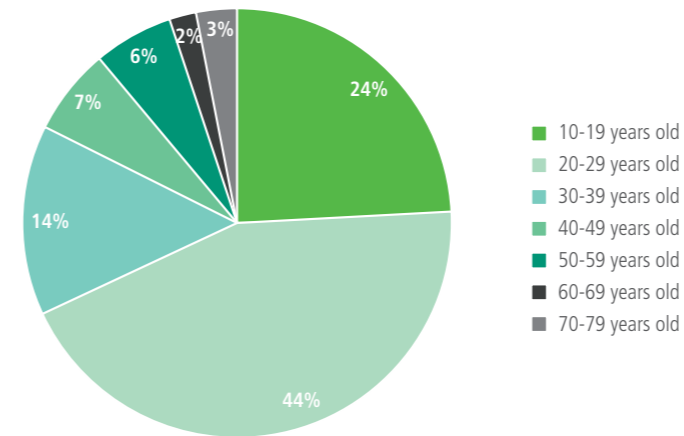
In 2018, Embrace Lifeline's operations reached a significantly wide target population across Lebanon, with an estimated 1512 calls received between February 2018 and December 2018. In addition to a handful of persons who were assisted over the phone from immediate life-threatening danger who had called the helpline during, or immediately after a life-threatening suicide attempt. Embrace also intervened with the Lebanese Civil Defense earlier this year in saving the life of a man attempting suicide in the area of Raouche in Beirut. Through their specialized training and intervention on the ground, Embrace lifeline operators were able to restore hope, where hope had been lost and Embrace saved one of many lives.

**EMBRACE SAVES ITS FIRST  
OF MANY LIVES TO COME**

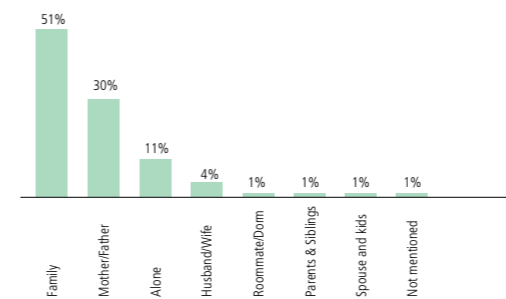
### STATISTICS FROM THE EMBRACE LIFELINE

THE BELOW DATA COVERS THE TIME PERIOD BETWEEN FEBRUARY 2018 AND DECEMBER 2018.

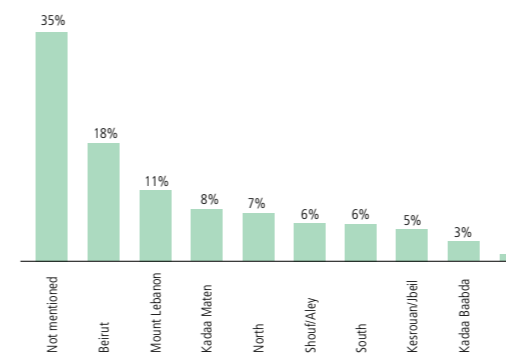
AGE GROUPS OF EMBRACE LIFELINE CALLERS



LIVING CONDITIONS OF EMBRACE LIFELINE CALLERS



REGION OF RESIDENCE OF EMBRACE LIFELINE CALLERS



GENDER OF EMBRACE LIFELINE CALLERS

**55%**  
FEMALE

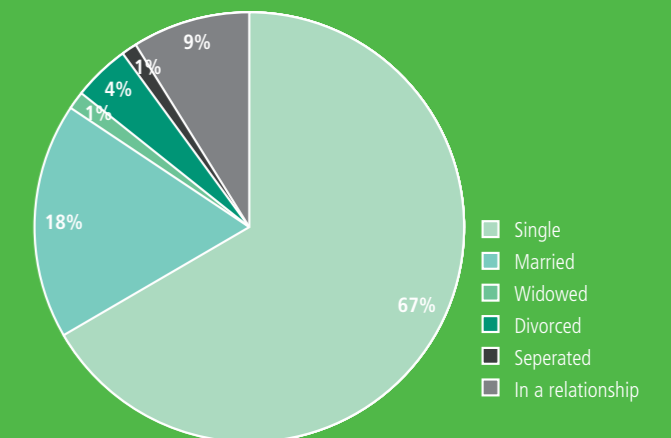
SEXUAL ORIENTATION OF EMBRACE LIFELINE CALLERS

**30%**  
LGBTQ+ COMMUNITY

NATIONALITY OF EMBRACE LIFELINE CALLERS

**87%** LEBANESE NATIONALITY | **13%** SYRIAN NATIONALITY

MARITAL STATUS OF EMBRACE LIFELINE CALLERS



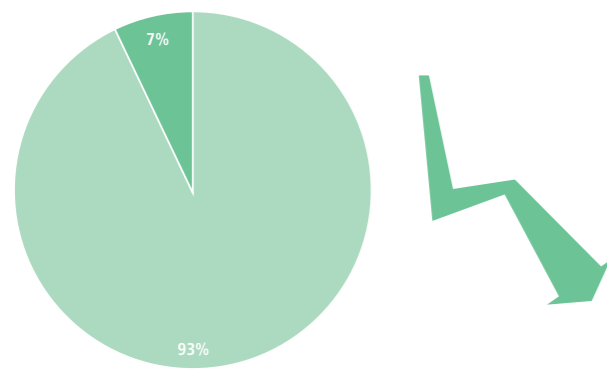
## PRIMARY INDICATORS

### EFFICACY OF THE SERVICE

The Embrace Lifeline measures specific indicators to assess the efficacy of the services it provides to its users; these include the callers' level of distress, active thoughts of suicide, level of hope, and referrals made to community resources.

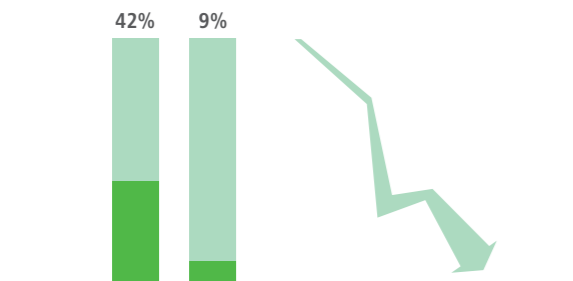
#### LEVEL OF DISTRESS OF EMBRACE LIFELINE CALLERS:

93% of Embrace Lifeline callers have reported a decreased level of distress after talking to our operators.



#### LEVEL OF ACTIVE SUICIDAL IDEATION OF EMBRACE LIFELINE CALLERS:

Embrace Lifeline operators were able to assist in decreasing the level of suicide ideation: 9% of callers still had passive thoughts of suicide by the end of the call versus 42% who had active suicide thoughts at the beginning of the call.

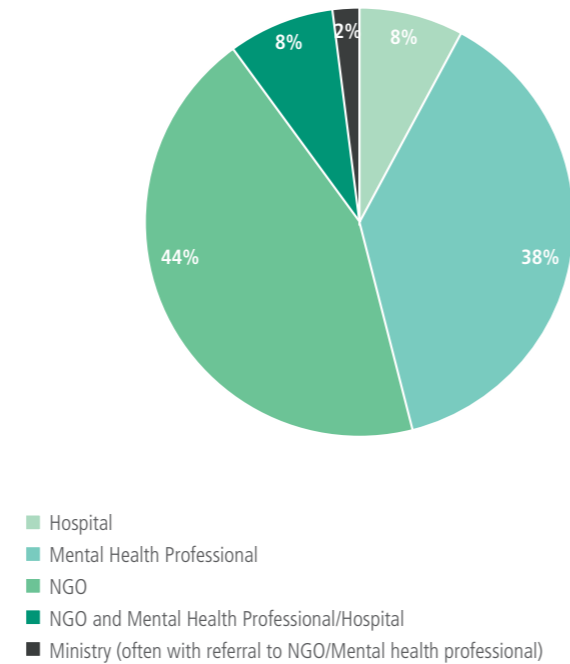


Decrease in active suicidal ideation from beginning to end of call among callers

#### REFERRALS GIVEN TO EMBRACE LIFELINE CALLERS:

24% of Embrace Lifeline callers were given a referral to community services (mental health professionals, NGOs, hospitals, Primary Health Care centers and others).

#### TYPES OF REFERRALS



- Hospital
- Mental Health Professional
- NGO
- NGO and Mental Health Professional/Hospital
- Ministry (often with referral to NGO/Mental health professional)

# EVERY SINGLE LIFE MATTERS

TALKING SAVES LIVES

# 1564

## TESTIMONIALS

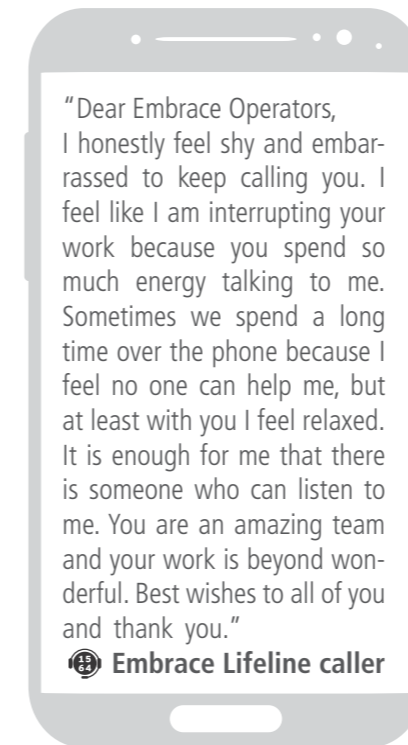


"The Embrace Lifeline is extremely helpful, thank you for all this. Whenever I call, the people on the line are beyond kind and helpful. Amazing work you have saved my life twice now."

Embrace Facebook follower

"I promise the people at the Embrace Lifeline care and that is the beauty of it. It took a lot from me to call the first time but I didn't regret it and you can feel that the person on the phone genuinely cares about your well-being. I hope you feel better soon, please call them you will feel at least 30% better. So sorry you are going through this, you are not alone."

Embrace Facebook follower



"At the beginning of the call I told you I am calling you because you are my last chance... you listened to me, you helped me, you supported me, you took the time to care, you are the best chance I had."

Embrace Lifeline caller



"It was life changing. It is good that something like Embrace exists in the country, not only for me but for everyone that needs to talk and be listened to. If I hadn't seen the number on the internet and didn't call, I don't ever want to know or imagine what would have happened. Thank you."

Embrace Lifeline caller



## INTERNATIONAL RECOGNITION AND PARTICIPATION

### “BEFRIENDERS WORLDWIDE CONFERENCE”

Embrace LifeLine has been granted membership in Befrienders Worldwide, a network of over 160 emotional support centres in over 29 countries. This represents a major milestone in the establishment and visibility of the helpline on a regional and global scale.

Vice President and helpline supervisor at Embrace, Ms. Mia Atoui, participated in the regional conference held by Befrienders Worldwide in June 2018 in Lithuania entitled “Responding to the needs of people affected by suicide”.

The conference presented an opportunity to discuss suicide prevention efforts and the work of helplines from all over the world. Ms. Atoui discussed this aspect from the Embrace Lifeline’s operations and perspective. Shared experiences from helplines which have been well established for years across different countries helped to further guide the work being done in Lebanon, and continue to strategize further efforts for Lebanon’s helpline in future.



### THIS CAN HAPPEN 2018 CONFERENCE



Embrace was represented by its Vice President in the first regional conference on mental health in the workplace “This Can Happen, 2018” which took place in London, United Kingdom in November 2018. The aim of this conference was to provide practical solutions to companies and corporates on how to deal with mental health concerns in the workplace, de-stigmatize mental illness in the workplace, and work with leaders and managers on how to support their employees’ psychological wellbeing.

The conference was also attended by His Royal Highness the Duke of Cambridge who “joined a panel to discuss experiences of high pressured working environments.” Mental health awareness in the workplace is a growing need and addressing it aims to build more resilient communities, prevent stress and burnout, prevent days lost to disability and destigmatizing mental health in our everyday life.

Embrace has begun to work with several corporations in Lebanon to raise awareness to employees and conducts workshops on preventing stress and burnout as well as a variety of other topics related to mental wellbeing and healthy coping.

## 4. CAPACITY BUILDING

As part of its effort in capacity building, and recruitment of human resources, Embrace held the 5th and 6th “Active Listening and Intervention in Suicidal Crisis” training in June and November 2018 respectively. The training is an intensive -40hour program, in collaboration with the Department of Psychology at AUB, designed to equip future helpline operators with the necessary skills to manage Embrace LifeLine calls. The training content involves the discussion of suicide and mental health in general, global and local overview of the topic and the process and procedures of being a LifeLine operator. Operators learn about completing the call process, building rapport and establishing a trusting, non-judgmental relationship with the caller, assessing the caller’s suicide risk, building hope, collaboratively assisting the caller in problem solving and orienting the caller to community services or mental health professionals when necessary. Embrace LifeLine trainings accommodate individuals seeking volunteering opportunities as operators at the Embrace Lifeline. The training content is often supported by external community services, such as LEBMash, to collaborate with professionals on topics that are not within Embrace’s speciality but that are important and relevant to the Embrace LifeLine.

The training is followed by an observation period supported by the Embrace LifeLine supervisor and older operators through peer to peer guidance. Both trainings were a success, and culminated in the recruitment of approximately 25 new operators each to join the crew in serving individuals suffering from emotional distress and/or suicidal ideation. At present, Embrace Lifeline is staffed by 60 dedicated operators, going out of their way every day to help others. The Embrace LifeLine aims to continuously recruit more community volunteers of diverse backgrounds and ages to expand our family.



### EMBRACE INTERNSHIP PROGRAM



In terms of capacity building among youth graduates, Embrace hosts year round internship programs to enrich youth in their learning experiences through specialized internship programs. In 2018, Embrace hosted 4 interns as current master’s students and fresh bachelor graduates. The internship positions offer vacancies in research coordination, project coordination, administrative assistance, social media and fundraising. Embrace is proud to have hosted several interns who benefitted from their experience at Embrace to further explore academic and humanitarian career paths both in Lebanon and abroad.

“Why am I working for Embrace, you may ask? Well, the answer is two-fold. To me, nothing is more important than saving a life - and this is what we do here at Embrace.

The phone rings, and we are transferred to a realm where nothing else matters but the wellbeing of the caller. Also, I love Research - answering the unanswered, diving into an untouched question.

Embrace provides me with both, the satisfaction of helping my brothers and sisters, and the opportunity to work on research in an understudied domain in an understudied country.”

**Serene Yordi**  
Research Coordinator and Volunteer at Embrace Lifeline



## 5. FUNDRAISING

### EMBRACE CHARITY RUNWAY SHOW



Embrace organized its first fundraising event of the year on June 19, 2018, at Sursock Museum as the first Charity Runway Show in the country, promoting mental health and raising awareness on suicide through a fashion show. This event was successful in contributing to our mission by raising awareness on mental health in Lebanon, de-stigmatizing suicide and helping us promote the first national Emotional Crisis and Suicide Prevention helpline: The Embrace Lifeline (1564) to a wide audience. We spread a beautiful message that combines the work of fashion and mental health to empower people and make them feel beautiful no matter what. The event was hosted by international model, humanitarian and law graduate Ms. Jessica Kahawaty. The runway show included the latest pieces by talented Lebanese designers: 101SQM, Aboud Jammal, Ahmed Amer, Amine Jreissaty, Basil Soda, Hassan Idriss, Hussein Bazaza, Ingie Paris, Jad Soda, Jessica K Official, La Terre Est Folle, Sandra Mansour, Nazem Orra, Rafa Homme, Roni Helou, Sandra Mansour, Sara Melki, THYM, Vanina World, and Collaboration pieces with L'armoire de Lana.

### CHRISTMAS AT THE VILLA VILLA SURSOCK



For Christmas this year, Embrace participated in the "Christmas at the Villa" yearly event at Villa Linda Sursock, Ashrafieh. The event gathered several non-governmental organizations with a public figure representing their mission to encourage community engagement and recognition of the cause. The influential and stunning Mrs. Rita Lamah Hankash, public figure, was advocating for Embrace's mission and promoted positive mental health messages to the event attendees encouraging them to donate to the cause through purchasing Embrace's products which were available at the event.

### AVANT PREMIERE FOR THE LEBANESE DIRECTOR NADINE LABAKI'S "CAPHARNAÛM"



Embrace gathered its family on September 15 for the avant premiere of the work of one of the country's most successful directors Mrs. Nadine Labaki. Her work "Capharnaüm" captures the community's most pressing issues shedding light on social corruption and problems that exist today, and was nominated for the Palm d'Or where it won the Jury Prize, and the Golden Globes for the category "Best Foreign Film". Part of the event's proceeds went towards supporting the sustainability of the Embrace LifeLine.

## EMBRACE FUNDRAISER AT IRIS CELEBRATING EMBRACE LIFELINE'S FIRST ANNIVERSARY

September 2018 marked the one-year anniversary for the Embrace LifeLine; a special occasion that called for an intimate gathering amongst Embrace's closest friends, supporters and team members. On September 24, Embrace held its annual gala event of the year at IRIS Biel Waterfront, Beirut. The night was filled with entertainment from the house's DJ, Ms. Raya Awad's beautiful singing and Mr. Matteo Al Khodr's breathtaking opera. The event also allowed Embrace to launch its custom made bracelets and prayer beads designed by the talented Nathalie Munier. Moreover, an Embrace member was supported in her journey with suicide as

someone bereaved by the death of her husband. The night at IRIS allowed this courageous woman to speak out about her struggle and share her fears in an environment that offered love, understanding and support in return.

This event allowed Embrace to thank everyone who was a part of its growth and show them yet again how important it is to sustain the passion and innovation of our mission, aiming towards a better mental health in Lebanon.



### HIKE FOR LIFE WITH EMBRACE

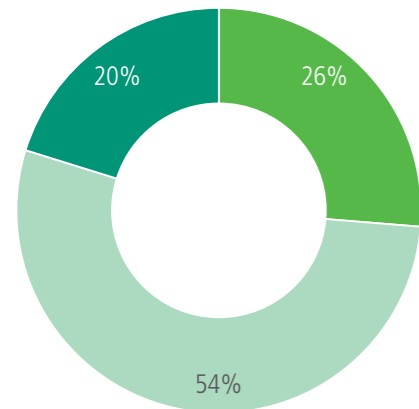
On October 6, Embrace planned its first outdoors sports event "Hike for Life" in Laklouk to enjoy the beauty of "Tim Rtiba" area, engage in healthy sports and share intimate fireside moments over delicious dinner in a camping area. The hike was a huge success as it attracted a new audience who became avid supporters of Embrace. This initiative aimed to get people to appreciate the value of connecting with others, connecting with nature, and with themselves, and reflect on their own wellbeing and the importance of mental health. This was the first of its kind event to gather more than 250 persons for the cause of mental health. The event was generously supported by the main sponsors Carrefour, Barbeque Bros, RedBull, Shafa, Balkis and Santiveri.



## FINANCIAL SUMMARY

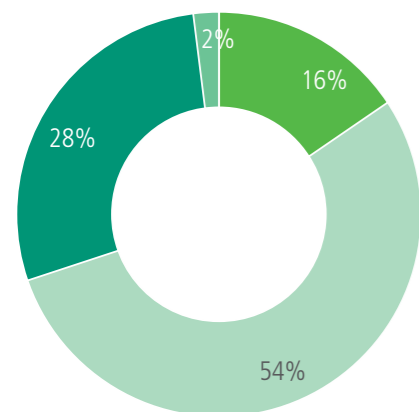
As a non-profit organization, Embrace depends on donations, grants, and fundraising events to secure its operational costs. The Embrace Lifeline Budget is approximately 120,000\$ consisting of %66 of the organization's total budget. In 2019, with aims to launch the operations of the Embrace Lifeline 7/24, this budget is expected to increase. In 2018, Embrace partnered with several other NGOs to apply for grants and this is an expected additional source of revenue in 2019, with projects currently underway.

### SOURCES OF REVENUE (2018)



DONATIONS 54%  
SPONSORSHIP 20%  
FUNDRAISING 26%

### EXPENSES (2018)



SALARIES 28%  
FUNDRAISING 16%  
OTHERS 2%

GENERAL AND ADMINISTRATIVE EXPENSES (EMBRACE LIFELINE) 54%

REVENUES	2017 US DOLLARS	2018 US DOLLARS
Fundraising events	181,447	49,028
Donations	8,738	101,032
Sponsorship	-	37,185
DOE, net	-	200
Other income	4,051	648
Total revenues	194,236	188,094

EXPENSES	2017	2018
Fundraising expenses	(31,392)	(28,034)
General and administrative expenses	(25,366)	(98,826)
Salaries and related charges	(14,573)	(50,660)
Taxes and similar expenses	(910)	(882)
Depreciation expense	(187)	(1,384)
Interest expense, net	(334)	(207)
DOE, net	(351)	-
Other expenses	-	(1,231)
Total expenses	(73,113)	(181,225)
Increase in net assets for the year	121,123	6,869

To Support Embrace, visit our website [www.embracelebanon.org](http://www.embracelebanon.org) or Make a donation  
By wire transfer:  
Account Name: Embrace  
Donation Account Number: 542012  
IBAN: LB86 0056 0005 4201 2702 0020 3401  
Swift Address: AUDBLBBX  
Bank name: Bank Audi, Lebanon Branch: 034 Gefinor  
Checks Payable to: Embrace

## THANK YOU TO OUR PARTNERS AND DONORS IN 2018

### PARTNERS OF EMBRACE



Embrace LifeLine is partly supported by a grant from Fondation Gilbert et Rose Marie Chagoury  
Embrace LifeLine is partly supported by a grant from the Agnes Varis Trust

### FAMILY OF EMBRACE



### FRIENDS OF EMBRACE

**Bank Audi**

### SUPPORTERS OF EMBRACE



embrace

WE'RE HERE TO LISTEN

1564

TALKING SAVES LIVES™

DO NOT LEAVE PEOPLE TO SUFFER IN SILENCE,

REACH OUT, TALK AND PERHAPS

PREVENT SUICIDE.