



2020

ANNUAL REPORT

REBUILDING

SOULS



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Almost 150 years ago, the British poet William Ernest Henley wrote his *Invictus*, as he was fighting a deadly tuberculosis.

....Beyond this place of wrath and tears
Looms but the horror of the shade,
And yet the menace of the years
Finds and shall find me unafraid.

It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate:
I am the captain of my soul."

In 2020, we found ourselves in the eye of a storm. A storm that was not preceded nor followed by calmness nor rainbows. A whirlwind of perpetual catastrophes that tested our souls in every conceivable way. It found us weathering a relentless pandemic. It saw us trying to stay sane and healthy by being isolated and connected to others in an impossible paradox. This year saw our faces startled, bloody, frightened, and confused at 6:07pm on a summer evening in Lebanon, witnessed us baffled by our inner bursts of grief, anger, hopelessness, apathy at absolutely anything and everything, but also sometimes at nothing. Many of us have ran out of money, out of jobs, and out of hope and energy to keep going. We miss everyone and everything that reminded us of who we were, and what we used to dream about. Can I say that Embrace persevered despite this storm? On the contrary. It is because of the 2020 menace, wrath, tears and horrors that Embrace survived, and may I humbly say, grew. It takes a special kind of resilience to grow because of challenges and not despite of them. Our team - now a 130 strong women and men - are still operating the national helpline (page X), the CEDARS research hub (page X), the Awareness out Outreach services (page X), and in 2020, the new mental health center. The collective trauma of August 4 also brought the international and local attention of donors and benefactors who entrusted us to deliver mental health needs of a country that badly needed it and will continue to need it for the foreseeable future (page X donors). We helped on the streets, in communities (page x), and alleviated mental health issues in more than 9500 people. Looking back, I can truly say I do not remember how we did it all in one year. But I surely remember why. Because of the unwavering bonds that hold our team together, and because of our self-determination - we are the captains of this boat, we are the masters of our fate.

DR. PIA ZEINOUN
Director, Embrace Mental Health Center (EMHC)
Vice President, Embrace



WHO WE ARE?

OUR MISSION

To ensure that mental health and access to care is positioned as a basic human right that must be met for all persons, through awareness, advocacy, and dignified mental health services across the spectrum of care.

OUR VISION

All persons in Lebanon pursue a better mental health and can reach dignified access to care without social, personal and structural barriers.



“...without social, personal and structural barriers.”



WWW.EMBRACELEBANON.ORG

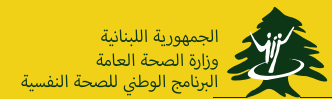
SAVING LIVES

FROM CHALLENGES TO GROWTH

1564

LEBANON'S NATIONAL LIFELINE 1564

in collaboration with the National Mental Health Program at the Ministry of Public Health.



WWW.EMBRACELEBANON.ORG

صرنا عالسمع



WE ARE CONTINUOUSLY GROWING TO BE THERE FOR OUR COMMUNITY

In February 2020, we extended The Lifeline's operating hours by adding 3.5 hours from 12:00 noon to 5:30 AM.

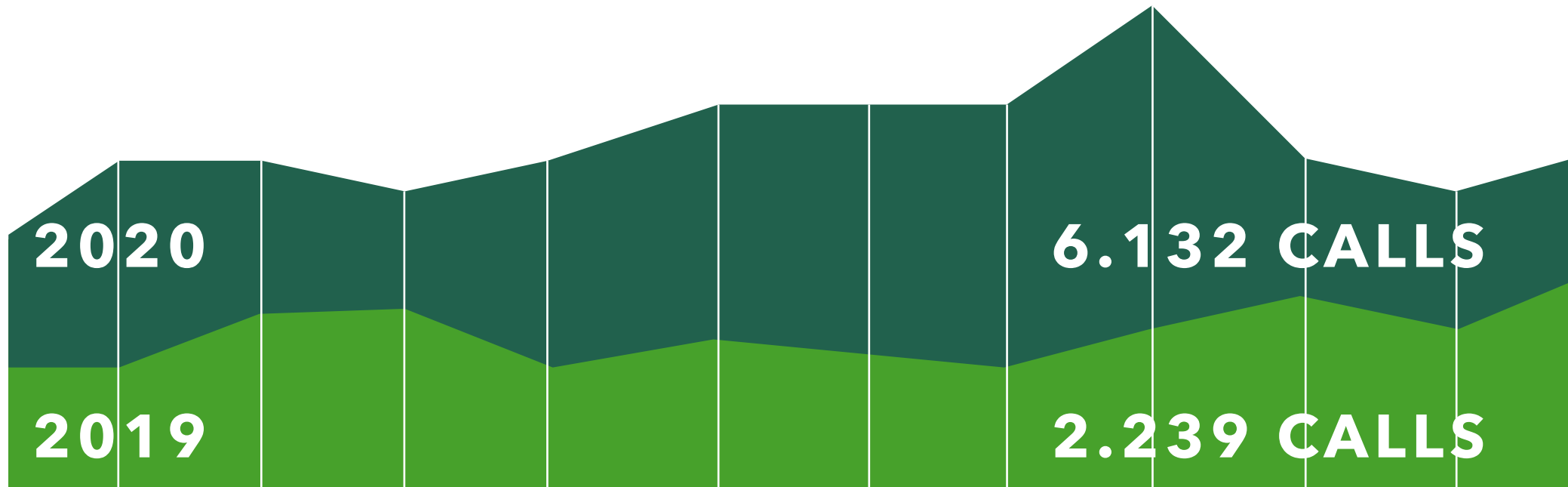
FUTURE PLANS

Committed to our community and its needs, The Lifeline has extended its operating hours and we're planning to enable 24/7 operations in 2021.



WE ALSO GREW IN NUMBERS

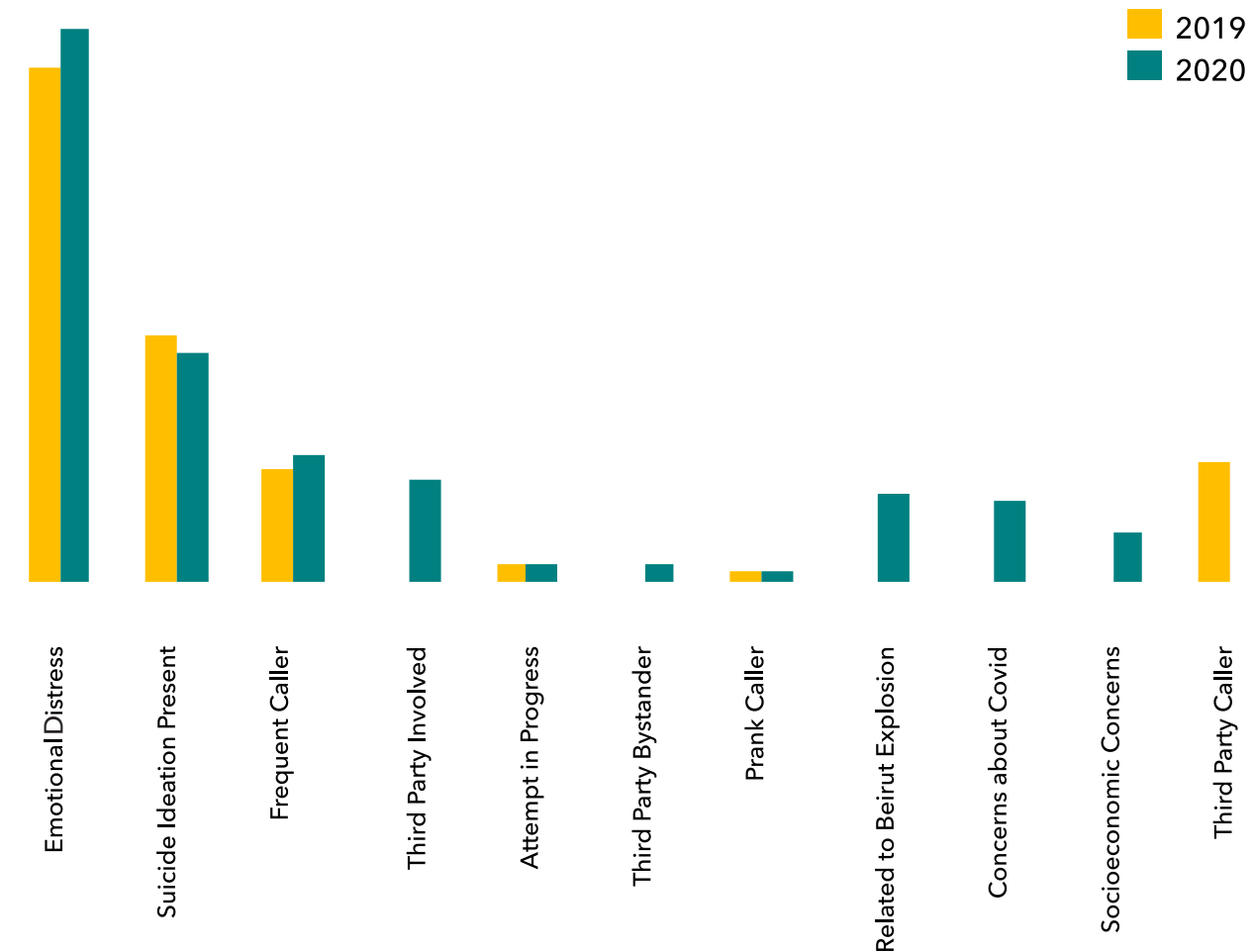
IN 2020, THE LIFELINE RECEIVED TRIPLE THE AMOUNT OF CALLS COMPARED TO 2019



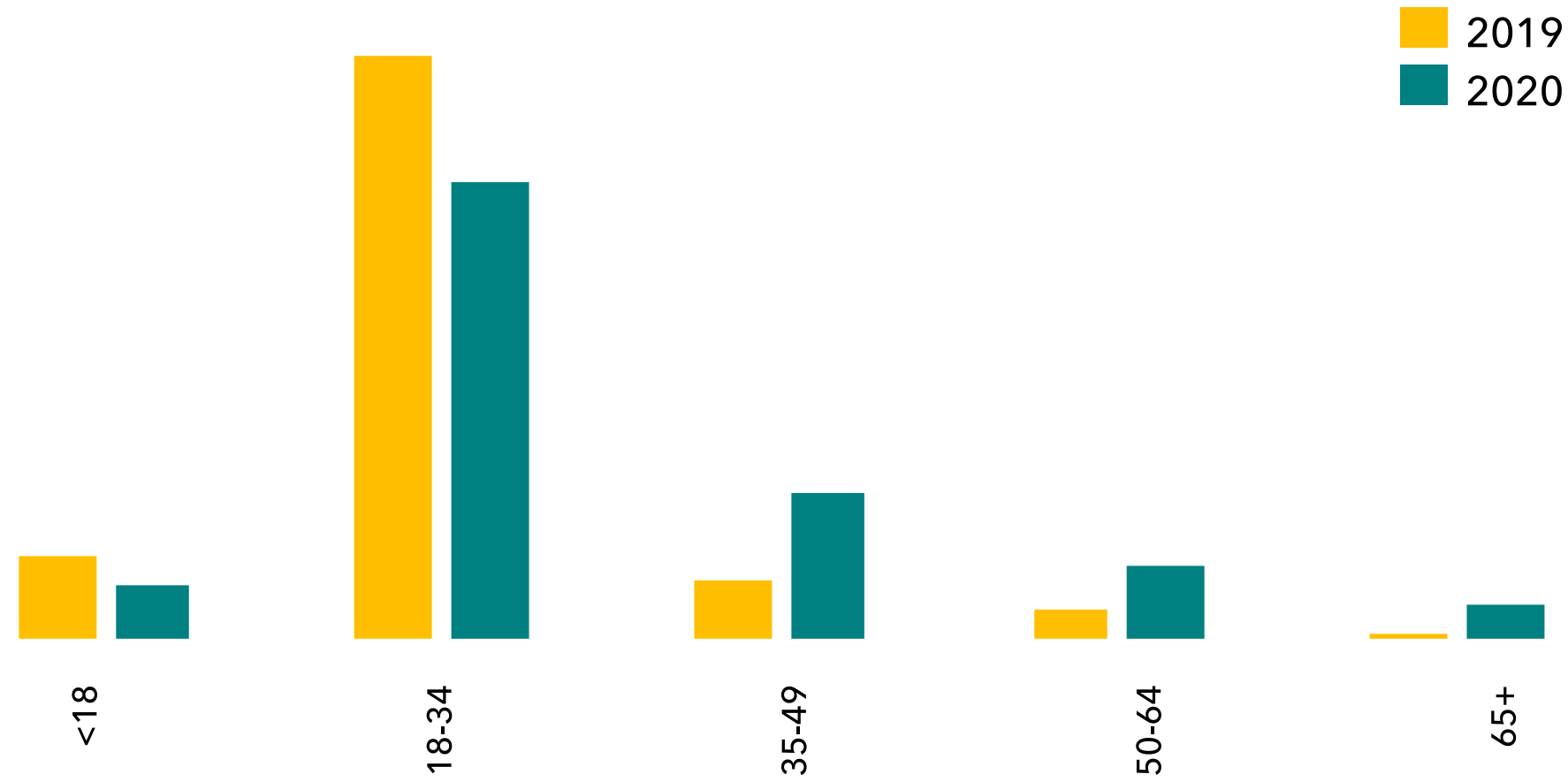
LIFELINE 2020 IMPACT NUMBERS

31% OF CALLERS WERE ACTIVELY THINKING OF SUICIDE

70% OF CALLERS WERE EXPERIENCING EMOTIONAL DISTRESS WHEN THEY CALLED THE LIFELINE



IN 2020,
THE YOUTH IN LEBANON
BETWEEN THE AGES 18 AND 34
REACHED OUT TO THE LIFELINE THE MOST



60% of The Lifeline (1564) callers during 2020 were between 18 and 34 years old. According to the Internal Security Forces' 2020 statistics on death rates due to suicide, individuals between the ages of 18 and 29 were at most risk.

94% of calls in 2020 with available data (n=2182) were from callers who reported that their call to the Lifeline significantly helped in decreasing their level of distress by the end of the call.





COVID-19 & MENTAL HEALTH

MORE THAN
650 CALLS
WERE RECEIVED IN
2020 FROM
PERSONS WHO
REPORTED THAT
COVID19 WAS
DIRECTLY
AFFECTING THEIR
MENTAL HEALTH

The Lifeline was the national lifeline for the psychological response to the COVID-19 pandemic. It provided vulnerable persons in quarantine and isolation in Lebanon essential mental health and psychosocial support needed during the critical times of the pandemic. In a time when communication was limited to social media and the spread of misinformation was overwhelming, the Lifeline offered reliable, trustworthy, and scientific guidelines on how to deal with the emotional toll of the global and local situation. It also provided a listening ear to many distraught persons who also found it difficult to access their routine mental health care services during lockdown and the closing of hospitals and clinics.





WE TOOK TO THE STREETS AND STOOD BY OUR COMMUNITY THROUGH THICK AND THIN, MAKING SURE EVERYONE FEELS SUPPORTED, AS WE LOST MANY LOVED ONES TO SUICIDE.

WWW.EMBRACELEBANON.ORG





POST- EXPLOSION CRISIS RESPONSE

Following the unforeseeable Beirut explosion, extensive need for help was required by tens of organizations who reached out to Embrace for support.

Embrace was actively responding to the society's needs by providing community group sessions to staff members and face-to-face sessions for people affected, to raise awareness about the psychological reactions post-trauma and offer the required psychological support to all those who were impacted.

AN EXPLOSION OF EMOTIONS

The psychological scars of the Beirut explosion will remain with us for a long time. While we were all hurting and grieving, we kept close to our mission more than ever, to be there for our community.



We initiated CLEAN-UPS



We founded BASECAMP, the largest coalition of civil society groups, which led the relief efforts and provided basic assistance, food, and reconstruction services.



More than 250 adults, parents and their children were provided with direct emotional support on Ground Zero through mobile teams and fixed tents.



THE LIFELINE IMPACT ON OUR PEOPLE

SHARED EXPERIENCES DURING ADVERSITY



MARWAN

The hours following the Beirut Blast were a blur, the only thing on my mind was the safety and security of those close to me. In the days following the blast, the only thing on my mind was the safety and security of everyone directly affected by it. My feelings turned from thoughts to action as I spent the next 4 weeks intensely supporting homes, people, and families on the ground with Embrace and the broader Base Camp. I was aware of my need to help others, but what I was not aware of was how much those people that I was supposed to help, actually helped me. The individuality of each person I interacted with amazed me. Notwithstanding the fact that the majority of those people were senior citizens, the richness of their personalities was unyielding even in the face of such a catastrophe. I can recall numerous vivid memories of individuals and families that supported me as much as, if not more than, my support to them picking up and cleaning what remained of their homes. This unwavering spirit, in my view, embodies the Lebanese people, and is what we are most desperately trying to hold on to moving forward through currently, even one year after August 4th.



OUMAYYA

Throughout all of 2020 and the beginning of 2021, Embrace was my safe space. Volunteering on the ground at basecamp after Aug 4th was part of what helped me acknowledge what happened. The center was the place I looked forward to going to during our total lockdown days. What we're collectively passing through as Lebanese citizens whether it be Covid, the aftermath of Aug 4th, the ongoing and ever worsening economic crisis, that apart from one's own personal challenges and problems is more than much. Being part of such mission made me super grateful that I am able help others on the other side of the line during such times. But also, it helped me above and beyond I ever imagined as well.



WAEEL

بتذكّر كثير مرّات حسيت بشعور ما قدرت أوصفو... لَمّا نجحت بالجامعة، ولَمّا حملت إبني أول مرة، ولَمّا يقَلّي بحبك بابا، وغيرن كثير من المرّات...

بس كمان في شي صرلي عمحسو من وقت صرت مع Embrace، وهالاحساس كثير طلو ومش قادر أوصفو.... هيدي البسمة يَلّي بيتسما أنا وعمسوق بالليل وراجع علي بيتي بعد ما كون أخذت إتصال مع حدا وارتاح، والشعور يَلّي بختبرو بعد ما كون ساعدت شخص كان ناوي ينهي حياتو إنو يغيّر رأيو، والراحة لما كُنّا حد الناس بعد إنفجار المرفأ وسمعنا كلمة شكراً خففتوا عنّا، أو الله يحميكن، أو الله يريحكن مثل ما ريّحتوني....

كل هالمشاعر الحلوة يَلّي ما عم بقدر أوصفا عمحسا مع Embrace بمطرح يمكن ما بعرف أسامي الكل بس متأكد إن عيلتي الثاني وبحس معن بالأمان وبالإنتماء..

LEWA

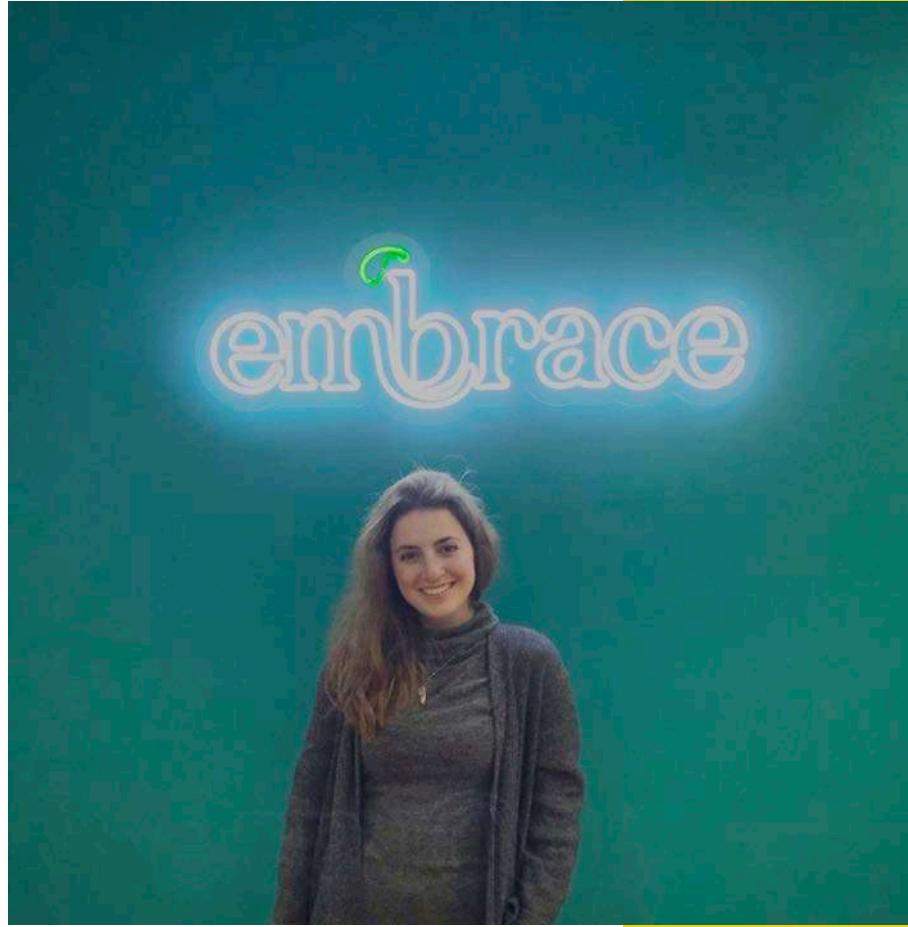


The date that marks my second operator's shift! It is unforgettable in many ways. The mixture of feelings I was just torn between! I was astonished; seeing everything around me collapsing, demolished, my safe space "embrace" bombed, glass shattering, blood all around... and most annoying was the sound of the alarm bells ringing as if it was Beirut crying for HELP! Something inside me, a faith, a hope was always assuring me: We will rise again! We will be there for each other, our callers, our families, and specifically our BEIRUT! Our belief in our mission that "Talking Saves Lives" made this quickly happen! Few hours after the explosion, we cleaned our chartered call center together, we re-installed our broken phones, and set ourselves ready to be there for our people, and for our community! This date, despite its traumatic impact on all of us, helped to reflect on my strengths, showed me how capable I can be, and how strong can we be when we have the right support and solidarity. To Embrace, I send u a 1564 love messages. Looking forward to always rise to our community's expectations and save more lives.

Joining Embrace in October 2020 made me feel like color was added back to my life and that purpose was restored after the senseless year we had all been facing. The most beautiful aspect of my journey there has been feeling like I am the person I needed when I was younger. Hearing callers thank you for being there for them and for understanding exactly how they feel makes you feel like what you do matters. As operators on the lifeline, we are usually called 'Hopemakers'. To me, each person that calls the lifeline is creating hope for a country with less and less stigma surrounding mental health. They represent the idea that even at your lowest, there still is hope for you to get through it, no matter how small it might be. When I feel sad, I remember them and the hope they represent for me. To the founders of Embrace, everyone that works or volunteers there, and to the callers, I am so grateful that you believe in the same things I believe in: that mental health matters, that talking about your emotional struggles shouldn't be shameful, and that receiving quality mental health care shouldn't be a privilege. Thank you for allowing me to be part of this beautiful butterfly effect.

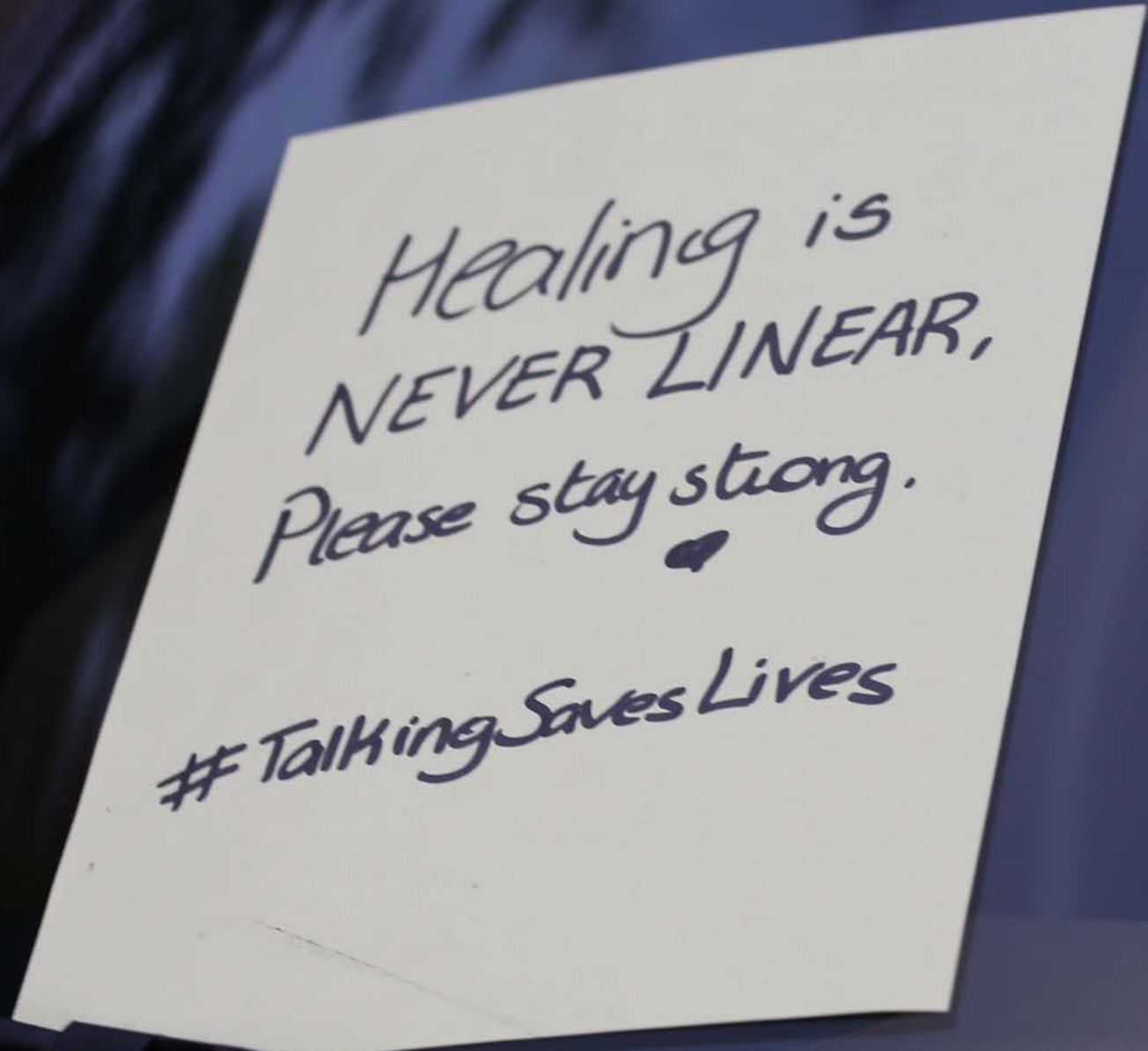
AYA





I can honestly say that joining embrace lifeline was the best achievement I've done in my life. Learning how to be there for any person, actively listening to them with no judgments at all is not only beneficial for callers but is also life changing for us as operators. You start to incorporate this in your lifestyle "not to judge anyone"; we usually do it instantly when we take a look at someone -growing up in a judgmental society- but here we just listen to them without even knowing how they look like and you instantly put yourself in an anonymous person's shoes, that is a very beautiful thing, that only Embrace could give me.

MARIELYNN





RESPONDING TO CRISIS

THE LAUNCH OF
THE EMBRACE MENTAL HEALTH CENTER

AUGUST 17, 2020

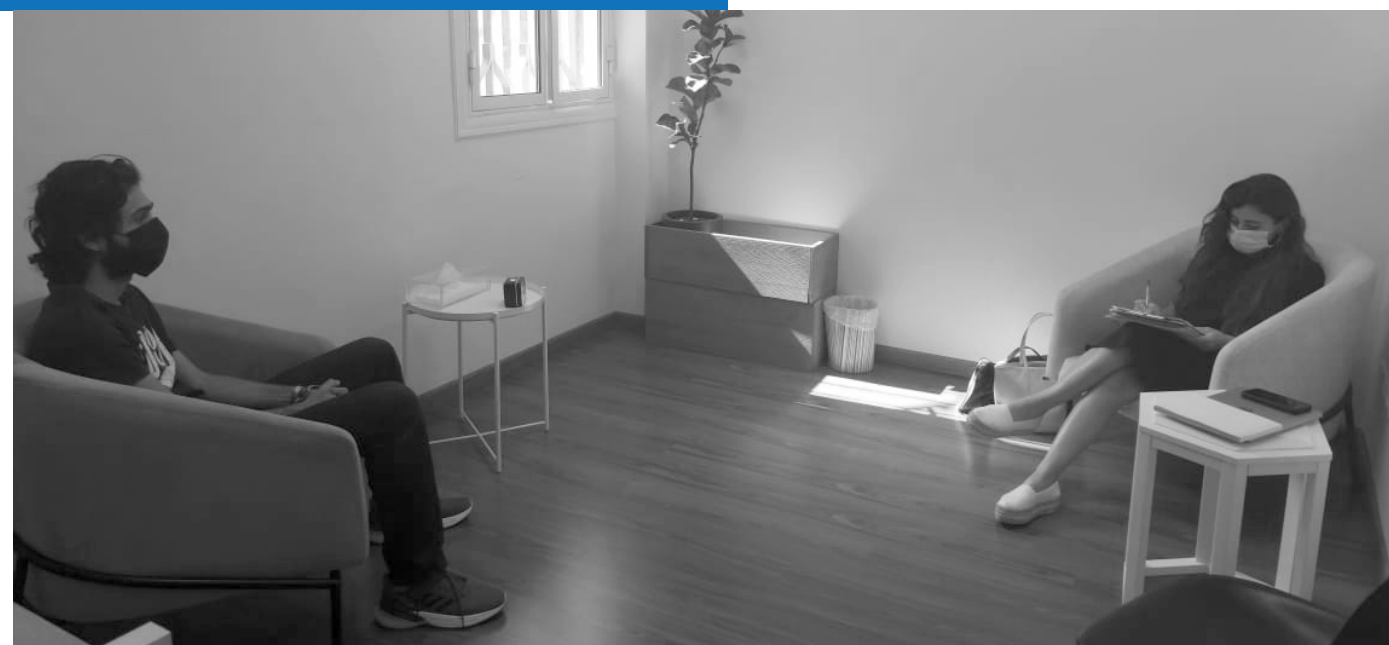
*"People will seek
treatment if it's
accessible."*

In August 2020, the EMHC was launched as a response to the devastating Beirut Explosion of August 4th. It started with a number of mental health professionals who volunteered their time to provide free mental health and trauma therapy sessions.

By October 2020 and with the support of our donors, it transformed into a multidisciplinary team of mental health professionals who were providing direct, free and high quality mental health care to persons experiencing mental distress in Lebanon



The EMHC's Mission is to support all persons affected by the Beirut Blast through their process of recovery from the traumatic wounds of August 4.



In 2020, our team grew to consist of 3 licensed clinical psychologists, 2 psychiatrists, 9 psychology interns enrolled in our training program, a registered mental health nurse, a social worker, and a clinical administrator. It is directed by Clinical Psychologist and Assistant Professor, Dr. Pia Zeinoun.

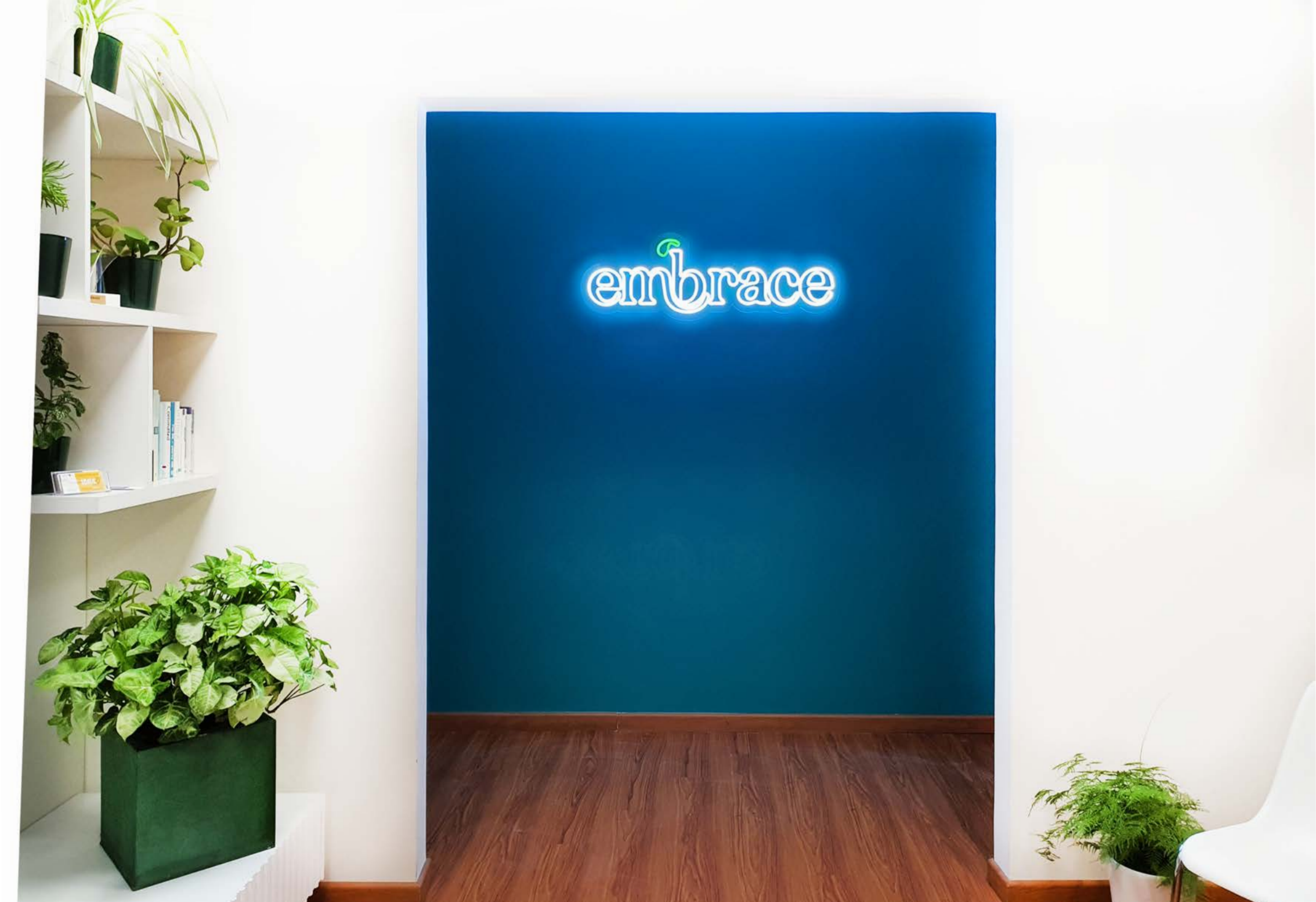


EMHC 2020 NUMBERS

- **644** PSYCHOTHERAPY AND PSYCHIATRY CONSULTATIONS WERE PROVIDED.
- **230** BENEFICIARIES CALLED SEEKING SERVICES AND REFERRALS.
- **159** PERSONS WERE TREATED AT EMHC.
- **60 %** OF PERSONS WHO WERE PRESCRIBED MEDICATIONS AT OUR CLINIC RECEIVED IT FOR FREE FROM AFFILIATED PHARMACIES.
- **8** GROUP SUPPORT SESSIONS WERE CONDUCTED

THE EMHC PROVIDES:

- Free and high-quality multidisciplinary mental health services to the community and
- Builds the capacity of future mental health professionals in Lebanon through a rigorous clinical training program for MA and PhD trainees.



WHAT WE OFFER BENEFICIARIES?

Beneficiaries are provided fully funded care along the spectrum of mental health care:

- Free psychotherapy and psychiatric consultation
- Free medication
- Free hospitalization (if needed)
- Social evaluation and support
- Medication management
- Crisis support



IMPACT ON OUR COMMUNITY

Testimonials from our Beneficiaries



“I struggled a lot to find the right therapist. Embrace gave me hope that there are still some empathic and humane therapists in Lebanon. Thank you for this warm and genuine experience.”

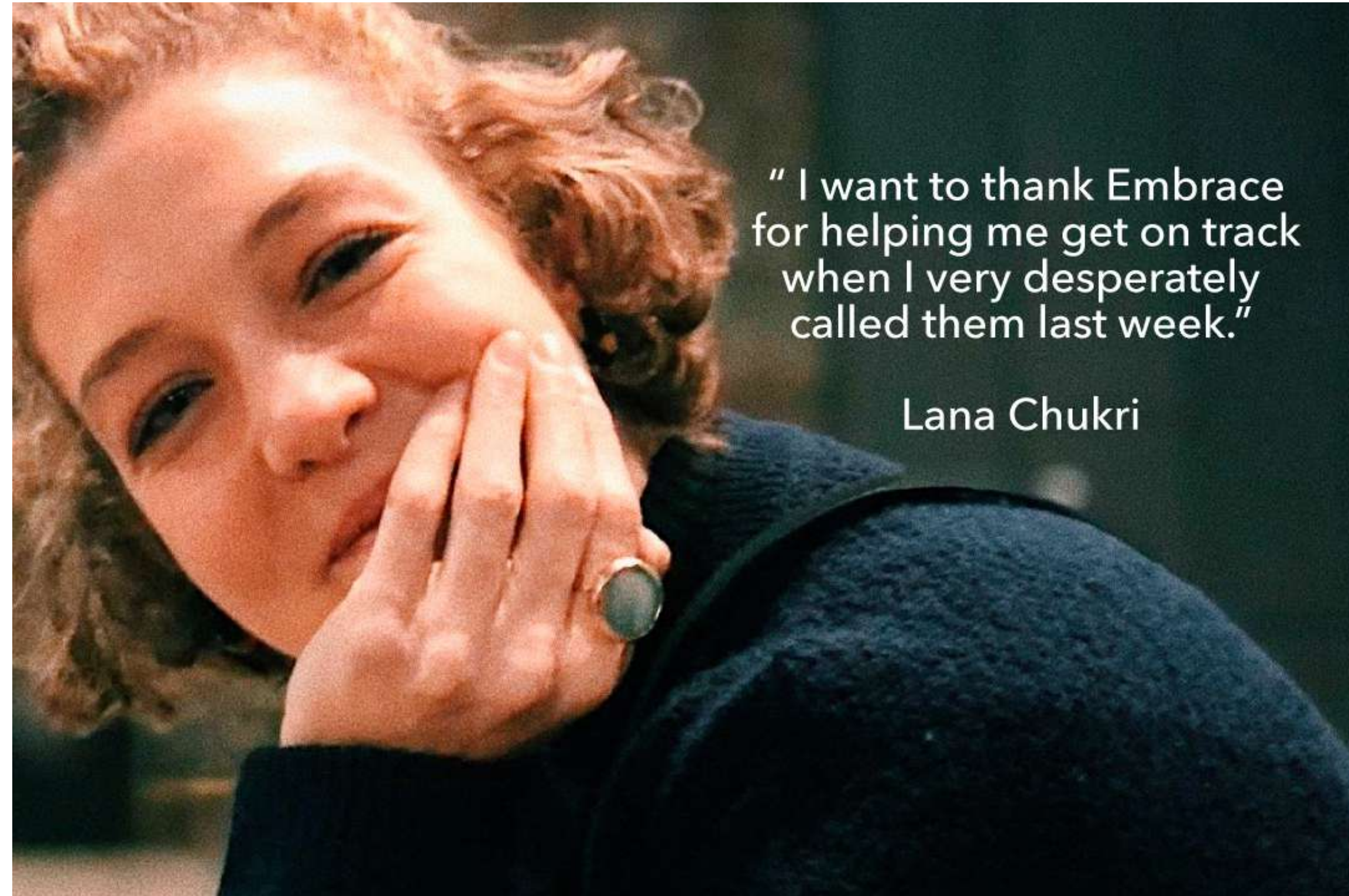
30 year old, male, with substance use, anxiety and distress due to trauma

“I’d like to thank you for the opportunity that im getting to seek help. Im more than grateful. I have needed a therapist for a very long time for many issues yet i couldnt afford one. The sessions are as if the are paid . The doctor’s are more than amazing and are doing their jobs perfectly.”

20 year old, female, student with eating problems (Bulimia)

“I am so thankful to have my first therapy experience with Embrace. Thank you for helping me with the therapy, the medication and even during lockdown. I can’t wait to visit the clinic again.”

25 year old, gender fluid, with anxiety



“ I want to thank Embrace for helping me get on track when I very desperately called them last week.”

Lana Chukri



"فليتوني اتكمش بخيط"
متصلة على الخط الحياة ١٥٦٤

خط الحياة - الخط الوطني الساخن للدعم النفسي و الوقاية من الانتحار

embrace **1564**

الجمهورية اللبنانية
وزارة الصحة العامة
البرنامج الوطني للصحة النفسية



**"شكراً انكن خلقتوا
هالمساحة، لنقدر نحكي
شكراً لوجود خط الحياة"**

متصل بخط الحياة ١٥٦٤

embrace **1564**

الجمهورية اللبنانية
وزارة الصحة العامة
البرنامج الوطني للصحة النفسية





GUIDING THE FUTURE GENERATION OF MENTAL HEALTH PROFESSIONAL IN LEBANON

THE GRADUATE CLINICAL TRAINING
PROGRAM AT EMHC



In August 2020, the EMHC also launched its Clinical Training Program, a training site for psychology graduates who want to engage in rigorous training in clinical psychology and psychotherapy.

- It operates in collaboration with local universities, such as AUB and Haigazian (in its first year).
- It fulfills the mission of providing mental health services to the community while building the capacity for future generations of mental health professionals.
- It meets the criteria set by the Ministry of Public Health concerning the hours required to obtain license to practice as a clinical psychologist in Lebanon.

WHAT DOES THE TRAINING PROGRAM OFFER OUR GRADUATE STUDENTS?



100+ HOURS OF OBSERVATION OF CLINICAL PSYCHOLOGY ASSESSMENT AND DIAGNOSIS, PSYCHIATRIC CONSULTATIONS, GROUP THERAPY, AND PHONE-BASED CRISIS MANAGEMENT.

400+ HOURS OF SUPERVISED PSYCHOTHERAPY TO A DIVERSE POPULATION.

90+ HOURS OF FORMAL LECTURES BY LOCAL AND INTERNATIONAL EXPERTS.

WEEKLY INDIVIDUAL AND GROUP SUPERVISION BY EXPERIENCED SEASONED PSYCHOTHERAPISTS IN LEBANON AND ABROAD.

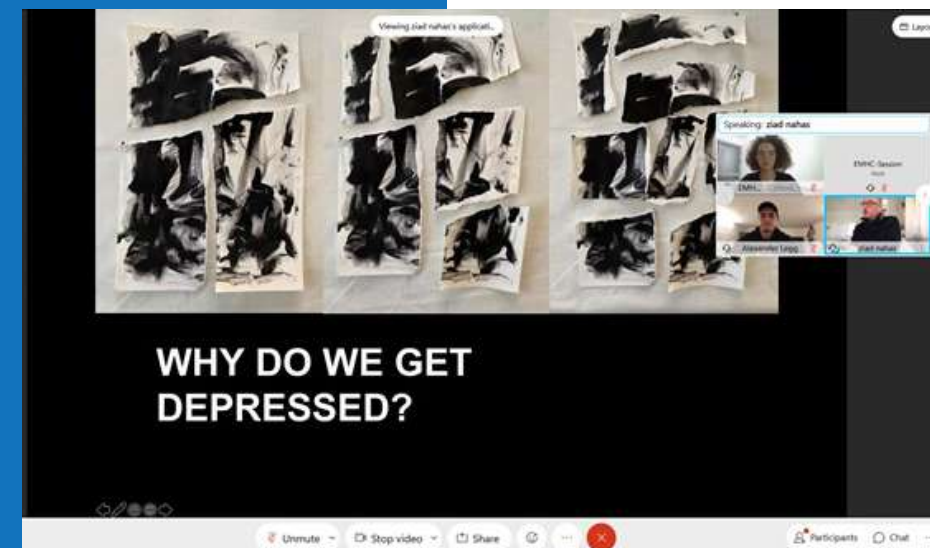
Inpatient rotation (paused due to covid-19 restrictions)*



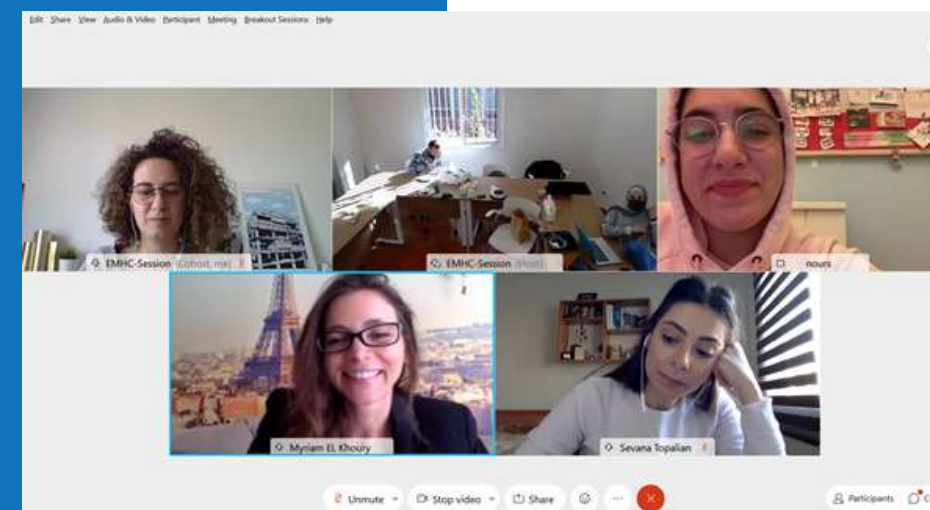
Together we can make a difference and increase our impact. Our clinical team engages in weekly case management meetings led by Dr. Pia Zeinoun, to discuss the patients' needs from various perspectives.



Aspiring to advance and keep learning, our trainees attend educational lectures by international and local experts to gain knowledge that can help them support the community in a better way.



We're always keen on progressing our knowledge as a team to better serve the community. Dr. Ziad Nahas, founder and former president of Embrace, and Professor at the University of Minnesota, conducted a virtual lecture on the biological basis of depression.



Dr. Myriam El Khoury Malhame, Assistant Professor of Psychology at LAU and expert in trauma-based clinical approaches, delivering a lecture to interns at EMHC. We ensure that interns gain well-rounded knowledge to build capabilities for their future careers.



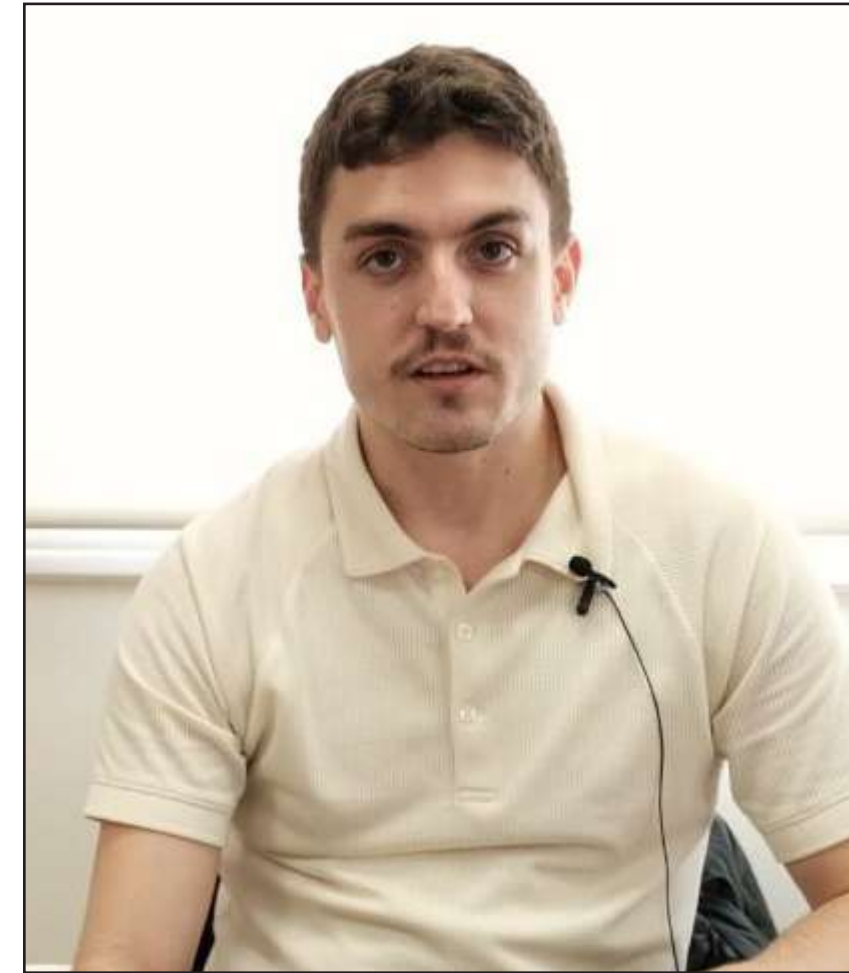
IMPACT ON THE FUTURE GENERATION

Testimonials from Graduate Students



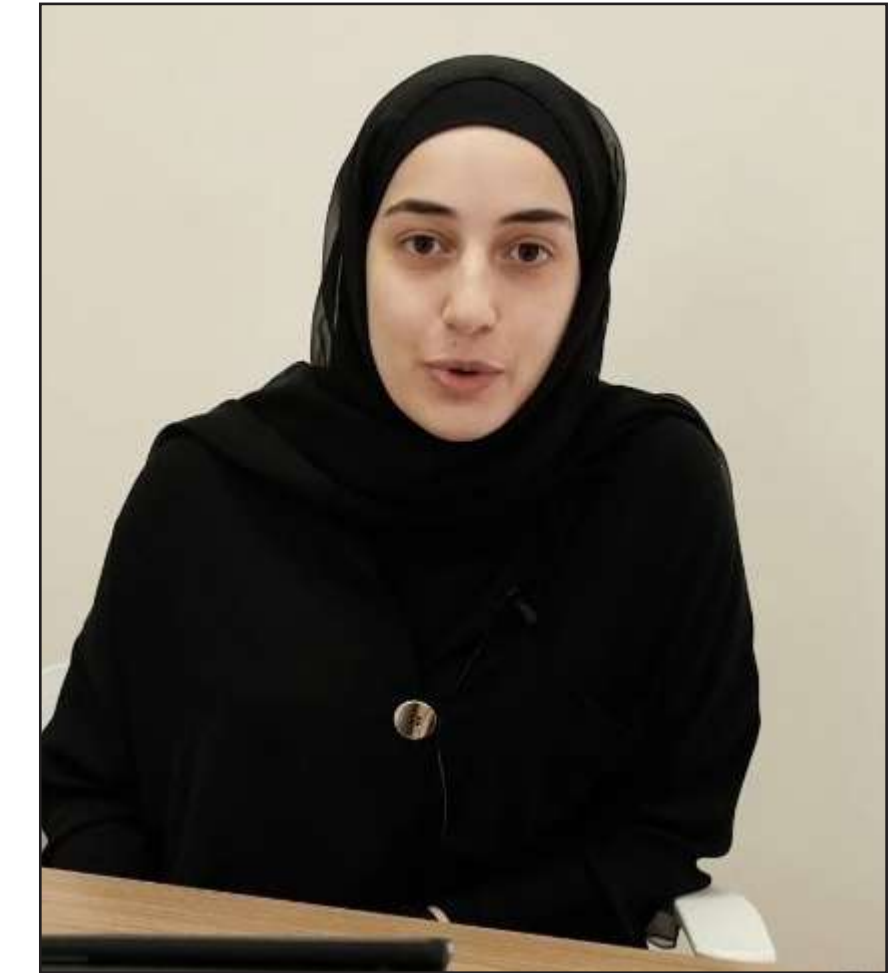
NOURA AMKIEH

...The program has been the most enriching training experience I ever had. The professionals who provide us with supervision and didactics are exceptional and come from different backgrounds, so we are exposed to many approaches. Also the emotional wellbeing of the trainees is always considered, which is very important in my opinion.



ALEX LEGG

Starting out I was a bit nervous but the supervision is excellent and you feel very supported from the supervisors in group and individual sessions as well as from your colleagues who quickly become your family.



SARA MAKKI

Its a wonderful experience to interact with beneficiaries and learn from supervisors.



BREAKING BARRIERS & BUILDING A VOCAL & SUPPORTIVE COMMUNITY

OUR 2020 AWARENESS & OUTREACH EFFORTS

OUR OBJECTIVES:

- Building a vocal and supportive community
- Spreading scientific, relevant and relatable information on mental health
- Breaking the stigma around mental illness
- Supporting people who are affected
- Fostering a resilient and emotionally healthy community across all environments
- Preventing mental illness

OUR MISSION:

Our mission is to break boundaries and stigma around mental health and create a safe space to talk and ensure that people who are struggling with mental health can enjoy a better quality of life.

Awareness and early detection can save lives.



HOW DID WE DO THIS IN 2020?

AWARENESS SESSIONS

Offering awareness sessions to corporate organizations, universities, schools, municipalities, vulnerable communities, student-led initiatives, etc.

CAPACITY BUILDING SESSIONS

Conducting capacity building sessions to local and international non-governmental organizations who work in the humanitarian field with missions overlapping with mental health and vulnerable populations.

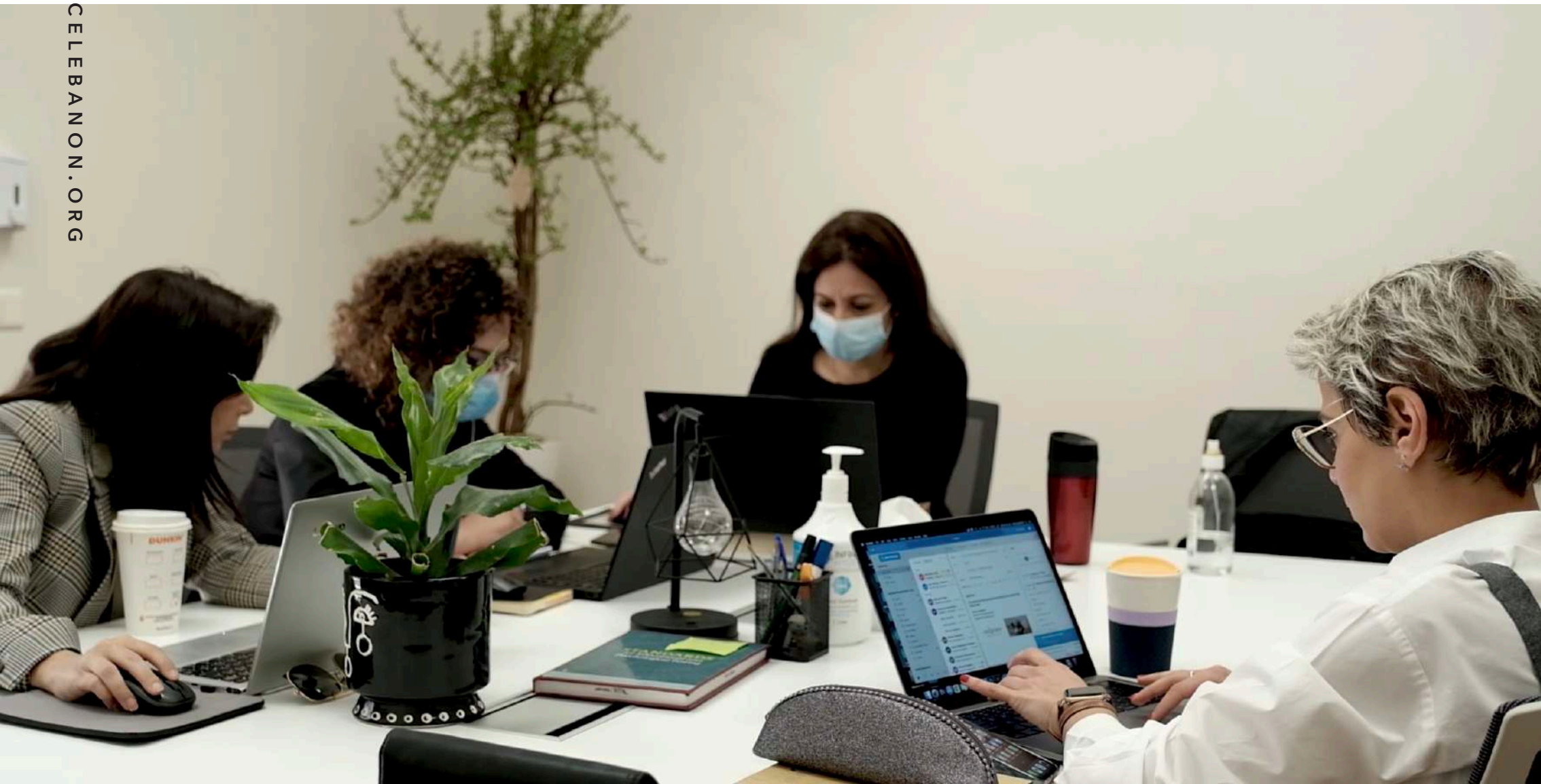
WHAT DID WE ACHIEVE?

1500+ participants were reached through these awareness sessions.





CAPTURING AND EXPANDING DATA ANALYTICS AND RESEARCH ON SUICIDE CEDARS & RESEARCH HUB



In the second year since its launch, Embrace's CEDARS & Research Hub Program, has continued to contribute to capturing and expanding data analytics and research on suicide and mental health in Lebanon.

The CEDARS & Research Hub Program work closely alongside other programs at Embrace to monitor and evaluate the impact of the range of ongoing activities/services at Embrace. The work of the team enables beneficiary experiences to be captured with data that is in turn transformed into information and knowledge that can inform both internal and external stakeholders. A primary focus in 2020 was the development and implementation of a monitoring and evaluation plan for the newly launched Embrace Mental Health Center. In parallel, the CEDARS & Research Hub Program also focuses on carrying out high-grade research that can contribute to knowledge on suicide and mental health in general. To that end, in 2020, the team carried out a study to investigate the characteristics of callers to the National Lifeline and the immediate outcomes of calls.

Snapshots from the department activities carried out through 2020 are outlined below:

Peer Reviewed Journal Articles

Zeinoun et al. (in press). Evaluation of Lebanon's National Helpline for Emotional Support and Suicide Prevention: Reduction of emotional distress among callers. *Intervention Journal of Mental Health and Psychosocial Support in Conflict Affected Areas*.

Key Implications:

- The Lifeline upwards of 4,000 calls between 2018 and 2020, from a majority Lebanese callers diverse in terms of age, location, education, employment status, and sexual orientation.
- Strong evidence supporting the effectiveness of the helpline interventions in significantly reducing subjective levels of distress and suicide-related behavior amongst callers.

Bizri et al. (2021). A closer look at patterns and characteristics of suicide in Lebanon: A first nationwide report of cases from 2008 to 2018. *Asian Journal of Psychiatry*, 59.

Key Implications:

- This study was the first report of recorded rate of suicides in Lebanon over eleven years. Based on data collected from the Internal Security Forces (ISF), rates of suicide were estimated to be 2.3 per 100,000 capita in 2018.

Chapters in Edited Volumes

Wazni, A & Zeinoun, P (in press). *Embrace Lifeline: How Lebanon established its first official national helpline for suicide prevention and emotional support*.

Impact reports from our programs

Monthly infographics gathered from The Lifeline and the EMHC are available on Embrace's website (Impact - Embrace (embracelebanon.org))

COMMUNICATION HAS ALWAYS BEEN KEY

BUT IN 2020, COMMUNICATION BECAME THE KEY TO MUCH MORE...

As the world drastically changed in 2020, following the looming COVID-19 pandemic and the ongoing crises, the role of communication was redefined, and it gained greater importance as the need for online communication and mental health support increased. People were spending excessive amounts of time online, browsing through various pages, seeking support and solutions that can ease this challenging time.

Communications, in its traditional sense, was once considered an informative tool and labeled as secondary in any organization's assets. However, the past decade witnessed a radical global shift in both definition and implementation of Communications, giving it all a larger weight and going from merely creative content and messaging to storytelling and community building.

Looking back at the past year, average screen times doubled, and online mental health content quadrupled, which made the mission of reaching users, grabbing their attention and maintaining their loyalty much more challenging.

Embrace bravely took the leap and transformed its brand image and content in September 2020, to a more modern one that is visually appealing to its existing market and attractive to its newly acquired one, while preserving the organization's authentic, professional & informative communication characteristics.





We widened the scope of online and offline content, making it more diverse and with a stronger engagement potential; all with a vision to build an even tighter sense of community focused on mental health and provide a feel of belonging and identity, not solely to the brand, but equally to its audience.

The Communications department acted with agility when it came to local circumstances starting with the pandemic, the August 4th Beirut Blast and the severely deteriorating socio-economic situation, and today, plays a primary role in achieving the overall organizational mission and vision.

Our ongoing partnerships with the leading social media platforms Facebook (& Instagram) and more recently with TikTok and with ITS. Communications have given us a more solid base of expertise and ongoing support, to be able to serve our community more effectively.

With a highly motivating organizational environment, passion will always be our drive and the sky will remain our limit. Hand in hand with every program at Embrace, we will make sure that all barriers are broken and that every person in Lebanon has proper access to mental health care.

As part of Embrace's plan in pursuing wider scale support to the community, Embrace launched multiple media campaigns to raise more awareness about mental health in Lebanon and about Embrace's different interventions.

7 A 2 2 A K TEHKINA CAMPAIGN

Post Beirut's Blast-September 2020

Through this campaign, Embrace wanted to reassure every individual (directly or indirectly) affected by the Beirut blast of their right to seek help and speak up by calling The Lifeline 1564. The Lifeline's trusted team of volunteer operators never fail to diligently provide their time, effort, and listening skills for the greater psychological well-being of every person who reaches out.

"Talking Saves Lives."



WORLD MENTAL HEALTH DAY 2020 - STUNT CAMPAIGN

October 2020

Our volunteers hit the streets of Beirut and other areas in Lebanon and spread messages of hope, warmth, and support directly on the streets, reminding people that no matter the circumstances they are not alone.



"WE EMBRACE YOU" CAMPAIGN

December 2020

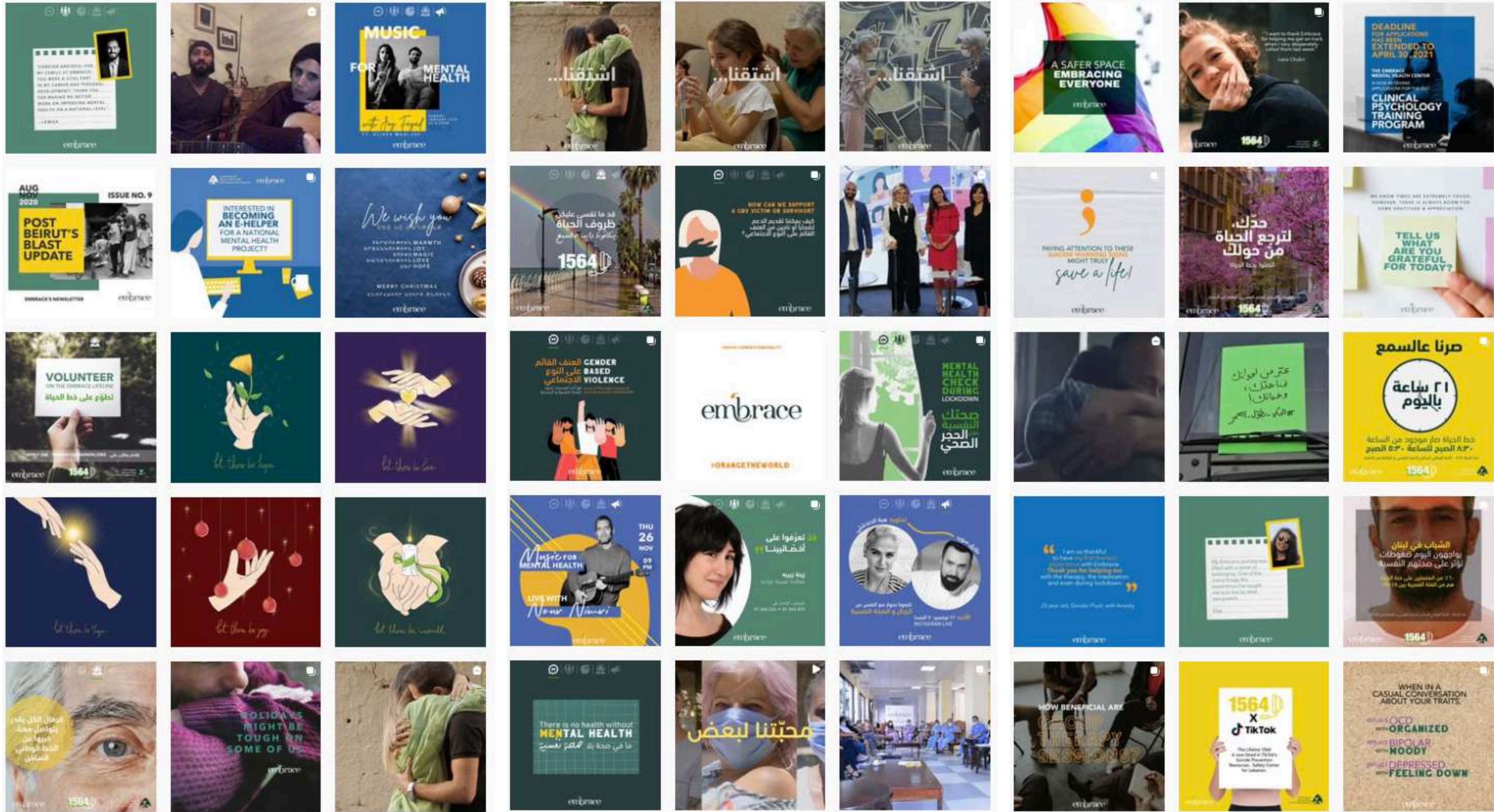
#WeEmbraceYou campaign served as a kind reminder, a ray of hope, and ongoing support to every person who has struggled throughout this challenging year.

In this campaign, Embrace wanted to relieve some of the feelings of anxiety, fear & loneliness that might have been developing due to the circumstances, as well as shed light on the little things that matter as much as the embrace that we miss and need the most!

"WE EMBRACE YOU" WINS THE "WAJIH AJOUZ AWARD"

"We Embrace You" campaign won The Wajih Ajouz Award (WWA) that honors organizations in online activism. The award aims to bring forward Lebanese individuals and organizations that make the best use of online means to fight for a better life, in Lebanon and everywhere else in the world.





CULTIVATED PARTNERSHIPS & GROWING OPPORTUNITIES FOR MENTAL HEALTH IN LEBANON

"In this challenging year, we seized the opportunity to grow as Mental Health gained the spotlight". In 2020, Embrace kick started its shift into a social enterprise with the goal of increasing impact while launching self-sustainable models of service provision. Since 2017, Embrace has operated the National Lifeline in collaboration with the National Mental Health Program at the Ministry of Public Health. It has also been achieving its mission through its awareness and outreach programs and research arm. In 2020, Embrace's activities and programs grew to meet the ever-growing needs of the community, and to provide services in a weathering state and economy. As we move forward, our aim is to ensure our programs are running at full capacity, and are well resourced to provide the community with optimum impact.

In the first few months of 2020, and despite the economic, political and health difficulties Embrace successfully secured ongoing funding for the Lifeline's sustainability and a limited amount for other supporting activities. Our most pressing goal was to ensure that the Lifeline becomes a 24-hour service, especially in the wake of the global pandemic. In the nearsighted future Embrace aspired and prepared plans to launch accessible mental health services within a model that would ensure self-sustainability while filling a much needed gap in the availability of mental health services in Lebanon. However, the economic recession that accompanied the COVID19 pandemic presented challenges with minimal investment in Lebanon, and mental health in particular, as priorities shifted to health care and combatting the deadly virus. Despite an increased attention to the psychological and mental health consequences of COVID, mental wellbeing, health and illness has always been a difficult concept to project due to absence of tangible outcomes.. Psychological suffering is not as easy to

capture, understand, see, or measure as the physical. Immediate outputs that can be portrayed and appropriately framed to capture donor interest are complex. Recovering from mental illness and regaining functioning can require months, and sometimes years of awareness, consultations, prevention efforts, and building supportive environments. During this time, people's lives are slowly but surely being transformed for the better. Embrace is playing a crucial role through its direct national services, its media presence, community outreach, and advocacy efforts.

Following Beirut's explosion, it became more imperative to invest in mental health, as a top priority of the disaster relief efforts, and many partners and international agencies rushed to provide the needed support. Through the support we received, we were able to expand the Lifeline services and launch the Embrace Mental Health Center, and a graduate clinic and training program to build a future generation of mental health professionals. Our budget within three months had expanded three times its budget the previous year,

With local and international support, we were proudly able to support thousands of individuals in 2020 and impact the lives of thousands more. We thank all our donors for their support, and for believing not only in our mission but in our transparency and credibility with our partners, stakeholders, and most importantly with our community.

7 new donors and partners believed in and supported our mission. Additional funding was invested by previous donors and partners.

WHAT DID WE ACHIEVE?

- Expanding The National Lifeline Operations
- Launching the Embrace Mental Health Center and the Graduate Clinical Training Program
- Increased budget within 3 months (3 times its initial amount) secured for 2021 and partially 2022
- Shifting Embrace into a social enterprise model with increased impact and support

We thank all our donors who not only believe in our mission, but also in our transparency and credibility with partners, stakeholders and most importantly with our community.



DONATE TO MENTAL HEALTH

As part of Embrace's ongoing mission to raise awareness around mental health and provide direct support to the community, we are still responding to Lebanon's mental health needs to ensure that every hurt voice is heard. We launched the Embrace Mental Health Center two weeks after the Beirut explosion and are soon expanding The Lifeline (1564) operations to 24/7 for emotional support and suicide prevention. Our awareness and outreach efforts allow us to enhance early detection and prevention of mental illness and provide communities the opportunity to enjoy a better quality of life. Your contribution counts. Let us make a difference, together.



Lea Zeinoun
Director of Strategic Partnerships

PRESS AND MEDIA FEATURES



Global development
'No sense of safety': how the Beirut blast created a mental health crisis



WORLD & NATION

Once, they were symbols of promise. The Beirut blast turned them to monuments of despair



The blast — the third-largest non-nuclear explosion in history — pushed out a fireball miles into the air, followed by a hemispherical shock wave that raced inland for six miles at supersonic speed.



Why the trauma does not end for Beirut blast survivors



A partial view of the damaged grain silos at the port of Lebanon's capital Beirut, almost a year after the August 4 massive explosion that killed more than 217 people and injured scores of others. (AFP/File Photo)



الرئيسية شرق أوسط الأخبار العاجلة أخبار نافذة
خاص
عام على كارثة بيروت.. مبان بلا ترميم وضحايا دون مساعدات
2 أغسطس 2021 - 23:59 بتوقيت أبوظبي
إكرام صعب - بيروت - سكاي نيوز عربية



بعد مرور عام على انفجار مرفأ بيروت، لا تزال الأبنية وشرفات منازل قيد الترميم، لكن ببطء شديد، فيما بقي العديد من سكان الأحياء المدمرة بعيدين من منازلهم، حيث يعيشون بمساكن مؤقتة أو ملاجئ مشتركة، أو حتى في



أرقام حالات الانتحار مخيفة و"خط الحياة" وسيلة Embrace للتخفيف من ألم الناس

23 حزيران 2021 08:23
الحياة



كارولين بزي
بيروت - لا يمكن للفرد أن يعيش حياة سعيدة من دون أن يكون بصحة جيدة على الصعيدين الجسدي والنفسي، لذلك تولي منظمة Embrace أهمية كبيرة للصحة النفسية التي ما زالت في بعض الأحيان من المحرمات في لبنان على الرغم من بعض الانفتاح في التحدث عنها خلال السنوات الأخيرة.



FINANCIALS

EMBRACE'S FINANCIAL SUMMARY 2020

www.embracelebanon.org

REVENUE

	514,810 \$	100%
Unrestricted donations	238,143 \$	46%
Grants and restricted funds*	215,987 \$	42%
Other, including workshops	60,680 \$	12%

EXPENSES

	311,093 \$	100%
Salaries and related charges	110,090	35%
Telecommunication	37,986	12%
External lifeline and clinic personnel	34,900	11%
Rent and related charges	20,599	7%
Campaigns and marketing	20,264	7%
Professional fees	19,801	6%
Other operating expenses	56,053	18%
Non-operating expenses	11,400	4%

Net returns 203,717 \$

* Excludes awarded grants that were not deployed in 2020 (to be allocated in 2021)