



SEENAH Annual Report

2012-2013

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MESSAGE FROM THE FOUNDERS

Cathy Leibman & Lina Malas

In 4 years, SEENAH has evolved from a place where mothers and their children sat around a table in the cafeteria making bracelets and collecting "Lost & Found Items" to a program that now encompasses the entire ASD community.

The 2012-2013 year, saw a division of Middle and High School SEENAH due to increased numbers in students and scheduling requirements, and yet students worked together at the Annual Jumble Sale & Dubai Ultimate Charity Event (DUCE).

The new addition to the 2012-2013 program is SEENAH Cares, an opportunity for High School students to implement their own project to help the underprivileged either locally or internationally. This year our students raised close to Dhs 30 000 and were able to help local laborers; supported programs in Palestine, Syria and Pakistan; donated to KIVA and water.org and continue to positively impact students at the Masooli School in Uganda.

A warm thank you to our Elected Officers, Sarah Syed (President), Brittany Wiltshire (Vice-President), Danyaal Waheed (Treasurer), Sophia Syed (Secretary), Sami Malas (Publicist) and Sanjana Kumar (Photojournalist) who have embraced ASD's Core Values – Compassion, Excellence, Integrity, Respect & Responsibility – as they relate to SEENAH.

Our work at ASD is possible through the support of our teacher representatives- Evelyn LeRose (Elementary School), Jill Egan (Middle School) and Kevin Schuttinger (High School); to Mark Needs and Janine Hanekom of the Campus Recreation Office, and our parent leaders and volunteers who support our students in achieving SEENAH's mission to "support communities by connecting reputable NGO's with organizations and individuals who want to make a difference."

GOVERNANCE DEVELOPED IN 2012-2013

1. Officer Status

Must attend at least 50% of meetings throughout the year and actively participate in 2 major SEENAH events or lead a SEENAH Cares project. This will allow a student to be nominated for the following officer positions – President, Vice President, Treasurer, Secretary, Publicist and Photojournalist.

2. Voting Status

Attendance to at least 10 meetings. Grade 8 students are invited to vote for nominees at elections held during May prior to the new school year.

PROJECTS DEVELOPED IN 2012-2013

1. SEENAH Annual Jumble Sale

Historically, the Jumble Sale was an initiative of the Booster Club of ASD originating at the original campus in Jumeirah. Since 2012, this is now known as the **SEENAH Annual Jumble Sale** and will take place in December to service the primary customers (Dubai helpers and Staff) before Christmas so that gifts can be sent to their children and loved ones in their home countries. For further information on the SEENAH Annual Jumble Sale refer to Appendix 1.

2. SEENAH Cares

This project allows High School ASD students to support a cause they truly believe in, providing a platform to take great ideas from the drawing board to reality. It can be an individual, a group or a community project. Funding for projects is raised through the Annual Jumble Sale and DUCE. Objectives of SEENAH CARES together with the process may be found in Appendix 2.

SEENAH ACTIVITIES

1. High School

1.1 Project Title: SEENAH Jumble Sale

December 7, 2013

7 am – 12 noon

Goal: This is SEENAH's main fund-raising activity on the school calendar. It's purpose is to serve various communities through creating a platform to sell used items. This platform offers opportunities for ASD families to participate in direct community service and for students to actively participate in the collection sorting scheduling, publicity and ultimate sale of gently used items. Students were also given the opportunity to perform and donated baked goods for sale in the café.

Parent leaders: At least 8 parent leaders are required to start planning two months prior to the event. Our parent leaders were

SEENAH students: At least 30 MS & HS SEENAH students are required for implementation of this project. HS students take leadership positions to help manage and coordinate various tasks.

High School project leader: Michelle Pazos (2015)

Output:

1. ASD families may rent a table for sale of goods
2. ASD families may donate unwanted used items to SEENAH
3. Dubai helpers and staff are our primary customers
4. Students had the opportunity to perform for the customers

Beneficiaries:

1. Syrian Refugee Camps - Kit out Kids in collaboration with SEENAH collected blankets and warm clothing to help women and children through the winter months in the Syrian refugee camps
2. Masooli School Supply Initiative – Christmas decorations were sold so children and teachers could have a set of stationery at the start of the school year
3. Palestine
4. All unsold items were picked up by "Take My Junk"

Amount of Money raised: Dhs 18 004.01

SPONSORS: Cinnabon

PEPSICO

VOX

Zaatar W Zeit

1.2 Project Title: Dubai Ultimate Charity Event
February 1, 2013
8 am – 5.30 pm

RATIONALE: Now in its 8th year, the DUC supports ASD's commitment to service and learning by featuring a regional Ultimate Frisbee Tournament with some of the top teams and players from the MENA region. This charity tournament supports the ASD Service Clubs – Kids for Wish Kids, Room to Read, SEENAH and the Week Without Walls service projects.

GOAL: Organize the SEENAH Dodgeball Tournament and provide shawarmas, Italian ice and drinks.

PARENT LEADERS: 1-2 parent leaders are required to coordinate with Campus Recreation and oversee the Dodgeball Tournament and sale of food. This year's parent leader was Hiba Jaber.

SEENAH students: HS student leaders plan and co-ordinate the Dodgeball Tournament teams which include MS, HS and teachers.

HS project leader: Rami Jaber (2015)

OUTPUT:

1. Leadership opportunity teaching organization and responsibility
2. Volunteer opportunity to help sell food items in Falcon's Nest
3. Participation in Dodgeball tournament
4. Supporting our ASD community

Amount of money raised: Dhs 10 000

SPONSORS: VOX

Atlantis

Jaber family

1.3 Project Title: PTA Carnival Friday 22, 2013

RATIONALE: The Carnival is PTA's main family event with over 2 000 in attendance. This year, Carnival held a Bazaar, allowing a SEENAH Cares Project to fundraise for her cause.

GOAL: To raise money for Pakistan – Empowerment of Women, a SEENAH Cares project. Handicrafts were sold and the amount raised was matched by SEENAH.

HS Project Leader: Deena Habib (2014)

OUTPUT:

1. Leadership opportunity teaching co-ordination with PTA Bazaar committee, organization, responsibility and fund-raising
2. Promotion of SEENAH and its SEENAH Cares program
3. Supporting our ASD community

Amount of money raised: Dhs 1546

1.4 Project Title: Karama Kanteen

Karama Kanteen is a SEENAH CARES project led by Sami Malas where 200 workers in Dubai are given bags of groceries. Given a budget to work with, Sami and SEENAH students searched for a wholesaler in Dubai that would maximize the amount of items per bag and remain within budget. Students helped pack 200 bags and delivered them early on a Friday morning in Satwa. This project was in conjunction with Seeds of Change.

2. Middle School

In 2012-2013 SEENAH Middle School met approximately twice per month on a Sunday. For Jill Egan, teacher representative and Cathy Leibman, parent leader, it was important that our students were taught that SEENAH is a service club that raises awareness and money to support projects in developing countries that help people learn, grow and be healthy. Middle School students were introduced to issues such as education, water, family finances, nationality and language through the video, "If the world were a village of 100 people." Students had the opportunity to assist in volunteer opportunities at the Jumble Sale, DUCE and the PTA Carnival.

Project Title: SEENAH Jumble Sale December 7, 2013 7 am – 12 noon

See above for High School.

The SEENAH Middle School students helped prepare collection boxes up to two months before the event and during meetings would collect and sort items. On the day of the sale, students volunteered through helping set-up, bringing baked goods, selling items or performing.

Project Title: Bottle painting/ Manipulatives for Masooli

Under the guidance of Kelsi Hurlbut, Middle School students and some parents shared their artistic talents and painted bottles which were sold at DUCE and the Carnival. A team building exercise for our students.

Students also had the opportunity to help create Kindergarten manipulatives for the students at Masooli.

Project Title: Dubai Ultimate Charity Event February 1, 2013 8 am – 5.30 pm

See above for High School.

The SEENAH Middle School entered a team in SEENAH's Dodgeball Tournament.

Project Title: PTA Carnival Friday 22, 2013

RATIONALE: As the PTA Carnival fell on World Water Day, MS SEENAH students focused on a "Water Awareness" feature.

GOAL: 1. Water awareness
2. To raise money for water.org by charging a token for participation in our booth
3. Volunteer opportunity for over 20 SEENAH Middle School students

High School leader on the day: Nicholas Leibman (2015)

OUTPUT:

1. Students prepared posters to message that access to clean water is so important in both 1st and 3rd world countries.
2. Interactive Jerry can "walk"
3. Guessing game – How many bottle tops in the Jerry Can?
4. Bottle Ring toss game

Amount of money raised: Dhs 830.80

3. Elementary School

Grade 5, under the leadership of Ms Evelyn LeRose have continued to support SEENAH for the second consecutive year, with all funds supporting the Masooli school in Uganda. This year, Grade 5 raised money through their Biography Convention, Talent Show and popcorn sales. At the time of this report, over Dhs 6000 has been raised which will support all education initiatives at Masooli school.

BENEFICIARIES

Masooli School, Uganda

All monies raised went to serve the Education program of Masooli School. This included:

1. Team building exercise for the teachers to give them a sense of purpose and to work as a team
2. Renovation of all classrooms
3. Establishment of a Kindergarten. This is the first Kindergarten at a Government School in Uganda
4. Scholastic materials and learning aids for all classes
5. Each classroom was labeled and had a storage cupboard
6. Classes sat end of term examinations
7. Primary 7 sat monthly exams

In June 2012 and February 2013, water bottles, lunch boxes and caps were collected from Lost & Found.

In October 2012, Kit out Kids provided each student and teacher at the school with a pair of shoes, which have been collected throughout the school year.

Unsaleable items from the Booster club – 34 pairs of pyjama pants and 93 shirts have been donated.

Grade 4 are currently collecting backpacks for the start of 2014 Masooli school year.

Ra'ana Liaquat Craftsmen Colony (RLCC), Pakistan

A SEENAH CARES project led by Deena Habib, RLCC is an organization aimed at empowering women. Deena sold handicrafts at the ASD Carnival in March which was combined with SEENAH's match-up promise. In total over Dhs 3500 was donated to assist in the building of their new elementary school.

Karama Kanteen

200 workers in Satwa benefitted from a grocery bag containing rice, lentils, cooking oil, milk, chips and glucose crackers – enough for 5 meals.

Kiva

Brittany Wiltshire will support Kiva as part of her SEENAH CARES project. She has been allocated Dhs 1840 (US \$500) and will update us in the 2013 school year. www.kiva.org

Palestine

The 40% funds from the Jumble Sale, Dhs 7204, was allocated to Lina Abuhamdieh's SEENAH CARES project based in Palestine. She will be personally delivering this money and will provide us with an update in the 2013 school year.

Water.org

Middle School SEENAH made a US \$50 donation to water.org from funds , after expenses raised at the Carnival.

Syrian Refugee Camps

SEENAH together with Kit out Kids, spearheaded by Mrs Alison Fleming collected warm clothing and blankets for men, women and children for the Zaatari Camp in Syria. Over 18 large bags of blankets, jackets, fleece, sweaters and sweatshirts and 32 bags of clothes were donated. They were delivered to Jordan via Aramex.