



Reclaim
CHILDHOOD

ANNUAL REPORT 2024-2025

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NOTE FROM THE EXECUTIVE DIRECTOR

The 2024–2025 program year was another one of instability and uncertainty, from continued conflict to the reordering of the international aid system to cautious hope for the future in Syria. The decrease in funding deepened vulnerabilities across our region, and in Jordan, local and refugee families alike are navigating economic strain, displacement, and the lasting effects of conflict.

At the same time, another story unfolded within RC’s programs, and we’re excited to share highlights and stories from the past year in this report. More than 900 girls attended RC’s programming, with two-thirds engaged in long-term programs throughout the year as they built skills, relationships, and confidence. We piloted two new initiatives—alumni support and a summer soccer league—to extend our support for older participants and recent graduates (pg. 8).

Beyond our core programs, we led the Equal Play Effect in the Middle East, focused on increasing gender equity in sport with incredible partners navigating the effects of conflict in their own communities (p. 13). We were also selected to join ICONIQ Impact’s Youth Mental Well-Being Co-Lab, joining a coalition of organizations working towards belonging, community, and better outcomes for youth worldwide (pg. 15).

Reclaim Childhood’s first-ever strategic plan was written just weeks before the world shut for the COVID19 pandemic. We launched our second one (pg. 16) in Fall 2024, just months before the funding landscape would change dramatically. While our unfortunate timing continues, so does our commitment to supporting girls and women in Jordan. In a time when global systems feel fragile, community has proven powerful. Thank you for being part of ours.

With gratitude,



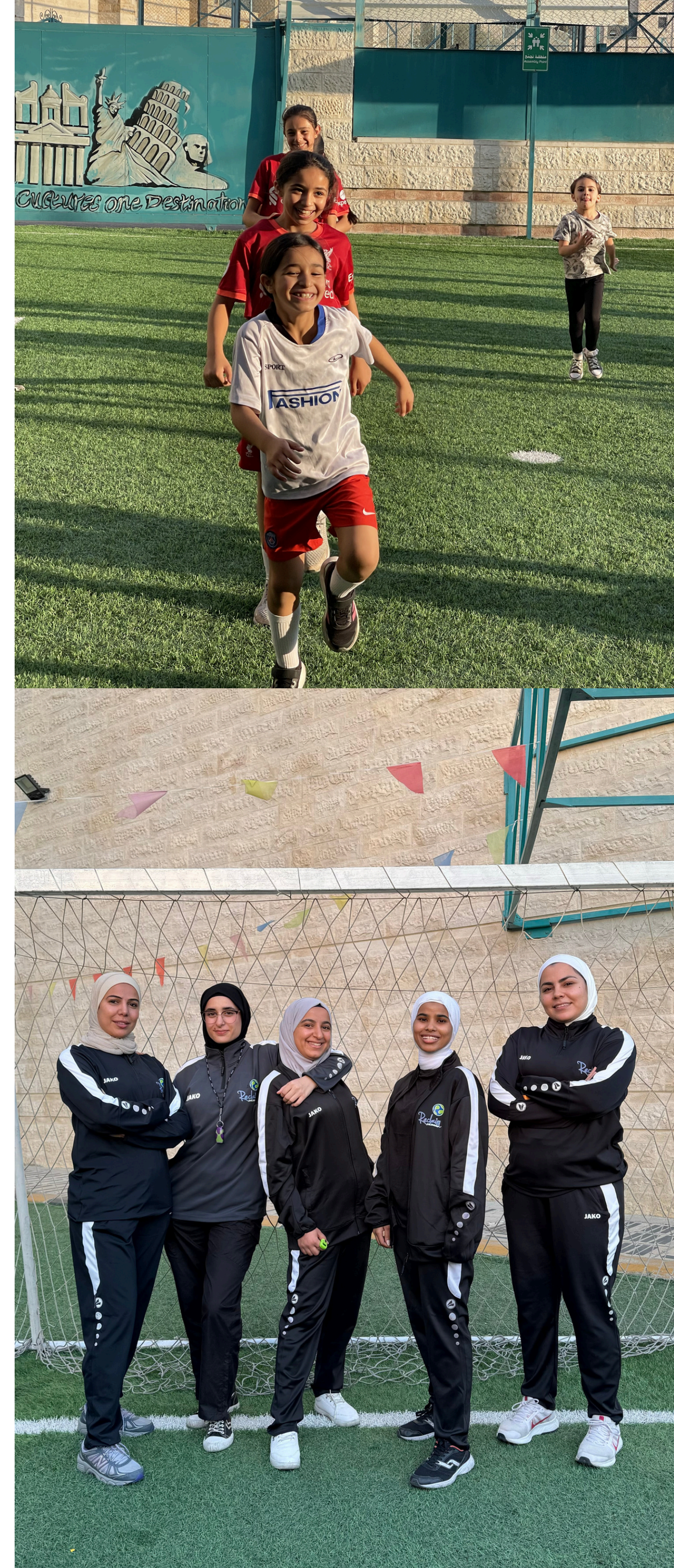
Anna Barrett, Executive Director

OUR MISSION

Reclaim Childhood creates **safe** and **inclusive spaces** for refugee and local girls in Jordan to thrive by **playing sports, working with coaches**, and **building community**.

OUR GOALS

- 1) To provide a safe space where participants can **Reclaim Childhood** and just be kids.
- 2) To **empower and inspire** girls and young women by employing the **positive impact of sport and play** to build socioemotional and life skills.
- 3) To **connect diverse communities that otherwise may not interact** – refugees and host community Jordanians alike.



WHERE WE WORK

HUB SITES

We have four main hub sites around Jordan where we run year-round programming. Hub site programming includes over 35 weeks of activities.

AMMAN

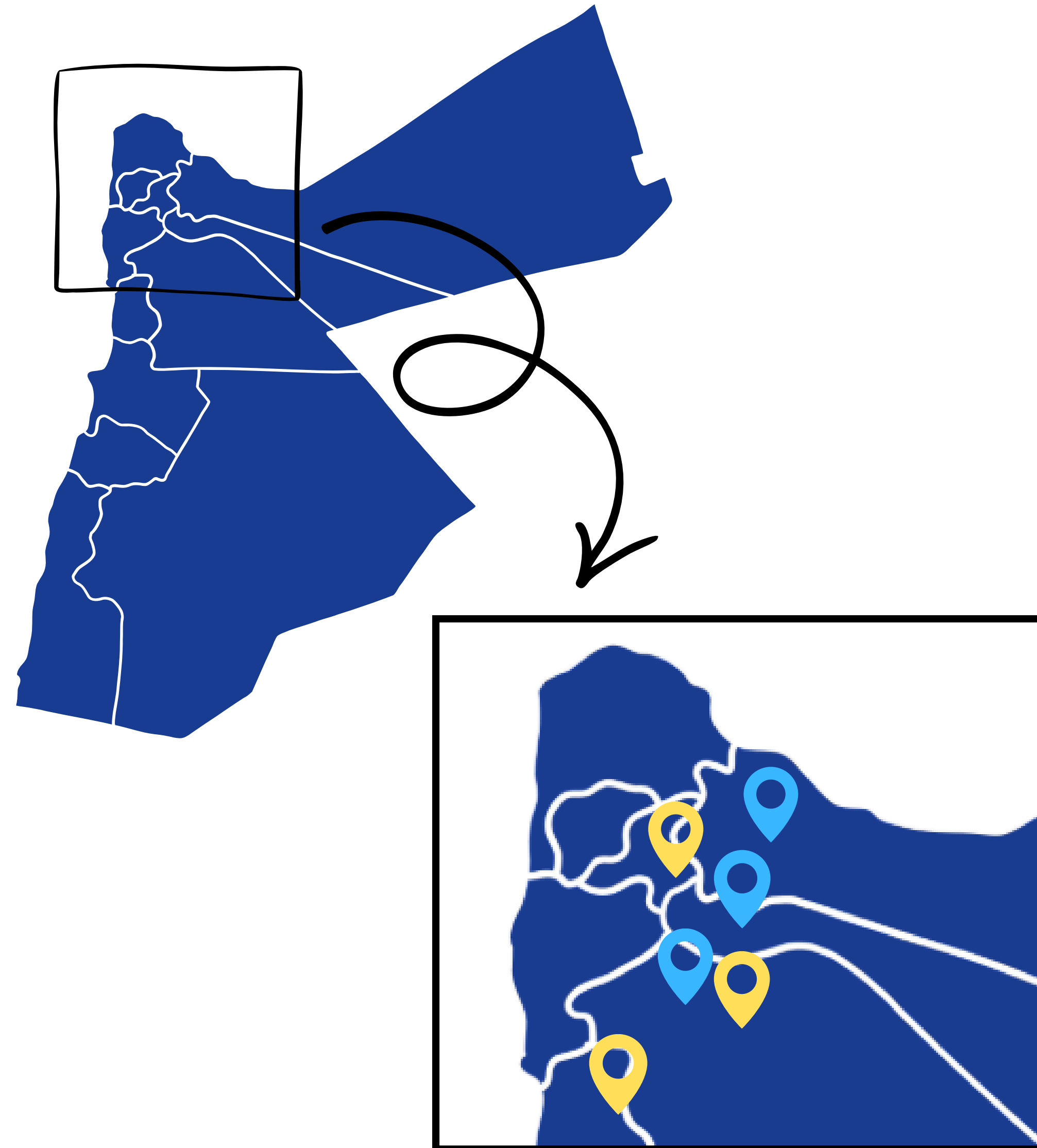
Amman is the capital and largest city of Jordan, serving as the country's political, economic, and cultural center. It hosts the largest number of refugees from a wide range of nationalities. Two of our four hub sites are based in Amman, where we work closely with diverse communities across the city.

ZARQA

Originally a military site, Zarqa is Jordan's second largest city. It has long been a destination for Palestinian refugees and now welcomes those from Syria and Iraq. Zarqa is one of RC's original and longest-running program sites.

MAFRAQ

Located 80 kilometers north of Amman, Mafrq sits at a key crossroads leading to Iraq and Syria. The region is home to thousands of refugees and has long served as an important host community. This hub site was launched in 2022.



OUTREACH CAMPS

This year, we ran three outreach camps in communities outside our hub sites, chosen for their limited access to sport and play for girls.

MADABA

Known as the "City of Mosaics," Madaba is famous for its Byzantine and Umayyad mosaics and is home to a significant refugee population from Palestine, Syria, and Iraq. This is our second year running a camp here.

GAZA CAMP

Officially known as Jerash Camp, it is located five kilometers from the Roman ruins and present-day city of Jerash.

Founded in 1968, it remains largely separated and has the lowest income levels of Jordan's Palestinian refugee camps. We previously hosted an outreach camp with girls from both the city and the camp.

SAHAB

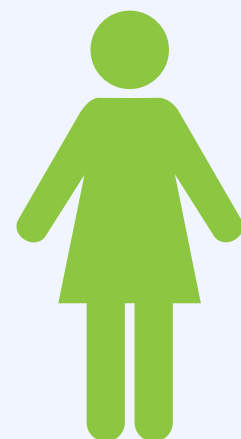
is an industrial city situated 16 km southeast of Amman. It is home to girls of Jordanian, Syrian, Iraqi, and Palestinian descent. This was RC's first outreach camp here.

FY25 IMPACT



1080+

Hours of
Programming



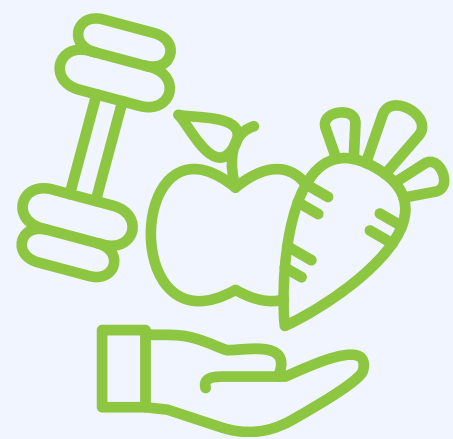
943

Girls Reached



46

Hours of Coach
Development



90%

of girls adopted healthy
habits from RC



99.5%

of girls felt safe at RC



100%

of mothers reported
improvement in daughter's
physical and psychological health

AFTER SCHOOL PROGRAM

Throughout the school year, RC provided 29 weeks of programming beginning in September with the soccer season. As winter approached, we transitioned indoors for basketball and wrapped up the year outside with frisbee season.

Sessions are a mix of skill development, teambuilding, and socioemotional learning through sport. This year, we emphasized themes of self-confidence, goal setting, and building friendships. As our longest-running program throughout the year, after school programming helps girls develop lasting relationships with peers and coaches.



**700+
HOURS**



609 GIRLS



**468
SESSIONS**

➤ HIGHLIGHT ➤

This year, we welcomed guest facilitators to help girls expand their horizons with fun new activities and skills. In April, EmpowerVan led self-defense workshops for the older girls, and Wesley O'Brien of Hit and Hope Tennis traveled to different sites to introduce the fundamentals of tennis.

In May, Prof. Vivian Appler from the University of Georgia led engaging theater workshops. These experiences help our girls try new things, build confidence, and discover new interests.

MARWA'S STORY



“Today, I face challenges with confidence, seeing fear not as something to avoid, but as an opportunity to grow and become the best version of myself.”

“When I first joined RC, I was a quiet, shy girl who avoided social situations. I struggled with confidence, felt anxious in public spaces and often hid behind screens to escape discomfort. Everything began to shift the moment I decided to take a chance and join RC’s activities.

What started as curiosity quickly became a turning point. Through RC, I gained essential life skills such as time management, teamwork, working under pressure, and communication. Academically, I started to thrive as I developed confidence and learned how to manage stress. I also improved my communication skills, which helped me connect more with teachers. I felt more in control of my learning and motivated to push my limits.

On the athletic side, I learned new sports, especially football, and discovered a passion for physical activity. On the field, I felt alive and free. Scoring my first goal in our last match was a symbol of how far I had come. That moment boosted my self-esteem and made me believe in my own abilities.

Most importantly, RC gave me a community. I met girls from different backgrounds and cultures, and together we learned, trained, and grew together. That sense of teamwork and belonging transformed me from a shy participant into a confident role model for other girls who once felt the same way I did: hesitant, unsure, and afraid to take the first step. This journey also brought me closer to my family, helping me communicate and express myself more openly.”

SUMMER CAMP

 409 GIRLS

 120 HOURS

 64 SESSIONS

Summer is the busiest time of year for RC! Over 6 weeks, over 400 girls participated in programming across RC's four hub sites. The first half consisted of camp, with skill building stations for soccer, basketball, and frisbee skills, along with small games to teach social skills and promote teamwork. In the second half, girls took the field for match days, playing small games of soccer and frisbee in a competitive environment.

This year, we expanded summer offerings by running a soccer league for the oldest girls. This opened up additional spaces for younger girls in camps while giving older participants an age-appropriate challenge and community. Check out page 8 for more information on the pilot!

"The summer camp was fun because it had diverse activities and gave me time to meet new people and try different things. The league has a unique sense of commitment and constant excitement!"

– Doaa, age 17, reflecting on her camp and league experiences



PILOT PROGRAMS

SUMMER LEAGUE

With the support of the FIFA Foundation, we piloted a successful summer soccer league for our oldest participants while the younger cohort continued in the traditional summer camp model. Each hub site had two teams and over 90 girls participated in an 8-team round robin and final tournament. Throughout the summer, the girls worked together with their teammates and coaches to learn skills, score goals and earn fair play points!

"I've come to believe in my ability to face strong teams and handle pressure. Even outside the field, I now make quicker decisions and trust myself more."

–Doaa, Amman Leagues Participant



The alumni support initiative launched with the goal of empowering and helping former RC participants to take their next steps after graduating from high school and aging out of the RC sports program. Through six workshops in Amman and Zarqa, the program equipped 42 girls with key employment skills, from CV writing and job interviews to workplace communication. Several also gained hands-on experience as assistant coaches during RC's Summer Soccer League, combining their love of sport with professional development as the two pilot projects came together.

"The Alumni Program taught me how to develop myself and gave me the basics of entering the job market, which strengthened my confidence and helped me gain real experience." – Dana, Zarqa alumna and leagues volunteer

ALUMNI SUPPORT

OUTREACH CAMPS



“I loved the camp so much and the coaches too, they are so friendly! I loved the court, we played all the sports and gained new skills. My favorite part was basketball and I hope you always come to Madaba and have more programs!”

**Jana, Syrian, 11 years old,
Madaba Camp**



36 HOURS



238 GIRLS

As part of our strategy to provide access to girls in Jordan beyond our hub sites, RC held three outreach camps this year, engaging 238 girls in Madaba, Sahab and Jerash/Gaza Camp. Each camp lasted four days, with three-hour daily trainings that included soccer, basketball, frisbee, and small fun games. A 10 new women coaches were also recruited to run the camps in partnership with RC veteran coaches, gaining employment opportunities and coaching experience.



“During these 4 days, I met new people and gained new friendships. I felt that my body was full of energy and the whole place was full of energy, and the best part is that I learned new skills and played new sports that I have never played before!”

**Malak, Jordanian , 16 years old,
Sahab Camp**

QUDRATI TEEN LEADERS

My Ability

Qudrati is a year-long off-field program designed to strengthen adolescents' personal growth, leadership, and life skills. This year, 50 girls participated in the largest-ever cohort as the project expanded to Mafraq for the first time. Across over 30 sessions, participants explored topics such as emotional awareness, habit-building, leadership, gender roles, and problem solving through interactive sessions, workshops, site visits, and community activities. The program also included sessions for participants' mothers focused on handling emotions and coping with stress.

Girls applied their learning through knowledge transfer sessions and by designing and implementing community service projects addressing issues they identified in their communities. The program concluded with the girls presenting their projects during a graduation event attended by mothers and peers. The pre/post surveys showed an overall 4.5% improvement in High Impact Attributes (HIA) for graduates, with the strongest gains in social confidence and self-awareness.

"I enjoyed strengthening my personality, meeting many people, and overcoming shyness, and fear. I gained the confidence to stand in front of others, speak up, and participate."

**Lynn, age 15
Mafraq**



Self-defense class taught by Program Director Rima



Visit to Darat Al Funun Gallery



Workshop with Ruwwad



Ramadan Iftar

BARAA'S STORY



“Participating in Qudrati was one of the greatest things I have ever done...I learned how to face problems properly, without fear or hesitation.”

Born in Aleppo, Baraa went through frightening events as a child during the Syrian conflict and was unable to speak for four years. When she joined RC, she slowly began to feel safe again, build friendships, and regain her voice with the support of the coaches.

“At first, I was very scared, but over time I felt safe and began to consider RC my second home. I loved coming every day...I started helping the coaches by organizing the girls, bringing cones and tools, and volunteering in many activities. Volunteering was amazing—it made me feel like a leader.”

This year, Baraa joined the Qudrati program, undergoing a remarkable personal transformation. She was initially shy and hesitant, but emerged more confident, courageous, and self-assured. She also became more social and grew into a respected leader among the other participants.

For her end of program community service project, Baraa and her peers created a Self-Encouragement Box to support girls’ time management, emotional well-being, and motivation. The box included: a planning booklet to track their daily tasks, a bracelet worn at the start of the day as a sign of commitment and removed once goals are achieved, and a plant that reminds them that growth requires daily care. It also included a jar of motivational quotes and handmade ribbon flowers.

Through this project, Baraa discovered a passion for flower-making. She continued developing her skills from home, sharing and selling her handmade bouquets within her community as she developed her own style. Through the growth she experienced in RC and Qudrati, Baraa became a confident young woman who understands her value, pursues goals, and confidently advocates for herself.

COACH TRAINING

AMMAN 1

Wala'a Al-Darraj
Saadia Ba'amer
Mai Ismail
Roa Al Aboodi
Fatima Al Zhouri
Afra'a Qahtan

AMMAN 2

Yara Abu Labadi
Rawa Abu Laban
Raghad Al Azab
Raghad Al Zoul
Hana Al Harthy
Sakha Qreie

Coach
Lineup

MAFRAQ

Wajed Abul Roos
Juhaina Al Tamani
Bayan Fheli
Hala Harahsheh
Sereen Shihab

ZARQA

Wala'a Abu Shihab
Hadeel Abu Nemreh
Rasha Al-Ghuwieri
Suad Al-Jbour
Razan Ghazway

RC delivered 23 hours of coach training at our hub sites, reaching 22 RC coaches and 32 alumni and teen leaders. Throughout the year, coaches participated in seasonal coach clinics held at the start of each season to strengthen technical skills, coaching approaches, and youth development skills.

Coaches also strengthened their coaching capacity through a series of specialized workshops. In the fall, we ran a training on the impact of sports on personal development and creating inclusive environments for girls. In the spring, coaches worked with counselor Ala'a Al Khalidi on combatting discrimination on and off the field, as well as a theatre workshop from Prof. Vivian Appler on self-expression activities.

In preparation for the launch of the summer pilot leagues, coaches participated in a training on how to lead a team across a season in a more competitive environment, while others received basic refereeing instruction. In parallel, 32 teen leaders and alumni participated in trainings to prepare them to assist in summer programming.



TRAINING BEYOND THE HUBS



Training in Outreach Communities in Jordan

While much of our focus on coach training is for our hub site coaches, we also aim to reach women beyond our year-round communities. We ran 15 hours of coach training as part of our Outreach Camp initiatives, preparing 10 coaches in Madaba, Gaza Camp, and Sahab to run programming in their communities with the support of RC veteran coaches and providing work experience.

➤ **HIGHLIGHT: Leading the Equal Play Effect-Middle East** ⬅

The Equal Play Effect (EPE), launched by Common Goal in 2020, is a global initiative designed to accelerate gender equity through soccer. EPE has supported a growing network of Football for Good organizations to rethink how the game is played - on the pitch, on the sidelines, in the organizations, and in their community. Reclaim Childhood was chosen as the Middle East's lead organization, contextualizing curriculum to reflect regional norms and leading implementation.

After delays due to the conflict in the region, we launched in Fall 2024 with staff and coaches from Palestine Sport 4 Life, GAME Jordan, and GAME Lebanon. Over the course of the year, our staff ran 9 webinars for 6 staff members, focused on sharing information and tools on gender equity and exchanging knowledge across organizations. Meanwhile, three lead RC coaches ran 10 webinars for 6 coaches. The project wrapped with coach-led projects in each country, advancing the goals of gender equity on the field and the sideline.



JUHAINA'S STORY

Juhaina joined RC in 2023 and is a Mafraq coach and Qudrati coach-mentor



“My first job after graduating was with Reclaim Childhood. For me, working at RC is more than a job, it is a social duty. As a child, I lived through war in Syria. After being displaced several times and moving from place to place, my family eventually settled in Jordan. Along the way, I met hundreds of families from different backgrounds, each with their own story. I often asked myself: What can I offer? How can I contribute?”

At RC, I found an inclusive community where I could support girls with similar experiences. This was my goal from the beginning, and over time, I have grown into a better version of myself. I became a competent trainer trusted by parents, built strong relationships with the girls and my fellow coaches, and developed new skills through regular trainings, coach clinics, group sessions, and the Qudrati Program. This work has given me the space to bring my ideas, energy, and passion into everything I do.

RC also allows me the flexibility to pursue postgraduate studies in Maternal and Child Health Nursing. I am motivated by seeing the girls gain confidence, find joy, and create a sense of belonging with one another. Many of the girls in Mafraq come from different nationalities and face difficult family situations, yet they find friendship and stability here. Their resilience inspires me to show up as my strongest self, because I believe the strongest people are those who give and support others the most.”

JOINING THE YOUTH MENTAL WELLBEING CO-LAB

This year, Reclaim Childhood was thrilled to be selected as a grantee of the Youth Mental Wellbeing Co-Lab, a collaborative philanthropy initiative led by ICONIQ Impact to support 25 organizations addressing youth anxiety and depression worldwide. For Reclaim Childhood, this partnership is a gamechanger—providing long-term, unrestricted support that allows us to strengthen our work, plan for the future, and deepen our impact with young people affected by conflict and displacement.

Building Community, Belonging, and Trust

For girls impacted by war and forced displacement, isolation and loneliness are profound barriers to mental wellbeing. Disrupted communities, fractured routines, and trauma often leave young people without safe spaces to connect or feel they belong. Reclaim Childhood addresses this gap by using sport, play, and trauma-informed programming to bring girls together in supportive group environments.

Central to this work the coaches who show up consistently and create environments where girls feel safe, seen, and supported. Through shared experiences, teamwork, and facilitated connection, participants build friendships, develop trust, and rediscover a sense of safety and belonging—critical foundations for positive mental health.

Part of a Global Effort

As part of the Youth Mental Wellbeing Co-Lab's Community and Belonging pillar, Reclaim Childhood is joining other organizations in a global movement for better youth outcomes. This partnership enables Reclaim Childhood to deepen its impact, strengthen locally grounded programs, and continue creating spaces where young people can heal, connect, and thrive.

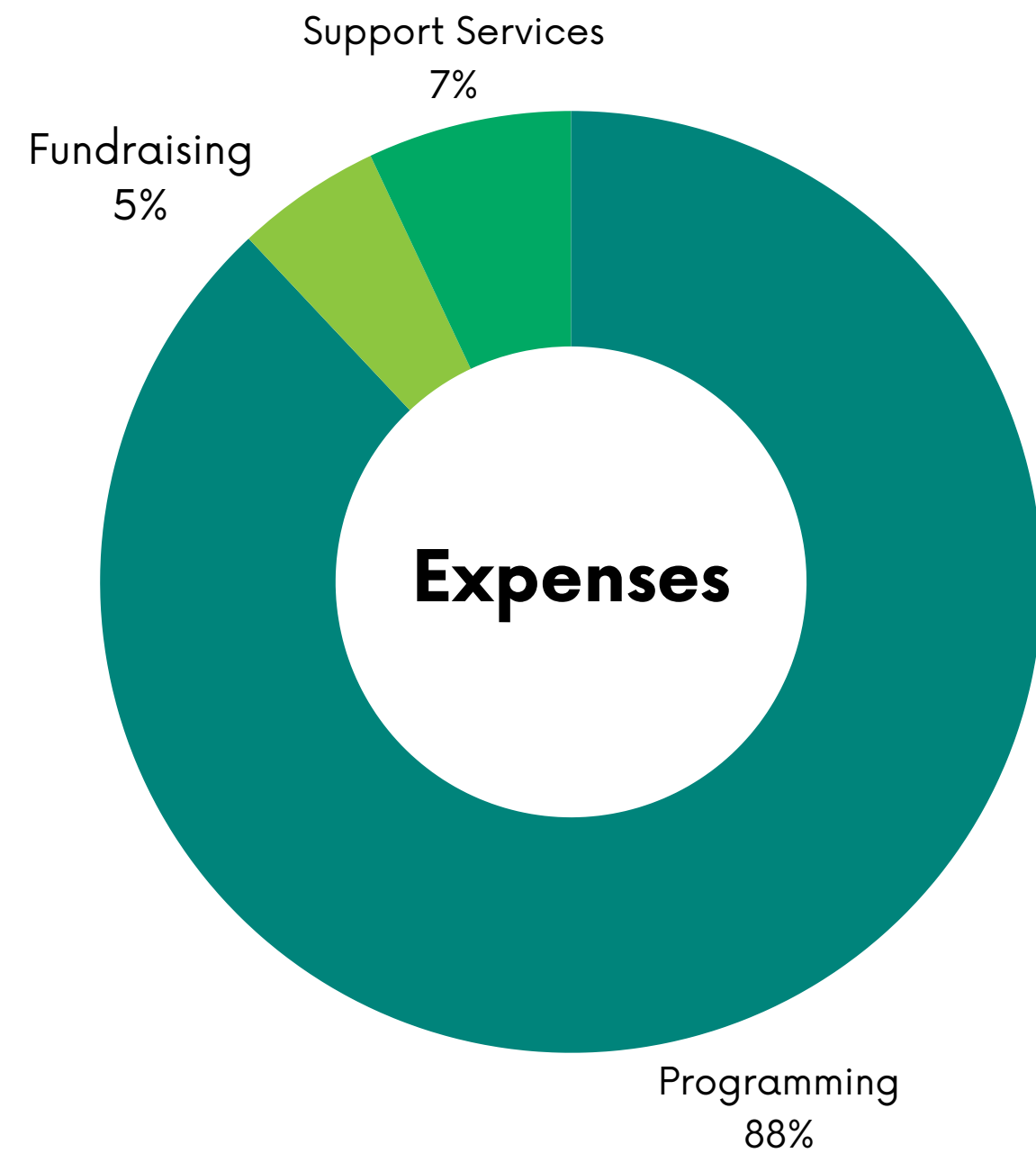
2024-2027 STRATEGIC PLAN



THE PROCESS: After successfully implementing RC’s first-ever strategic plan from 2020-2024, RC’s staff and board undertook a second strategic planning process to guide the next phase of growth and impact. Through over 70 interviews and consultations with girls, coaches, staff, supporters, and external stakeholders, we centered community voices in defining our future direction. Staff developed assessments of both the internal and external state of our environment, examining program effectiveness, organizational capacity, funding realities, and the broader regional and international development landscape shaping our work.

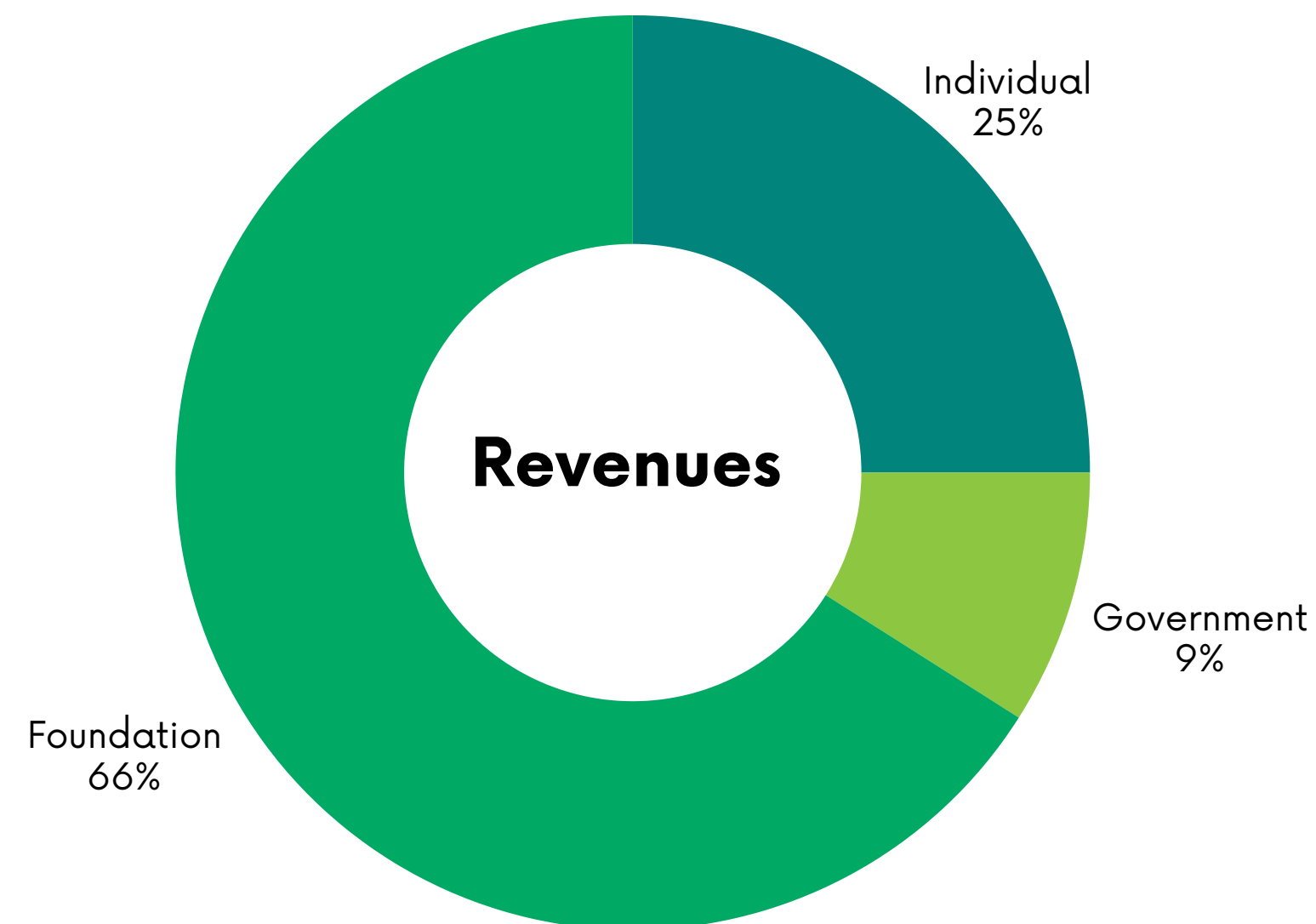
We brought these findings to the table for a facilitated two-day visioning workshop with the senior staff and board, followed by focused board and staff work to refine priorities, clarify measurable goals, and finalize the framework. Launched in Fall 2024, this plan will guide RC’s strategy through August 2027. It prioritizes expanding both program reach and quality while reflecting a commitment to sustainability and the development of staff and coaches.

2024-2025 FINANCIALS



Expenses

Program Services	\$425,834
Support Services	\$30,896
Fundraising	\$25,442
Total	\$482,172



Revenues

Individual	\$137,423
Foundation	\$365,416
Government	\$48,231
Total	\$551,070

OUR TEAM

STAFF

Anna Barrett
(Executive Director)
Rima Yacoub
(Program Director)
Rawan Messad
(Amman Coordinator)
Reena Nimri
(Partnerships Associate)
Heba Sawaftah
(Northern Regional Coordinator)
Afra’a Qahtan
(Program Associate)

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INTERNS

Tala Al-Chikh Ahmad, Mackenzie Durbin, Hope Lee, Kelsey Mueller, & Savitri Sasse

PARTNERS



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