



المرأة العربية اليوم
A R A B W O M A N T O D A Y

ANNUAL REPORT 2018

Dear friends and partners,

I'm so excited to share with you our short report for the year 2018. Let's celebrate together what the Lord has done in the lives of people we serve through our various activities on the ground, online, and on air. This year, 2019, is a particularly special year for us because we are celebrating our 20th anniversary. We are so blessed to come this far and see this milestone achieved in expanding God's kingdom in the Arab region and Jordan.

Arab Woman Today (AWT) ministry was established as a baby but has now matured in faith. We have watched our baby growing up and maturing in its services. Allow me to present to you in this report our top activities. My prayer is that as you read it, you will be filled with joy and touched by our achievements.

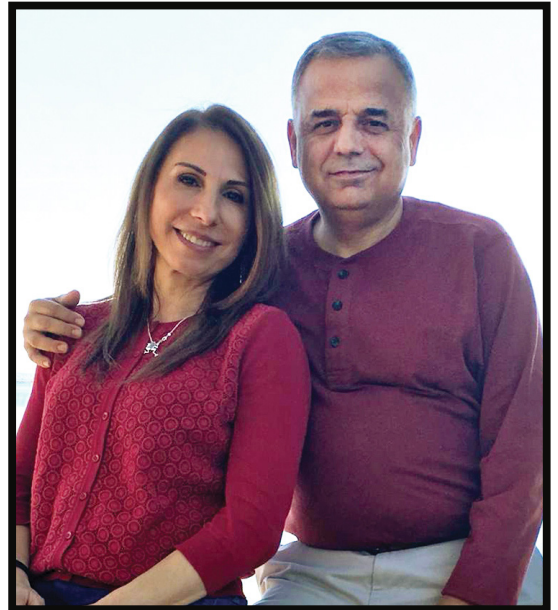
Allow me to thank those of you who were a part of AWT's history and walked the last twenty years of this journey with us through your faithful prayer and financial support. We could never have made it without the love you have shown for the Lord and us in so many ways.

I look forward to another 20 years of bringing the light and hope to women in the Arab region. We count our blessings not according to the numbers that we figure at the end of each month. Instead, it is the hearts of those whom we touch, especially those who are held captive by misguided practices, wrong teaching, and those who lack love and confidence.

From the bottom of my heart, thank you!

Blessings,

Ruba





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Our board was established in 2012 when we became officially registered under the Ministry of Culture in Jordan. The new name of our organization is the Arab Center for Consulting and Training Services (ACCTS). The board of AWT was merged with ACCTS to become one governing board. A Board of Directors manages the center, comprised of five members to be elected by ACCTS's general assembly.



BRIEF HISTORY

ARAB WOMAN TODAY (AWT) ministry began in October 1999 as a radio program to reach and encourage Arab women with the love of Jesus Christ through the medium of radio. Ruba Abbassi, AWT's founder and manager, had a burden to reach women outside the walls of the church. Around her, she faced women without hope, women who would never enter the doors of a church.

In the beginning, she forged a partnership with the International Broadcasting Radio Association (IBRA), producing a radio program to speak to the hearts of women in the Middle East and North Africa. Ruba and the AWT team produced over forty programs. The radio program was recorded and edited at the Trans World Radio studio in Jordan and broadcasted twice a week in North Africa and the Middle East.

In 2003, AWT launched an Arabic website. The website addresses many topics for today's Arab woman and provides access to radio broadcasts. In 2006, the English website was launched to facilitate Western awareness and to serve as a source of accurate, current information concerning the Arab woman's life, her needs and the challenges she faces in her society.

In addition to media, AWT has established a network of godly, Christian Arab women in leadership roles throughout the 22 Arab countries. A conference is held once a year for these women in Amman, Jordan. During this conference, women discuss current issues, receive training, and take time for developing ties, which will strengthen follow-up.

Over the years, AWT has progressively penetrated more of the Jordanian society with its message. Currently, as a department within the non-governmental organization known as the Arab Center for Consulting and Training Services, AWT has obtained the added honor and flexibility of being registered under the Jordanian Ministry of Culture. In addition to the Annual Network Conference mentioned above, AWT engages Arab women through its discipleship program Nouara, awareness workshops, local church visits, and a SAT-7 broadcast addressing common emotional, spiritual, physical, and professional issues faced by Arab women throughout the Middle East and North African regions. Arab Woman Today's dedicated staff is learning to utilize social media to enhance its follow-up efforts and to more effectively reach Arab women who need a Christ-centered influence in their lives.





Vision

- To see the Arab community living in peace and harmony, empowered in spirit, soul, and body

Mission

- Reinforcing intellectual freedom and acceptance of others in the society
- Developing individuals in spirit, soul and body to participate in building the society

Values

- Openness
- Integrity
- Transparency
- Respect
- Creativity
- Courage

Goals and objectives

- Encouraging positive practices for community development through holding seminars and specialized conferences and all available means
- Seeking to build bridges of cooperation and partnership with official and non-official bodies and organizations with a view to achieving common objectives
- Building the individual's capacities through holding specialized conferences and training courses, and using all available means in order to provide the necessary consulting and guidance services
- Building bridges of open dialogue to promote freedom of thought and cultural exchange
- Working to raise awareness among community members about all that is new in relevance to new and/or amended legislation
- Equipping and developing the individual in leadership skills through training programs
- Carrying out social responsibility through providing various services (relief, medical and educational, to name a few)
- Building the institution's capacities in terms of competencies and resources

Our basic strategies

- Activating the role of the Arab Woman Today department in the society by working on common goals such as conferences and workshops.
- Presenting different models of radio, visual and printed resources.
- Communicating and following up with women in Jordan and the Arab world.
- Building bridges and open dialogue between the different religious denominations.
- Providing relief and awareness programs for displaced refugees in Jordan.



PROJECTS

PROJECT I

Discipleship Program (Nouara)

The Nouara program targets women ages 25-45 who are striving to find meaning and purpose in their lives but lack the methods and support needed to pursue change or make a difference. Through this program, we will have a new tool to increase our sphere of influence among different groups and in different countries. In 2018, AWT began developing the curriculum to use with trainees in church settings. This year, a few groups started in some local churches.

The program will be used in Jordan and regionally. For this program, we partnered with Near East Organization (NEO), who provided further training and followed up with the women in other countries.

AWT is currently developing another secular version to be used outside churches. This version, which will be completed in the fall of 2019, will expand our sphere of influence.

- Numbers: 37 (for 2019)
- Changes/impact:

"I loved this journey of dealing with my past and broken home. I want to be fruitful and live my original image created by God."

"I decided to enjoy my life again. I started to read my Bible more and spend time in studying it."



PROJECT 2

Awareness Programs (Jordanian Women – JW)

The purpose of the awareness programs is empowerment that will increase community development and motivation for women. They will be able to look deeper into their lives and see their values, roles, and position in societies. These programs, presented on a secular level, allow us to show women they have many strengths, and to encourage them to use them for change. When women are empowered to express their perceived strengths and weaknesses for themselves, they are motivated to develop their strengths and to grow in areas of weakness.

In 2018, AWT held 17 workshops within the broader Jordanian community to discuss relevant topics affecting the lives and culture of women. Workshops focused on a variety of issues, ranging from stereotypes about women to how to achieve more balance in one's roles in life. It provided women with a platform to express themselves and their opinions. The impact of these awareness programs reached both youth and adults within local schools, universities, and churches in Jordan.

- Numbers: 655 women and young ladies
- Changes/impact:

“I consider AWT a lifestyle and a vital part of my life. I share what I learn with friends and acquaintances.”

“I thought women were weak and couldn't support other women. However, the details of the lecture proved to me that there are lots of things a woman can give. Trust and support among women can change the status quo.”



PROJECT 3

Annual Network Conference 2018

Last year marked the 14th Annual Network Conference. Sixty women from 11 Arab countries attended the event. The year's theme was "Detox." The focus was on addressing wrong and unhealthy teachings and stereotypes that harm women and the church. These teachings hinder the spiritual formation of leaders. Women from the Arab region had a chance to network, share their experiences, learn from each other, and start new partnerships. We encouraged these women to pursue God through the practice of biblical and spiritual disciplines. Women also learned how to develop healthy mindsets and patterns into their spiritual life and their growth as leaders.

- Numbers: 60
- Changes/impact:

"I thank our Lord for this privilege of being part of AWT's training because of the helpful, effective practical steps that supported me to be an influential worker and to grow spiritually on the personal and ministry levels."

"You can't imagine how this conference influenced my concept of leadership and ministry and how I speak and think. During the conference, the Lord pointed out many other areas in my life in order to be a leader after His own heart. I consider this conference as a starting point in my ministry. As if the Lord has gathered me with you in order to be trained and therefore set out for ministry."



PROJECT 4

Regional conference

The regional conference aims to provide Christian Arab women with the motivation, knowledge, and skills to empower them to pursue a change in their personal, spiritual, and social life. We aimed to see them become more confident and qualified to impact others in their sphere of influence.

Last year's regional conference, held in Lebanon, hosted 17 Syrian women between the ages of 28-45 years old. The theme for 2018 was referring Syrian women to the primary source of refuge. As they are still rebuilding their lives amid all the crisis and turmoil they face, we cannot help but join them to strengthen their faith, assure them of God's care and love, and encourage them to serve and impact others inside their country. We led women to discover more of who God is and how to understand the Bible better using the Discovery Bible Study method. The women had an opportunity to identify, understand, and treat the areas creating the most distress in their life through inner-healing sessions. Through small groups, they learned new skills to be more influential in serving others.

- Numbers: 17
- Changes/impact:

"My eyes opened to details I wasn't able to fathom before. I used to underestimate the value of Scripture, but now I made a decision to read the Bible differently and with a new perspective."

"You have put me on the road to a new beginning. I will wait upon the Lord with trust."



PROJECT 5

Campaign

AWT hosted a campaign entitled “Your Strength Comes from Hers.” The campaign aimed to strengthen beliefs regarding women’s value, rights, and potentials. “Your Strength Comes from Hers” raised awareness on specific areas and drew public support both online, through short clips on social media, and during on-the-ground workshops. The engagement on two social media pages was especially successful during this three-week campaign (November 17 – December 8). Ruba Abbassi participated in a TV and radio interview.

A common saying, “A woman is a woman’s worst enemy,” shows the issues women face don’t lie solely between women and men. It is often an issue women face with other women. Instead of looking at other women as the enemy, we say, “Your strength comes from hers.” With this in mind, we organized a competition on social media, inviting women to record a short video with a message to encourage other women.

- Number of women engaged: 33,000
- Number of disciples made: Average of 150



PROJECT 6

Media

TV:

The TV show Balshi Min Hon (It Starts from Here) is broadcasted on SAT-7. No new shows were produced in 2018, but previous episodes were re-aired. We followed up all episodes on our social media page with extra material. AWT began broadcasting season four from April through September.

Changes/Impact:

“The subject attracted me so much. I have attentively watched the episode because of the richness of the information and content.”



Social Media:

In their conservative and traditional society, young Arab women have been raised to feel as less valuable and competent than men. Arab Woman Today reaches Arab women with His unconditional love and walks with them on their journey of pursuing spiritual, social, and personal change in their lives to fulfill God's purposes. Since different social media platforms have become those women's primary source and tool of communication, we are producing messages in creative and insightful ways to reach out to them. Arab Woman Today produces a variety of short clips and creates content related to women's needs based on Christian values and biblical teaching. This content is usually through messages on social media posts, or options to join groups at different levels of involvement. From there, we provide our disciples with one-on-one counseling and coaching. We regularly connect with our followers, encouraging their interaction with us to become engaged disciples who pursue change and growth in their spiritual, social, and personal lives.

Participants are communicating with AWT or our volunteers through comments, messages, phone calls, or face-to-face meetings. Here, they can discuss the topics further, express their opinions, share their challenges, and encourage others with their successes.

The Balshi Min Hon social media page targets 24-35-year-old Christian women. We aim to move them from being followers to being influencers. We present the problem, give the solution, and call for action.

We also made a new service available where a psychiatrist has been following up with women who sought help through the Balshi Min Hon's page on Facebook. We have been using a profile to guarantee privacy and phone calls to encourage women to express themselves freely and comfortably. Seven women benefited from this free service. Cases handled by the psychiatrist dealt with depression, unhealthy relationships and home life, and distorted views of identity.

- Numbers: 113 women discipled and equipped for service
- Changes/Impact:

“I was seeking refuge in your page. I am glad that God led me to you in order to receive the help and support I need. You listened to me and helped me improve my self-esteem and accept myself.”

“Your page and your organization's activities gave me more support and persistence to continue my work alongside the Sudanese women in the domain of relief and empowerment.”



Publication:

In 2018, Ruba Abbassi's book *The Arab Woman: Embracing Her Potential* was translated into English. *The Arab Woman* attempts to debunk some widespread clichés and assumptions that define or confine the place of Arab women in society. It is an in-depth look at how the cycle of exploitation and injustice affects the psyche of Arab women and its negative impact on women, culture, and the church. It calls for the healing of and support for women within the Arab world and ends on a grace-giving hopeful note. This book is available for purchase on Amazon.

PROJECT 7

The Youth Initiative

Churches in Jordan do not address the issue of citizenship and often place the emphasis only on one's heavenly citizenship. Today's Christian youth are not encouraged to participate or engage in politics. As a result, they remain unaware of their rights and unmotivated to advocate for needed changes.

ACCTS hosted two groups for youth conferences addressing topics relevant to the current younger generation. At these meetings, Christian young adults learned about a biblical responsibility toward their country. ACCTS will work with several potential leaders from these groups to continue fostering dialogue, encouragement, and a sense of community. This initiative will prepare a Christian generation to actively face the social challenges in their homeland with a Christian perspective. The goal is to empower Jordanian youth in their role as genuine citizens and educated regarding their rights and duties.

- Numbers: 77
- Changes/Impact:

"It has been a bold move forward. I was so impressed by the practical, rich content and the realistic presentation of the topics. I learned that I have a continuous decision to make in order to live as a good, effective citizen. Despite being a senior student with a legal background, I still didn't have the chance to gain such a rich experience. I appreciate all the labor of efforts, time and prayers poured into the conference. It was worth it!"





PROJECT 8

Arab Men Today – A New Department

When we think about the future, we see both hopeful improvements and undesirable threats. The need to work with the men and sharpen the future leaders among today's youth is enormous. We continued to receive requests from the women we trained to provide similar training for men. That's why we began establishing the Arab Men Today department in 2018. With your encouraging prayers and with the guidance of a specialist from Sweden, we were able to make considerable progress and even finish the crucial start-up phase. This new program will continue to grow and develop in 2019 and beyond.



PARTNERS

- Nouara (local evangelical churches)
- The Youth Initiative (Youth leaders from local churches and local politicians)
- *Balshi Min Hon* (SAT-7)
- The “Your Strength Comes from Hers” campaign (Sisterhood Global Institute - Egypt, Arab Women Media Center - Jordan)
- Annual Networking Conference (Evangelical churches and women’s ministries)
- Regional Leadership Conference (NEO - Near East Organization - Lebanon)
- Social Media (Nashmeat, Momsters)
- Awareness campaigns (“Your Strength Comes from Hers” - Jordan, Al Hashimate organization – Jordan, Tadamon Center for Women - Jordan)



*Your prayers and financial gifts help to sustain the projects mentioned in this report.
We appreciate your partnership and support!*

Tax-deductible donations can be sent to: 1500 International Parkway Suite 300, Richardson, Texas 75081

- Checks: (Please make checks payable to Christar and designate Project (3089) Arab Woman Today)
- Online: <https://www.christar.org/give/projects/training-and-education/arab-women-today-awt/>

Please contact us for information regarding donations directly to our bank account.