



OUR AIM AND SDGs:

Our aim is to reduce the overall rate of poverty and inequality in our local community. Our project's aim was to help unprivileged women who have side businesses and do not have the money nor the social media platform to promote their items and innovative ideas and products.

After multiple debates SDG 1: NO POVERTY and SDG 5: GENDER EQUALITY caught our eye. We chose these SDGs due to the effect we have on our Arab community and as these 2 SDGs are related to each other.

OUR TEAM MEMBERS:

Karim Sawalha: *Social media expert and photographer*

Ghada Rachel Nino: *Time keeper*

Zaid Alnaser: *Research and Design*

Talal Hudhud: *Team Captain*

Marian Nino: *Organizer and executer*



HIGHLIGHTS:

Throughout the entire project we experienced many highs and lows but what pushed us to reach our aim were the small highlights, including the smiles on the women's faces as a new customer purchased from their small business, the radiant children chasing to buy the women's products, the experience of meeting new people with different ways of living, the fun activity which was also the social media training session for the two ladies, where we explained how to use social media platforms.

WAYS WE COLLECTED FUNDS:

As for funds, we conducted a variety of activities such as a free dress day, where students would purchase a 1JD voucher which would be directed towards the annual goodwill campaign, where we collected 220 JOD, as well as a bazaar where we raised 350 JOD in profit for the women's business which will be used for paid promotions on social media as their pages become a little more rich with content. The project is an ongoing one, and two team members will be handling each Instagram account until the ladies feel fully in control.

The two pages are: [@tetamadeehaskitchen](#)
[@sabouni.jo](#)

OUR OUTCOME:

Our outcome was difficult to measure, so we decided to ask the women their perspectives on ways our group, The Changers, benefited and supported them throughout this journey. We raised awareness around the school and tried our best to educate people outside our school community by printing out labels which was placed in bags with the products sold at the fundraiser event.



Observing our account and the ladies' account growth also gave us the sensation of success. Every new follower we gained, even if it was a small impact; was still an impact which made a difference in the women's and our lives.



WHAT HAVE WE LEARNT?

This project has taught us that there are many people and communities that do not accept or go by our norms and abide by our standards for many different reasons, whether socially or financially or family. This journey has shown us that there are many people who have very creative and innovative ideas and businesses but due to the lack of skill, proper education, and most importantly the lack of finance, these ideas go to waste. Investing in these people who are unprivileged won't only benefit them alone but benefit our society as a whole, and shows how united and willing to help others we are capable of being.

We also learnt that not everyone is on social media and does not know how to use the apps or doesn't have them in the first place. It is not something normal to have social media in those women's lives, which was a big surprise for most of us.

WHAT ARE THE SKILLS WE GAINED?

This project enabled us to meet new people with other perspectives, which helped our communication skills and broadened our perception of society, even speaking in Arabic constantly also allowed us to develop our communication skills in our mother tongue. We argued multiple times yet this showed us and gave us the skill to compromise.