

#### Children Action Points

- To increase children's access to space in order to explore their potential and stay free.
- Friendly Spaces for Children program.

#### Supporting Strategy Goal

Strong public, political and financial commitment to and support for Jerusalem community at the national level.

#### Supporting Strategy Action Points

- To improve quality assurance procedures and performance of Board of Directors and staff.
- To achieve financial and organizational sustainability.

#### Our Main Programs

- **Active Cultural, Social, Educational, and Sport Life in the Old City and Jerusalem "place to be"**  
We are working diligently to revive life in Old City by organizing sport tournaments, summer camps, open days, recreational days and tours under the theme of identity.
- **Jerusalem is your Playground "professional sports as a career"**  
We are working with talented children and youth to be professional players in football, basketball, and table tennis with the aim of landing a commitment from a local sponsorship.
- **Community Umbrella "safe space for community action"**  
We change lives for good by providing free space where children and women participate in extracurricular activities.
- **Excellence "explore the potential"**  
We are working in this unique program to empower youth through the following projects:
  - Dancing team "Sham."

- Media empowerment "Jerusalem Ten" and "Jerusalem 60 Seconds"
  - Gender equity and equality "Jerusalem's Kitchen Classico"
  - Volunteerism "Changed it Group"
- **Friendly Spaces for Children "be the change"**  
We reach out to vulnerable children in schools and clubs and invite them to explore their potential by creating safe spaces to exercise extracurricular activities.

#### Our Unique Approach

Empowering people to claim their basic rights to achieve lasting change is at the center of our approach. Survival isn't enough. We focus on underprivileged groups. People, who live in poverty, face discrimination, whose voices are ignored. We help people fight for their denied and simple rights such as the right to stay on their land, to education, to have a say in decisions that shape their lives. We operate efficiently and effectively with a very small team and limited resources. We respect the value of financial funds. Our team practices a culture of transparency.

"We don't walk away until we have achieved lasting change."

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The views expressed in this publication does not necessarily reflect the views of the donors/partners

This publication was produced as part of  
"Promoting Change and Youth Leadership in Jerusalem – Hirak"



**ABNAA AL-QUDS CLUB**  
نادي أبناء القدس



**PEOPLE ACTION** for  
**COMMUNITY CHANGE**



## Vision

Free learning space for Palestinians in Jerusalem working together for sustainable development.

## Mission

Abna Al Quds Club seeks to create a free space to empower youth and women and to enhance their status in the community by building their capacities and increasing their sense of social responsibility in order to advocate for their rights.

We aim to provide the community with an umbrella that considers Palestinians in Jerusalem as an added value and strengthens their role in community action.

## Our Identity

At Abna Al Quds Club, we believe that our strength lies in our diversity, ability to address the needs of community members and keenness to support their aspirations. We aim to promote understanding across all sectors of the local community, fostering an environment for multiculturalism, and offering an umbrella to protect children and youth.

## Our Location

Inside Jerusalem, within the walls of the Old City of Jerusalem, a few meters away from Herodias Gate begins the story of Abna Al Quds Club at a vulnerable place that faces gender based violence, drug abuse, and high school dropout rate.

## Why we are different?

We are a grassroots organization working directly with the most vulnerable, unfortunate and disadvantaged women and children in Jerusalem. Moreover, our location in the Old City of Jerusalem gives us a unique advantage in reaching out to our beneficiaries.

## What we do?

Abna Al Quds works towards changing the lives of the most unfortunate and disadvantaged women and children in Jerusalem. We are considered as a safe space for children, youth and women to fulfill their potential for a better future.

## How we are different?

- We empower women and girls and address challenges facing them.
- We work directly with and through the local community.
- We are at the frontline quickly responding with hands-on support.
- We build lasting change instead of introducing short-term solutions.

## Our Values

- Work with vulnerable community members.
- Combat gender based violence.
- Achieve gender equity and equality.
- Increase access to awareness and education.
- Fight social stigma and discrimination.
- Practice good governance.

## Strategic Goals

### First: Jerusalem Strategic Goal

To place the issue of Jerusalem on the map by mobilizing community members and creating space for opportunities, learning and professionalism.

### Jerusalem Action points

- To increase community awareness and actions concerning Jerusalem.
- Jerusalem is your Playground program.
- Active Cultural, Social, Educational, and Sport Life in the Old City & Jerusalem program.

### Youth Goal

To empower men including young people in under-served areas to practice their role in the community and decide for their future.

### Youth Action Points

- To involve young people in decision making processes and activate the role of youth in the community.
- The Excellence program.

### Women Goal

To achieve recognition of women and girls rights in Palestine by promoting access to information and education as well as combating gender based violence.

### Women Action Points

- To empower women and girls to combat gender based violence.
- Community Umbrella program.

### Children Goal

To help children and familiarize them with community priorities, through implementing workshops, training courses, community based initiatives and campaigns.