



## UNVEILING JOY - LIFELINE PARTNER

Unveiling Joy is a fundraising and awareness campaign within the USA. Unveiling Joy is a Texas Non-Profit Corporation with 501(c)(3) status.

**Our Vision:** Unveiling Joy empowers Arab women to pursue safety, hope, and joy while lifting the veil of anguish and abuse.

**Our Mission:** Unveiling Joy establishes a successful social media campaign to create awareness, communicate the need, foster community identity, and provide a platform for fundraising to benefit Arabic-speaking women in the Middle East and North Africa (MENA region.)

**Their Need:** Unveiling Joy is determined to reduce the complex set of cultural and social issues negatively affecting women in the region which include, but are not limited to, the following:

- Lack of counseling and resources for challenging situations
- Domestic abuse and violence against women
- Lack of basic human rights
- Child brides
- Human trafficking
- Depression and suicide
- Lack of safe places and sources of remedy

**Our Strategy:** Unveiling Joy provides a platform for awareness and fundraising, connecting those who care and are willing to help, with our partners-on-the-ground to provide real solutions, practical help, and counseling to Arabic-speaking women and their families.

**The Solutions:** Unveiling Joy offers solutions to these problems by providing resources for our partners' operations. The key to their unique ability to transform situations, improve lives, and restore relationships is to provide the women with sound, wholesome information, inspiration, encouragement, and a sense of self-worth. This, in turn, empowers these same women to take steps which they decide, and which positively affect their lives and the relationships within their families.

**The Beneficiaries:** The beneficiaries of the funds are groups employing about 45 persons operating in the MENA region for the past 23 years, which accounts for about 90% of the total operations. Their activities include:

- Satellite TV broadcast to the MENA region geared toward women and families
- Web-based video streaming to Arabic-speaking audiences all over the world
- Internet radio popular among younger women targeted to select areas in the MENA region
- Counseling through social media channels in the MENA region
- Supportive Arab women's centers in select cities in the USA and other undisclosed locations

## OUR SUCCESS

Currently, Unveiling Joy's partners are seeing about 500,000 individuals per month viewing their media. Of those, about 4,000 are receiving person-to-person counseling.

Unveiling Joy is supporting many projects and developing many programs. (A full description can be found at [www.UnveilingJoy.org](http://www.UnveilingJoy.org)) One of the most-watched programs which tackle some of the toughest issues is called "The Door."

## WHY THIS STRATEGY?

Unveiling Joy has a demonstrated method to bring solutions to the audience in a non-threatening way. It has the personal access and secure communications needed to serve this group of people safely. It has been said that positively affecting the culture and bringing social change in this region will bring greater peace within the world at large. An investment in the success of Unveiling Joy is a critical strategy with benefits ongoing for many years.

Additional details including, how we got started, new updates, relevant videos, and personal stories of women who were helped, can be seen at [www.UnveilingJoy.org](http://www.UnveilingJoy.org).

## INVITATION TO INVEST

Unveiling Joy is currently seeking corporate sponsors to underwrite two key areas.

- Produce and air twelve additional episodes of "The Door." We are seeking donations of \$500-\$25,000. The total cost of production and broadcast is \$125,000.
- Develop sponsorship to grow the team of counselors who respond around the clock and provide practical help to those who reach out in need. We are seeking donations of \$500-\$25,000. The total cost of sponsorship is \$150,000.

## RETURN ON INVESTMENT-ROI

It is unusual to look at a donation as having an "ROI." But consider this:

- Women in the Middle East and North Africa are among the most mistreated and oppressed people groups.
- While not all women are mistreated, it is estimated that almost 40% of Arab women suffer some form of domestic or personal abuse.\*
- They represent a population of about 225 million.
- There is typically no social, governmental, cultural, or family safety net for these abused women. Often, society condones this abuse.
- Comparatively little effort is expended in this area because it is considered "too difficult."

Make a huge impact on the global problem of violence against women by investing in this unique and highly effective strategy by giving Arab women access to counseling, healing, and HOPE.

<https://arabstates.unwomen.org/en/what-we-do/ending-violence-against-women/facts-and-figures>

UnveilingJoy.org

ContactUs@UnveilingJoy.org

P.O. Box 92883, Southlake, Texas 76092