

WORLD FAMILY DAY – HOW YOU CAN BRING A BASSMA TO FAMILIES IN NEED

FACT: LEBANON IS RANKED 60 IN POPULATION BELOW POVERTY LINE(%) 2015 COUNTRY RANKS.

28% OF LEBANESE OUR LIVING UNDER THE POVERTY LINE. (SOURCE CIA FACTBOOK 2015)

We can blame it on politics. And it would be true – but playing the **BLAME GAME** won't get a result and it won't FEED or HELP these families – Lebanese mothers, fathers, sons and daughters that need your help TODAY!

I was blessed to meet an amazing NGO headed by an inspirational Super mom that is actually making a huge difference for the past 13 years in making our country a better place. It was so refreshing to meet a group of people who actually didn't nag about how bad our country was but was actually taking steps on how to make it better.

BASSMA (*Arabic for smile*) is bringing just that to so many families in need.



BASSMA, a non-profit association for Social Development, founded in Lebanon in 2002, strives to empower deprived families to reach self-sufficiency – from food, to support, school tuitions, and so much more. 13 years of hard work, passion and commitment BASSMA has evolved into a comprehensive organization that **directly supports around 85,000 people per year.**



CHECK OUT HEART-BREAKING AND HEART-WARMING SUCCESS STORIES THAT BASSMA HAS ACHIEVED THROUGH THE YEARS [HTTP://WWW.BASSMA.ORG/](http://www.bassma.org/)

WORLD FAMILY DAY CAMPAIGN STARTS TODAY: Check out the details and how you can help:

A MEAL FOR A MEAL CAMPAIGN supported by Lebanese singer and Super mom Nancy Ajram.



“ MY FAMILY IS MY PRIORITY & FAMILIES ARE THE PRIORITY OF OUR SOCIETY. JOIN THE CAUSE TO EMPOWER FAMILIES AND SUPPORT BASSMA FOR WORLD FAMILY DAY. ”

Nancy Ajram

WORLD FAMILY DAY

Join The Bassma Campaign


Meal-For-Meal Initiative

For every meal you order, you provide a family with a hot meal.

The Balloon Activity

Find the Bassma balloon at TSC and tag #TSCSupportsBassma or City Centre Beirut and tag #CCBeSupportsBassma to help families in need.

#EmpowerFamilies #NancySupportsBassma #BassmaWFD bassma.org/DonateNow

 /bassma  /bassmalb  /bassmalb

Our Partners



The Meal-for-Meal activation had Bassma partner with select restaurants: **Casper & Gambini, Lina's, Obi, Café Blanc, Sultan Ibrahim, Diwan Al Sultan, Beirut Cellar, KFC, Hardees and Olive Garden at the Gefinor Rotana.**

When visiting these restaurants throughout the campaign – they have benevolently in turn would provide Bassma with various hot meals for needy families.



WORLD FAMILY DAY launched Thursday 14th May at Raouché Arjaan by Rotana Hotel

A second activity to celebrate WORLD FAMILY DAY is the **Find the Balloon activation**, Bassma partnered with **City Centre Beirut** and **select outlets of TSC** and encouraged people to find the Bassma balloons at these locations, take a picture with it and post their photo on social

media with the following hashtags: **#BassmaWFD #EmpowerFamilies, as well as #TCSupportsBassma** for TSC **and #CCBeSupportsBassma** for City Centre Beirut.

In line with this activation:

TSC kindly provided 15 destitute families with ‘goodie-boxes’ filled with home goods and appliances, such as pillows, towels and bedspreads, worth 100\$ each that would help improve their living conditions.

City Centre Beirut, they also generously offered 25 gift cards with a value of 100\$ per card, for each family in need, further assisting them with items that would make their lives much easier.

MAKING A DIFFERENCE WAS JUST MADE EASIER. Let’s work together to help BASSMA in reaching more than, helping more and changing more!