

AN EDUCATION AND EMBROIDERY PROJECT FOR AFGHAN  
WOMEN AND GIRLS

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# EJAAD

ANNUAL REPORT 2022



THREADS  
*of*  
HOPE



Summary on the Learning Center,  
Embroidery Project, Health Project,  
Humanitarian Aid project, TIFA and Ejaad  
Japan Service Club Updates

Thank you for your continual support



Ejaad artisans working in the new Learning Center

# SUMMARY

2022 was an an eventful year despite the tragic issues around women's basic rights in Afghanistan. As the economy faced an unprecedented collapse EJAAD was able to support women and their families both in Kabul and within outlying villages. The hardship women and girls have faced is simply indescribable and we are committed to make a difference in the lives of many families.

Establishing a learning and workshop center in Kabul, distributing food packages, healthcare, and medicine are some of our major accomplishments of 2022. Over 1000 underprivileged and at risk women, children and men benefited from initiatives implemented by EJAAD.

The main room of the LC



Dr. Roshan in Logar province



# Embroidery Initiative

Time Period:

March 2017 till to date

Number of beneficiaries:

38 women and their families

Annual Budget:

USD 10,000 per year



Our First show in the USA



The EJAAD embroidery project is an ongoing project, which commenced in 2017. The project employs 38 artisans. This year was our busiest year for our embroidery project as we partnered with groups and service organizations abroad to sell products and raise money for our learning center. We continue to seek new opportunities to sell our artisans products internationally. We are all volunteers and our board members have others jobs in business, education, medicine, student life and office management. We are passionate being able to provide an economic means for our artisans is crucial, especially since the collapse of the local economy and lack of work for men, as well.

Our products of embroidery bags and beautiful handmade items were sold in Japan, Canada, USA, China, Saudi Arabia and New Zealand. We have partnered with Cultural Conversations in Nelson- NZ, About Her Fashion House- Minoh Japan, Copine - Kobe Japan and TIFA. In addition our products are sold in fairs, schools, universities and churches around the world.



Beautiful embroidery work that is creative and skillful is done by women and girls in our Ejaad Learning Center



Japanese sales were substantial in 2022 and over 1000 items were mailed to Japan after a really difficult year in 2021 without the postal system in operation in Kabul. New Zealand took over 100 bags and India 50 and Saudi over 75 and Canada over 65 items and in our first USA show we sold over 500 dollars of goods from 35 items.

Sales have amounted to 18,360 USD and we are proud to say that 100% after proceeds goes directly to the artisans in Kabul.



# EJAAD



Ladies and girls studying in an English class in the almost completed center



We are honored that the design of LC was prepared by Architectures Without Frontiers (AWF) Melbourne, Australia.



Ariel View



Front Gate

The construction of the Learning and Workshop Center is almost complete with solar and heating installation as well as the exterior and interior painting of the building remaining. More than 20,000 USD was allocated to LC this year; thus employing more than 30 professionals ranging from construction engineers, laborers, plumbers, carpenters, drivers and electricians.

The Learning and Workshop Center is a discreet and anonymous building which blends in with a quiet residential neighborhood. EJAAD artisans come together to study English and Dari, learn computer skills, and make embroidered items which are then sold on the international market. It will house an office and facilitate virtual cultural exchange opportunities between our artisans and supporters, students and groups globally.

PHASE 2 TIME PERIOD: JULY 2021 – NOVEMBER 2022  
2022 BUDGET ALLOCATED: USD 20,000

# EJAAD FOOD AID



Distribution of basic kits January 2022

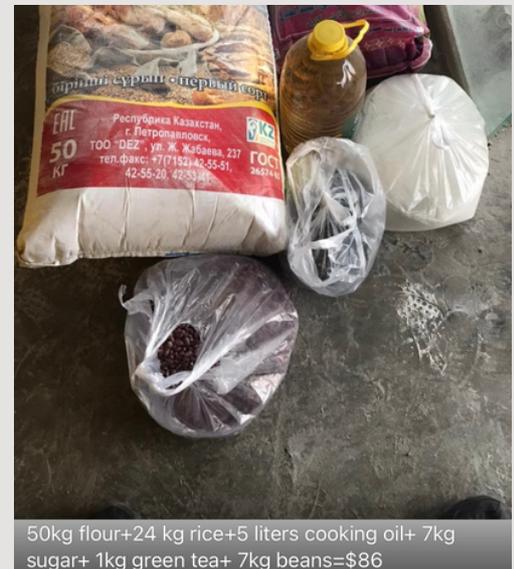
## Food Distribution

Time Period: January–  
March 2022

Budget Allocated:  
USD 6,900

Number of beneficiaries:  
728 persons

Funds were raised by international supporters to buy much needed food items for families in Kabul, Paktia, Shoborghon, Jauzjan and Logar provinces of Afghanistan. These were families who were particularly vulnerable and where suffering was immense. We made sure deliveries were made to the many children who have lost both parents, the disabled, elderly, families affected by drug addiction and importantly widows and women who head households.



50kg flour+24 kg rice+5 liters cooking oil+ 7kg sugar+ 1kg green tea+ 7kg beans=\$86

\$6900 was spent on the food supplies distributed three times the coldest part of the year. The food distribution included flour, cooking oil, tea, rice, sugar and red beans. In total, 91 families averaging 8 persons per family benefited from the EJAAD food deliveries.



Volunteers load the car January 2022

Our Basic aid had a huge impact in the rural areas



# EJAAD HEALTH PROJECT



This health initiative was run by a Kabul pediatrician and supporting staff in the Logar province of Afghanistan.

Some of the common ailments were upper respiratory illness, particularly among children, dysentery and diarrhea, malnutrition, anemia, pelvic inflammatory disease, skin diseases.

During the five week initiative, health checks took place in the villages of Pule Kandhary, Sorkhab, Kutubkhel, and Qale Shahe. Medical check-ups were given and medicines distributed for over 500 babies, children and their mothers.

Through the Ejaad Food and Medicine drive, our supporters helped 100's of people. One basic need in the rural area is clean water. Dr. Rosham suggested a drive to build water wells which would improve the overall health for people struggling in these rural areas with basic needs.

TIMER PERIOD:  
FEBRUARY - MARCH 2022  
BUDGET ALLOCATED:  
USD 1,842  
NUMBER OF BENEFICIARIES:  
500 PERSONS



Dr Rosham saw many patients and his son volunteers

Thank you  
LITTLE  
SUN



Ejaad ladies holding the personal Solar Lights from Little Sun



DISTRIBUTION  
OF SOLAR LIGHTS

TIME PERIOD: JULY - 2022

EJAAD has collaborated with Little Sun in Germany on distributing solar lights among the EJAAD artisans and the children. Electricity remains a key concern in Afghanistan and the load shedding continue across Afghanistan including the main cities such as Kabul.

Little Sun donated 72 small solar lights to EJAAD for which we are grateful. They cost about 35 USD each. Out of 72 solar lights, 36 are shipped to Afghanistan and we are hoping that the rest of the lights will be shipped in 2023. Many people and children in Afghanistan struggle without electricity.

WE'RE  
LITTLE  
SUN

An organization established by artist Olafur Eliasson and engineer Frederik Ottesen to spread clean, affordable solar energy across the globe. Little Sun is a work of art that works in life.

We deliver solar lamps to students in Sub-Saharan Africa so they can study where there is no electricity at night. We distribute solar phone chargers to frontline health workers so they can treat patients in remote communities. We bring solar energy to farmers and small businesses across Africa to create jobs, boost livelihoods and generate new opportunities. We work with artists and cultural leaders to fuse sun and heart, crafting new narratives that guide humanity to a better future. We partner with companies, governments, communities, non-profits, and people everywhere to bring the magic of the sun to everyone.

JOIN  
US

Learn more about our partners and supporters at [littlesun.org](https://littlesun.org)



We are all #ConnectedByTheSun

[www.littlesun.org](https://www.littlesun.org) [littlesun.org](https://www.littlesun.org)

If you want to support our work with a donation, please visit: [littlesun.org/donate](https://littlesun.org/donate)



We had an eventful year thanks to the support from our community. A highlight of the year is that our efforts as students of service were recognized by our regional international school Association, EARCOS. Ejaad Club Japan received the Richard T. Krajczar Humanitarian Award of \$10,000 USD to further support our projects.



As a whole, in 2022 the EJAAD club baked, crafted, organized projects, invited speakers and raised awareness by instituting opportunities of collaboration. We were supported by many expert bakers, crafters, parent and student volunteers.



EJAAD-JAPAN SERVICE CLUB  
OF  
SENRI-OSAKA INTERNATIONAL  
SCHOOL  
OF KWANSEI-GAKUIN  
TIME PERIOD: 2022



Through our workshop in the Takarazuka Art Center last April we met Keiko Nishigaki, a long-time supporter of women in Afghanistan. We hosted a special presentation event in June where she shared her knowledge and her activism for women and girls in Afghanistan.

We connected online with other schools through service and were able to interview Hena, one of the women leading the EJAAD project, and the project manager Abdul. Finally, at the end of year, we had an online meeting with Daystar Academy from Beijing, coming to know international fellow supporters and planning how to learn more from the ladies in Kabul through a sharing of recipes in the new year!

We also had the opportunity of inviting Sato Masashi, from Doctors Without Borders in July, and listened to his experience working as a nurse in Afghanistan. We supported sales in Minoh city and talked to universities in Japan, and were interviewed by Kansai TV Channel 8 News and NHK. We also volunteer with Ms. Henbest to teach a local art class for children once a month all of the proceeds going to the Ejaad women.

We appreciate all the support from our community and hope to continue on our efforts.

Tomoka Matsushima  
- Ejaad Club Japan President

THREADS  
of  
HOPE



# EJAAD JAPAN – TIFA AFGHANISTAN WOMEN SUPPORT PROGRAM



特定非営利活動法人  
**国際交流の会とよなか(TIFA)**  
Toyonaka International Friendship Association



TIFA is a non-profit organization founded in 1985 aiming for multicultural co-existence in our society. As a certified non-profit organization, with the experience of supporting Nepali women for 30 years, we want to contribute to make this embroidery project sustainable and profitable. In 2022 TIFA did the following activities in cooperation with SOIS students at the Ejaad Service Club and over 300 supporters.

## Display and Sale of Embroidery Works:

- Once a month sales at TIFA's Sapana Market and Kyoto Zest (Fairtrade market)
- Exhibition at Mino Maple Hall with Ejaad Club Japan service students (2 July)
- Afghan Cafe at TIFA Cafe Sapana (10 September)
- Exhibition at 'About Her.' (12-25 October)
- Bazaar at Toyonaka Matsuri (6,7 August), Comme Cafe (23 November),
- World Festival (26 November), etc.
- Online sales at Ejaad Japan homepage and handmade site 'Creema'



Exhibition at About Her

## Introduction at University:

- Lecture at Ryukoku University with online participation from Kabul (5 February)
- Online talk with professor and students of Nara Gakuen University (6 December)

## Crowd funding:

1. Raised ¥1,556,000 (\$12,000) - 156 donors for the construction of Ejaad Learning Center.
2. Raised ¥524,000 (\$4,000) - 58 donors for winter humanitarian aid (food delivery and health support)
3. Raised ¥828,000 (\$6,370) - 89 donors for solar power system, car and humanitarian aid.



TV interview at tifa cafe sapana



Nara Gakuen university students

# Thank you



architecture  
sans frontières  
INTERNATIONAL



GOOD  
DESIGN  
AWARD  
WINNER



特定非営利活動法人

## 国際交流の会とよなか(TIFA)

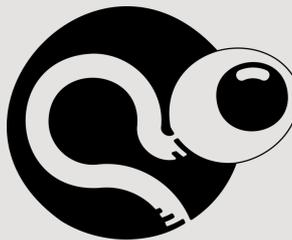
Toyonaka International Friendship Association

We need to do something to improve the situation now

EQUALITY makes world a better place for every one

**GENDER EQUALITY**

EQUALITY, BUT THE MOST BASIC HUMAN RIGHTS ARE DIFFICULT TO OBTAIN



ARCHITECTS  
WITHOUT  
FRONTIERS

TRANSFORMING  
LIVES THROUGH  
DESIGN



# 2021

Transforming lives...  
**A YEAR IN REVIEW**



関西学院千里国際キャンパス



国際交流の会とよなか (TIFA)



@ejaadafghanistan



@ejaad\_club.japan



DAYSTAR ACADEMY  
启明星学校

An Ivy Education Group School · 艾毅教育集团旗下校區



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OSAKA INTERNATIONAL SCHOOL  
OF KWANSEI GAKUIN



a networking organization  
for FOREIGN WOMEN  
in Japan