

Message from our CEO

2021 was a year of reflection and growth for us. We purposefully expanded our network with the aim of creating a broader, deeper, and lasting positive impact. We made noteworthy progress towards our mission of supporting Emirati and Arab youth in obtaining high-quality educational opportunities that lead to elevated livelihoods. We worked consistently towards increasing collaboration across sectors to uplift the region's education and talent ecosystems. We know our authentic partnerships, based on shared values, are critical in supporting our youth to achieve their goals and building a sustainable future.

We continued to align our efforts with the United Nations Sustainable Development Goals 4, 5, 8, and 17. We integrated sustainability into education by going beyond academic certifications and facilitating pathways to meaningful employment and entrepreneurship. Our vision is shared with the youth, that they develop to become self-sufficient contributing leaders in their communities and beyond. As we continue to promote and support a transformative vision of education in the UAE and the Arab region, our goal is to provide youth with the future skills and experiences needed for success in higher education, the workplace, and entrepreneurship.

The Foundation is committed to building an ecosystem in which all Emirati and Arab youth have access to high-quality education and the opportunity to compete, succeed, and create a knowledge-based economy. This year, the strength of our partnerships bolstered our efforts to encourage educational innovation and promote a culture of learning in the Arab region. We collaborated with the UAE Ministry of Education, the private sector, leading universities in the UAE and abroad to create more sustainable access to high quality education for talented and motivated Emirati and Arab youth. Additionally, we expanded our intentional design to fully embrace lifelong learning support for digital and transferable skills tied directly to industry work through NOMU. NOMU is a multi-sector national youth development initiative whose goal is to equip Emirati youth with in-demand skills and experiences that are directly tied to the future of work.

Our efforts reflect the vision of the UAE leadership and are consistent with national and regional priorities as well as sustainable development goals. As we work with national and regional initiatives, we hope to foster more strategic partnerships that will continue to help us scale our impact and achieve long-term growth. Given the pivotal role of partnerships in achieving collective impact, we invite philanthropists, government ministries, civil societies, and members of the international community to join us on this important journey.

Dr. Sonia Ben Jaafar
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