

Jan 2011

Aie Serve Fact Sheet



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How We Started

Aie Serve, a youth-based organization, was founded on February 23rd, 2007 with the goal of spreading love, respect and acceptance via increasing awareness, education and voluntary service.

The word “Aie” is a Japanese word pronounced as “I” and means “Love”, so the name of group is Love and Serve or I Serve...others.

The idea came due to the aftermath of July War on Lebanon and the sharp polarization of the Lebanese youth. A group of friends gathered and started brainstorming ways of tackling this issue and agreed that the 3 basic values that are missing in Lebanon are Love, Acceptance and Respect. Loving others for who they are and not which political background or sect they are from, respecting others' point of views and beliefs no matter what and accepting differences and considering them the seeds of diversity.

Afterwards, the group started gathering more ideas and people and tried to organize themselves little at a time while focusing on serving their surrounding and society at large.

Aie Serve evolved from a group of friends, to a group of community service minded people, to a team and an organization.

Mission

Aie Serve is a youth non-governmental organization that works on community service, awareness and development to promote the values of respect, acceptance, and love to achieve an improved future for human kind.

Goals

1. Promote and implement hands-on community service
2. Spread awareness about issues that match our mission and values
3. Coach young clubs and organizations in their work to benefit from our experience
4. Empower youth to do action through training them on leadership and communication, environmental and health awareness
5. Create chapters in schools and universities
6. Create a space for organizations and activists to share ideas

Strategy & Work

Aie Serve works on 3 pillars:



Community Development

Aie Serve believes in sustainability, therefore it tries to promote it through development projects designed to develop and empower the society with the skills needed to sustain it. Several projects go under community development, such as: Leadership Training Workshops, Communication Skills Training Workshops, Conflict Transformation and Peace Building Training Workshops, Clubs and Small NGOs Management Coaching, Students Committee Training, AieMag, etc....

Community Service

Aie Serve promotes and implements hands-on community service activities, through implementing its own service activities and by assisting other NGOs to implement their own. Aie Serve believes in “sharing responsibility”, during which efforts are joined and partnerships are made to promote better community service for the society; therefore Aie Serve works on bonding and cooperating with other NGOs to strengthen the general civil society. Aie Serve works on and assists with environmental and social community service activities such as: Reforestation, Beach Cleaning, Recycling, Entertaining Orphans and Elderly, Books and Clothes Donations, Helping People in Need, etc....

Awareness Campaigns

One of Aie Serve’s main goals is to spread awareness about issues that match its mission and values. Our campaigns are mainly focused on the Environment, Health, Social Responsibility and Volunteerism. Our latest awareness campaign is about drugs, where improvised theater is used as a tool to deliver the message.

Current Work

The Aie Serve team is currently working on 5 programs and they are as follows:

Aie Awareness - Drugs

A drugs awareness campaign that uses improvised theatre as a tool to transfer the message. It focuses at training youth on improvised acting, drugs prevention, communication skills, team work and creative problem solving.

Aie Clubs

A series of “branches” of Aie Serve the organization in universities and schools to create a projection of Aie Serve’s mission/vision/philosophy/way of work into those universities and schools to empower the youth to take action in their communities. The clubs’ cabinets and active members are trained by Aie Serve and other professional trainers to give them the needed tools and enhance their skills to be positive agents of change in their community.

Aie Empowerment

A training and coaching program on topics like Leadership, Communication Skills, Time Management, Team Management, Conflict Resolution, MDGs and other fields of interest in Aie Serve. The training is given through material prepared and delivered by the Aie Serve team and can be delivered to a wide range of beneficiaries from individuals to clubs and organizations.

Aie Exchange

Youth exchanges within the EuroMed program "Youth in Action" in addition to international training with Salto Euromed.

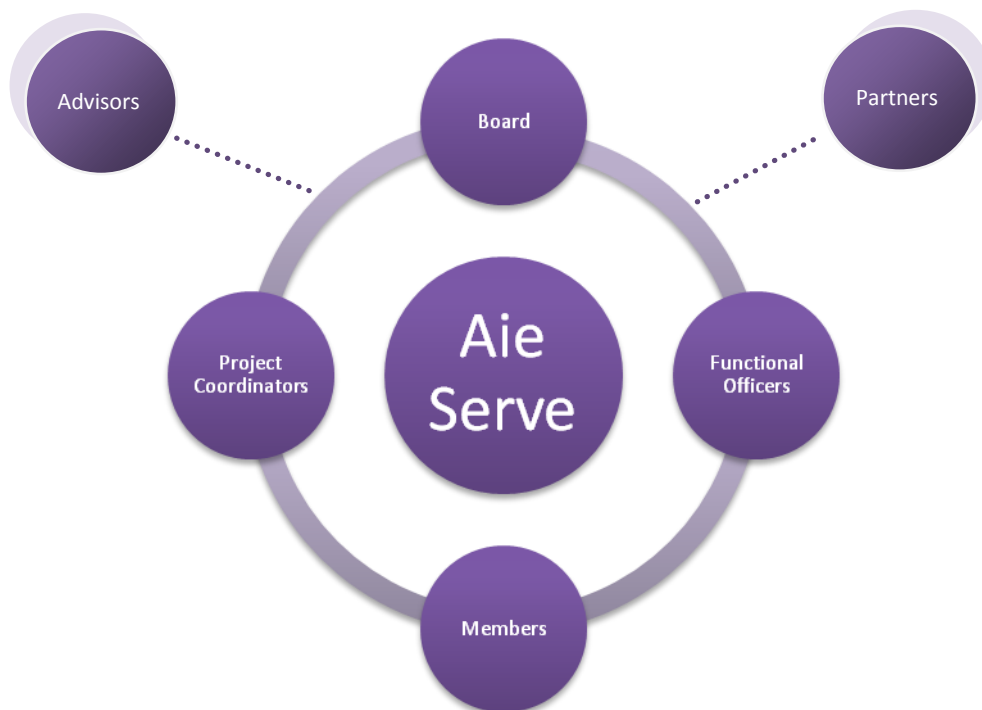
Aie Peace

A peace building and conflict transformation project through sports. It aims at training the beneficiaries on the concepts, tools and skills of peace building and conflict resolution through sports, interactive exercises and reflections.

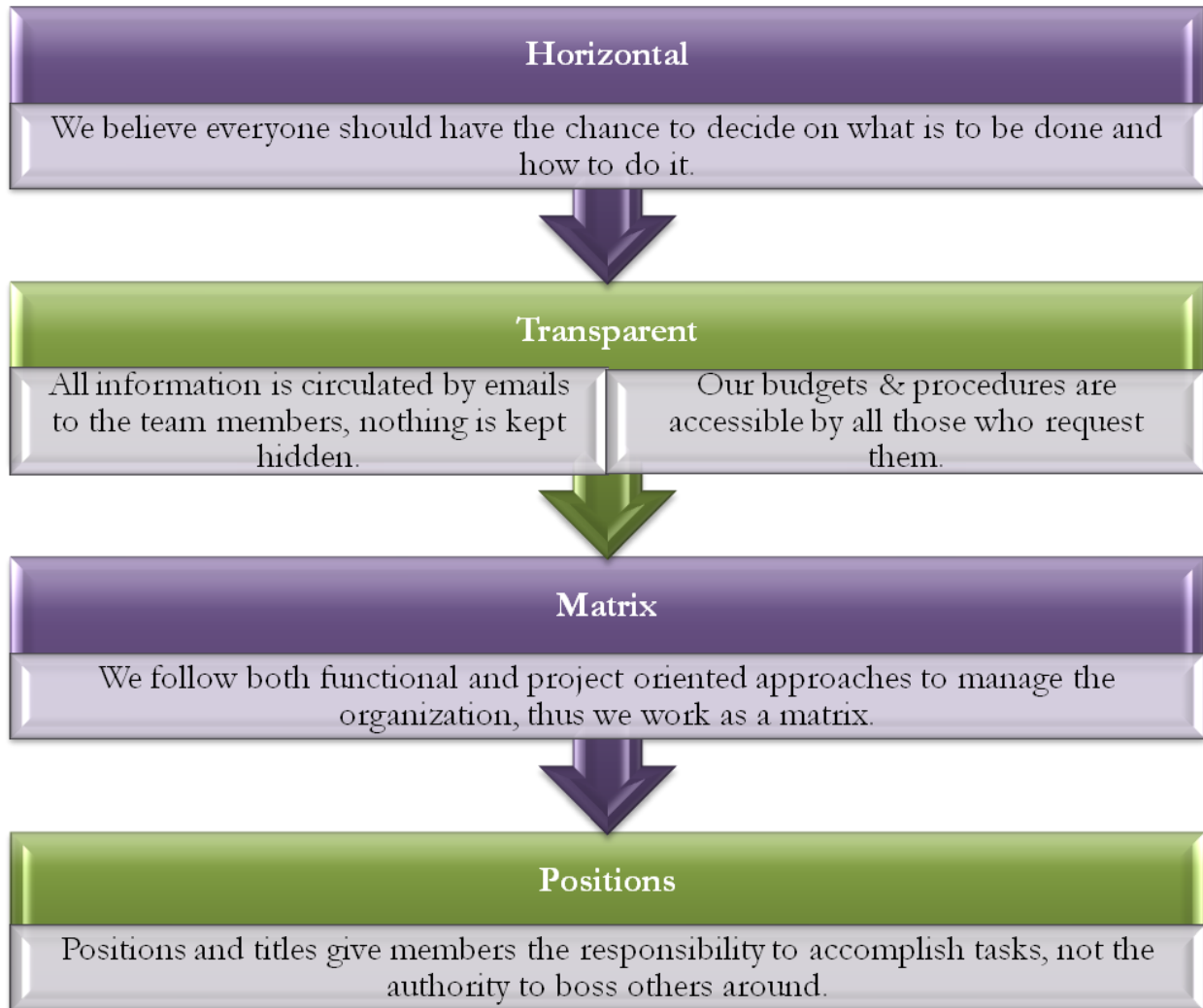
Structure

Aie Serve is structured as a matrix. This represents the middle ground between functional and project structures. Key components of the structure below are as follows:

- 1 – All are circular and revolve around Aie Serve (ie no preference or hierarchy)
- 2 – The advisors and partners are related, yet not part of the loop and are connected to the lines linking the loop and not just an individual or the board (since advisors and partners work and communicate with coordinators and possibly functional officers as well)
- 3 – To be officially in Aie Serve one must be holding one of the 4 titles/responsibilities : Board, Coordinator, Officer or simply a Member with no specific responsibility.



Philosophy



Overview on Members

Aie Serve's members come from all walks of life and various universities. We are proud of our diverse cultural, national, social, educational and religious backgrounds. Our members have roots in Lebanon, Palestine, Canada, Bulgaria, and Africa. Most of our active members are from the American University of Beirut (AUB) and the Lebanese American University (LAU) while we also have members from Haigazian and BAU.

The team includes around 20 active members, 50 volunteers, 600 supporters and 10 advisors. Our advisors assist us in consultations, networking, and services that add a lot of value to our work. Our volunteers and supporters attend our workshops, projects and assist according to their time schedules and skills. Moreover our active members are the corner stone of our success. Through the hard work, innovation and experience of our active members we are being able to achieve our plans and goals.

Our members participated in projects, campaigns, workshops, camps and seminars on numerous topics that were held by many organizations including but not limited to:

- | | |
|------------------------------|---------------------------|
| ❖ UNDP | ❖ YASA |
| ❖ UNESCO | ❖ LADE |
| ❖ Universal Peace Federation | ❖ CCER |
| ❖ Na-am | ❖ IndyAct |
| ❖ INJAZ | ❖ Youth Shadow Government |
| ❖ AFDC | ❖ Youth Economic Forum |
| ❖ LPHU | ❖ SDC |
| ❖ Rotary | ❖ Generations for Peace |

Some of our active members are trainers in Aie Serve and have served as trainers and on the cabinets of several clubs, organizations and societies including but not limited to:

- | | |
|-------------------------------|----------------------------------|
| ❖ UNESCO Club(s) – AUB & LAU | ❖ Social Work Club – LAU |
| ❖ Student Activism Club - AUB | ❖ Computer Science Society - AUB |
| ❖ MUN – LAU | ❖ Youth Economic Forum – Lebanon |
| ❖ Alumni Association – AUB | ❖ Rotaract – Lebanon |
| ❖ Alumni Association – ISC | ❖ Lions - Lebanon |

Partnerships & Collaborations

Academic Institutions

American University of Beirut (AUB)

In collaboration with AUB's Student Affairs Department Aie Serve launched an Aie Serve Club on the campus to further promote Aie Serve's mission and values.

Non Profit Organizations

Anna Lindh Foundation (ALF)

Aie Serve officially joined the ALF network of NGOs to work on dialogue between cultures.

Wahdatouna Khalasouna

Aie Serve officially joined the Wahdatouna Khalasouna coalition of more than 30 local NGOs in Lebanon and participated in the coalitions' strategic planning sessions, projects and events.

Private Sector

Holcim - Lebanon

In collaboration with Holcim's Corporate Social Responsibility department, Aie Serve launched a partnership since summer 2009 to implement capacity building workshops and awareness campaigns in the Hery school, North Lebanon. The program aims at creating a Students Committee and a Parents

Legal Status

Aie Serve is registered on March 12th 2009, in the Ministry of Interior as a non-profit/nongovernmental organization under the Lebanese Law with registration number 341.

Contact Information

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