

EmBody's Strategy



Drafted by

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EmBody is a social enterprise that partners with organizations, change makers, and communities, to build healthier workplaces and drive systemic change.



EmBody Wellness

Delivers tailored programs that foster wellness, emotional intelligence, and resilience within organizations, improving culture, and performance.



EmBody Change

Equip civil society organizations, NGOs, and communities with practical tools to strengthen organizational capacity, and lead effective advocacy and change initiatives.

Our Vision

We Envision a thriving society where organizations, businesses, and communities are driven by embodied practices of collective care, empowered leadership, and sustainable systems of change, to create healthy, productive, and efficient working environments.

Our Mission

We aim to empower individuals, and communities by providing transformative programs that integrate organizational wellness, and community empowerment.

Theory of Change

Anticipated Actions



Expected Results



Envisioned Impact



Our 3 Year Strategy

Foundation and Proof

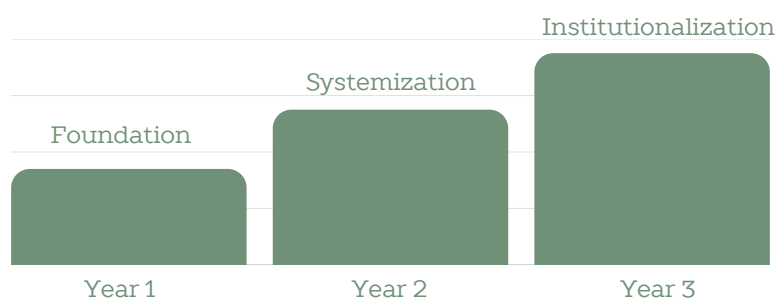
The first year focuses on building a solid foundation and proving that the model works. EmBody establishes its structure, refines its wellness and advocacy approaches, and pilots programs across SMEs, communities, and schools to gather evidence of our impact. We deliver targeted workshops, launch pilot communities, and test advocacy and capacity building programs in real contexts, especially with marginalized groups. At the same time, we build key partnerships and begin integrating our work into select institutions. By the end of this phase, we have trained initial cohorts, launched early community initiatives, and generated clear data and case studies that demonstrate impact and guide what is worth scaling.

Expansion and Systemization

The second year focuses on scaling what works and building the systems to support it. EmBody expands into new regions and sectors, while standardizing its methods to ensure consistency and quality. We train facilitators and community leaders through Training of Trainers programs, roll out structured curricula and toolkits, and introduce multilingual and accessible learning formats. Delivery becomes increasingly decentralized, with more ownership placed in communities. By the end of this phase, EmBody operates through a growing network of facilitators, multiple communities are actively engaged, and advocacy efforts are increasingly led from within those communities, supported by stronger data and operational systems.

Institutionalization and Influence

The third year focuses on embedding the work into systems and influencing long-term change. EmBody moves beyond programs into structures, policies, and norms. We integrate our approaches into school curricula, workplace practices, and organizational systems, while formalizing partnerships with larger institutions. At the same time, we strengthen our role in advocacy and policy engagement, supported by published research and documented impact. By the end of this phase, EmBody is no longer just delivering programs, it is shaping how institutions approach wellness, leadership, and community engagement. The model becomes self sustaining across communities, and EmBody is recognized as a credible and scalable approach to social cohesion, advocacy, and wellbeing.



Our Programs

1: Organizational Wellness

This workshop creates a structured and supportive space for employees to engage real workplace challenges tiring workloads, constant change, interpersonal tension, leadership pressure, burnout, psychological inflexibility, workplace conflict, and everyday stress. Through a participatory and practical process, participants build emotional intelligence, psychological flexibility, and useful tools that help them respond with more clarity, resilience, and collaboration.

2: Organizational Development

These modules create a structured and practical learning journey for organizations and community leaders to strengthen leadership, mobilization, and systems-level impact. Participants engage with real challenges such as limited resources, complex stakeholder dynamics, community disengagement, and organizational growth, building the skills needed to respond with clarity, adaptability, and collaboration.

Through a participatory and applied process, participants develop competencies in facilitation, community organizing, ecosystem mapping, mindful leadership, and strategic planning. They learn how to design and deliver inclusive trainings, mobilize communities, map and leverage resources, build trust-based networks, and apply adaptive leadership approaches to navigate complexity and drive collective action.

3: Social Emotional Learning Foundations SELF Program for Schools

The SELF program is intentionally structured for schools seeking to revitalize school and community culture, strengthen student mental flexibility, and enhance collective cohesion, and wellbeing. The program draws on a range of different tested studies and tools like Social Emotional frameworks, CASEL competencies, Acceptance and Commitment to Empowerment (ACE) Model. Together, these approaches support students to build self-awareness, emotional regulation, psychological flexibility, relational skills, and responsible decision-making, both individually and collectively.

4: Effective Social Change Advocacy Training

Designed to strengthen the capacity of youth leaders, grassroots organizers, and activists, particularly those working on intersectional marginalized issues. It targets individuals operating within civil society as well as independent activists, equipping them with practical tools to design and implement effective, contextually grounded advocacy campaigns. The program responds to a gap in structured, action-oriented advocacy training by combining strategy, practice, and sustained support. The advocacy framework focuses on defining problems, setting goals, mapping terrain, and developing tactics through interactive and regionally relevant learning. Participants deepen this work through a more selective and intensive process, where participants refine their strategies, test ideas, and build campaigns using iterative learning, group application, and ongoing assignments. The final phase is a practicum, where a smaller cohort collaborates to design and implement a real advocacy campaign over six months, supported by mentorship and coaching.

5: ROOTS

ROOTS is a community-centered wellbeing initiative that uses art and somatic movement to support marginalized communities of various intersectionalities. The program creates safe, inclusive spaces for healing and empowerment while simultaneously serving as a participatory needs-assessment to guide future interventions. ROOTS employs non-verbal, culturally relevant methods, including arts and creative expression, storytelling, and somatic movement. Key outcomes include enhanced emotional wellbeing and stress management, stronger social connections, increased community trust, and collective empowerment.

6: Community Building Leadership Program (CBLP)

CBLP is a training initiative that aims at strengthening locally rooted, community-led leadership, particularly among marginalized groups affected by ongoing crises. CBLP responds to the need for sustainable, inclusive leadership models that prioritize collective wellbeing, resilience, and peer-based support. The program targets emerging leaders from diverse backgrounds, equipping them to design and implement initiatives that address real community needs. CBLP combines embodied, arts-based, and experiential learning approaches with structured leadership and facilitation training. A core feature of the program is co-creation, where we work to create more resilient, connected, and self-sustaining communities.

each participant develops a community-based project throughout the training, supported by peer feedback, group learning, and one-on-one coaching. Beyond skills-building, the program fosters relational trust, emotional intelligence, and collective problem-solving, offering an alternative to extractive or top-down leadership models. By the end of the program, participants are equipped with practical tools, strengthened networks, and actionable initiatives that contribu

7: LIFT Campaign

The LIFT (Uplifting Opportunities) Campaign is a community-driven initiative designed to strengthen transnational solidarity and mutual support across marginalized communities. It focuses on reconnecting individuals in the diaspora with under-resourced community members in their countries of origin, fostering a renewed sense of shared responsibility, collective care, and sustainable support systems.

The campaign works by mobilizing diaspora networks to contribute their skills, knowledge, and resources through structured peer-to-peer engagement. This includes mentorship, skills development, and support for income-generating opportunities such as employment pathways and small business development. Beyond direct support, LIFT aims to shift mindsets from individual survival to collective empowerment by encouraging ongoing dialogue around community responsibility and solidarity. It also seeks to identify and address systemic barriers that limit economic participation and stability, contributing to more sustainable and inclusive livelihood opportunities.

The campaign serves as a scalable model for community-led resource mobilization, strengthening both social cohesion and economic resilience across geographically dispersed communities.

8: Acceptance and Commitment to Empowerment (ACE) Research

The aim of this initiative is to adapt, implement, and evaluate a culturally and technologically responsive version of the ACE model. The research focuses on co-developing with Canadian Universities and Professors a culturally grounded intervention that integrates digital accessibility with group-based support, combining app-based learning with facilitated sessions to ensure both scalability and human connection. Through this hybrid model, the program aims to strengthen mental wellbeing, improve responses to stress and adversity, and promote interdependence, community-building, and stigma reduction. Beyond implementation, this work positions ACE as a scalable, sustainable, effective, feasible, and culturally adaptable model that bridges mental health, community empowerment, and social cohesion in complex and resource-constrained environments.

Portfolio Aug 2025 - Mar 2026



ROOTS Program - Aug 2025

The ROOTS program was a community-based intervention designed to support marginalized and crisis-affected populations in Lebanon through a holistic approach to wellbeing, resilience, and community connection. Grounded in peer support and culturally responsive practices, the program created safe, inclusive spaces where participants could explore their experiences, strengthen emotional coping, and build supportive networks. Using a mixed-methods approach, ROOTS combined experiential sessions, group dialogue, and practical tools to address both psychological wellbeing and the broader social challenges participants face.

The program demonstrated meaningful outcomes at both individual and community levels. 20 diverse graduates of the program reported increased resilience, improved mental wellbeing, and stronger social connections, with many identifying peer support and community belonging as key sources of strength. The program also fostered greater awareness of personal and collective challenges, alongside improved emotional regulation and adaptive coping strategies. Importantly, ROOTS highlighted the critical role of community-based approaches in contexts of crisis, where social bonds can serve as protective factors against stress and adversity. At the same time, the program revealed structural barriers, including socio-economic vulnerability and access limitations, which impact long-term sustainability.

Overall, ROOTS provided strong evidence for the effectiveness of integrated, community-centered models that combine wellbeing, empowerment, and social connection as pathways toward resilience and recovery.



Needs Assessment - ROOTS Program Lebanon

Beirut, July 2nd 2025 – Trans Women and Migrant Worker cohorts 1 & 2 for English speakers and Arabic speakers

Date: July 4, 2025

Prepared For: Urgent Action Fund

Prepared By: Manar Hammoud

Executive Summary

Purpose: This needs assessment was conducted to identify the urgent and long-term intersectional needs of Trans and migrant women affected by the recent conflict in Lebanon, with the aim of guiding interventions that are community-informed, culturally resonant, and rooted in empowerment.

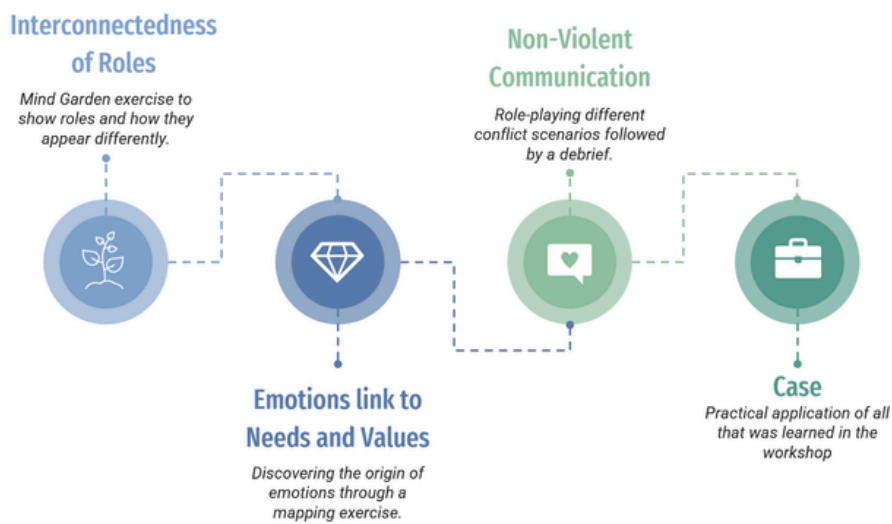
Methodology: This needs assessment employs a mixed-methods approach. Qualitative data were gathered through systematic observational notes taken during participant sessions and a concluding focus group discussion, providing in-depth insights into lived experiences. Quantitative data were collected via pre- and post-assessments administered to participants, enabling the measurement of changes in needs and conditions over time.

Key Findings: The report's key findings are that Trans and migrant women in post-war Lebanon face severe physical and environmental hardships despite finding significant strength in their social connections.

Key Recommendations: Invest in and empower local community organizations and networks . Create safe spaces and support groups, Integrate peer support models.

UN Women / IFI: Young Women Peacebuilders Program - 2025

The Program was a regional training initiative co-designed and facilitated by the EmBody team for 25 women leaders across the SWANA region. The program aimed to strengthen capacities in conflict transformation and community care through adaptive leadership practices, psychosocial tools, and non-violent communication techniques. The curriculum was structured around three integrated modules: Interconnectedness of Roles, Emotional Resilience, and Non-violent Communication, providing participants with practical skills to navigate complex social dynamics and foster inclusive, collaborative leadership.



Zoom Workplace Meeting View Edit Window Help Thu 21 Aug 11:05 AM

Meeting: Weam Charaf Eddine's screen

Participants: Leah Zraika, Weam Charaf Eddine, Issam Fares Institute, Amtallah, Khadija, Nazlia

Garden Exercise النشاط الحديقة

Moon / قمر	Sun / شمس
Cloud / غيمة	Tree / شجرة
Lightening / برق	Bird / عصفور
Rain / مطر	Butterfly / فراشة
Flower / زهرة	Rainbow / قوس قزح
Fire / نار	Bee / نحلة

Source: Fung, K. P., Wong, J. P., & Li, A.T. (2020). Who am I? The Garden Exercise. In Module Three of the Pandemic Acceptance & Commitment to Empowerment Response (PACER) Intervention. Project PROTECH: Pandemic Rapid-response Optimization To Enhance Community-Resilience and Health funded by New Frontier in Research Fund (NFRF).

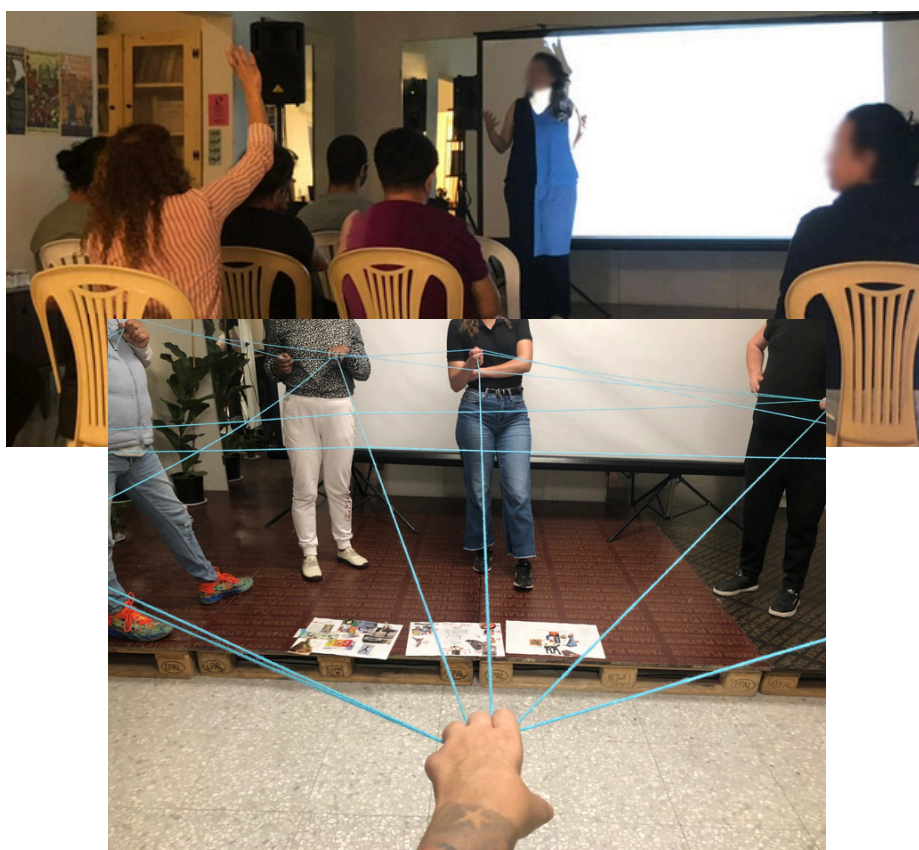
Chat messages:

- Khadija from Bahrain emotional focused therapist and an advocate with the UN
- Laura from Palestine. I work as a programme associate at UN Women Regional Office for the Arab States.
- Amantallah: اللهم ناشطة مجتمعية
- Balsam: باسم من سوريا عضو مجلس أمناء في منظمة غير حكومية نسائية مجلس الشباب السوري
- Weam Charaf Eddine: Dad / أب / الأهل / الأقارب / الأصدقاء / Best Friend / الصديق المقرب / العائلة / Family / المانة / Teachers / الأساتذة / Cleaners / عمال النظافة / Food Workers / عمال الطعام
- Sharaf: الأهل / الأم / الأب / الأخوات / الأعمام / الأجداد / الأصدقاء المقربون / الأب القوي / الأهل

Community Building Leadership Program - Nov 2025

The Community Building Leadership Program (CBLP) was an 8-week, experiential training designed to equip marginalized community members, with practical skills in facilitation, community building, and project design. Grounded in peer-based learning and embodied practices, the program supports participants to co-create and implement community initiatives that respond to their lived realities, while strengthening emotional intelligence, leadership confidence, and collective resilience.

The program achieved strong results in building foundational leadership and community-building capacities. amongst 10 intersectional community leaders from diverse backgrounds in Beirut. Participants successfully designed and initiated five community-led projects focused on cultural exchange, healing, and rights awareness, demonstrating the ability to translate learning into action. The program fostered increased social cohesion and cross-community engagement, with participants creating inclusive spaces that promoted dialogue, belonging, and mutual support. Notably, participants applied tools such as feedback mechanisms, facilitation techniques, and resource mapping in real-life contexts, and extended these practices beyond the program by supporting one another and engaging broader community networks.



Mindful Leadership & Resilience Training for Activists and Social Workers - 2025

Was an 8-week program for activists and Social Workers across the SWANA region. The training integrated mindful leadership, non-violent communication, and emotional resilience practices to equip participants with practical tools for managing burnout, navigating high-pressure socio-political contexts, and sustaining activism.

Outcomes included strengthened mental flexibility, enhanced collective well-being, long-term resilience, and the development of supportive networks to foster ongoing social impact, while ensuring accessibility for diverse participants.



Non-Violent Communication

Neutral/Violent:	Non-Violent:
You made me discouraged when you disrespected me and took advantage of my support.	I felt discouraged when I didn't get acknowledged for the effort and time I spent helping my friend, because my needs for recognition and appreciation weren't met.
I am angry because you scolded me, and that is your fault. It is all because of you.	I felt angry , when I got scolded with harsh comments, because my need for respect was not met.

Source: Inspired by theory and concepts of Nonviolent Communication (NVC) based on the work of Dr. Marshall B. Rosenberg and the Center for Nonviolent Communication, www.cnvc.org

