

Impact Report

2017-2025



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A journey of impact, empowerment, and hope.

Message From The Team

From our Team to You

Since its founding in 2017, The House of Christmas has been guided by a simple but powerful belief: every person deserves dignity, opportunity and a helping hand during difficult times.

What began as a Christmas fundraising initiative has grown into an all-year round mission serving vulnerable families and communities across Lebanon. Through the dedication of our volunteers, donors, partners, and supporters, The House of Christmas (HOC) has continued to provide targeted support in education, healthcare, livelihood, housing, heritage preservation, and community development.

Over the years, our work has reached 4,650 beneficiaries across Lebanon. Each family assisted, each small business empowered, each heritage building restored, and each community initiative reminds us why this mission matters. HOC is not only providing short-term help, we aim at strengthening the foundations of life, protecting communities, and helping families build sustainable lives.

At the heart of our work are four main pillars: Family Empowerment, Heritage and Culture Preservation, Livelihood and Business Support, and Community Engagement. Together, these pillars reflect our commitment to our country.

On behalf of the Board, we extend our sincere gratitude to everyone who has contributed to this journey. Your trust, generosity, and commitment allow us to continue responding to real needs with care, responsibility, and hope. As Lebanon continues to face difficult challenges, The House of Christmas remains committed to serving with compassion, transparency, and a deep love for our country and its people.



PART I

Who We Are

About The House of Christmas

HOC History

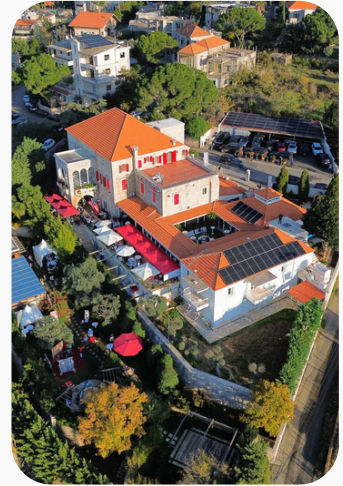
The House of Christmas was founded in 2017 by a group of Lebanese friends living in Lebanon and abroad, united by a shared commitment to solidarity, compassion, and service.

It all began with a Christmas fundraising initiative. In December 2017, the House hosted its first Christmas market, bringing together selected exhibitors and NGOs in support of social causes, while creating a warm space of community and hope.

Over time, HOC's work expanded beyond Christmas to support vulnerable families throughout the year with food, healthcare, education, housing, livelihood assistance, and legal protection.

Following the Beirut Port Explosion in August 2020, HOC further strengthened its role by supporting affected families, helping small businesses recover, and restoring heritage buildings that form part of Lebanon's social and cultural identity.

Today, HOC continues to grow as a volunteer-driven organization rooted in humanity, equal opportunity, and a deep commitment for our beneficiaries and our country.



A house is not only a building.

It is a foundation for life, stability, love, protection and growth.

Why HOC Was Founded

HOC was founded in 2017 in response to the growing social and economic needs of vulnerable families in Lebanon.

The organization was built on the belief that support should go beyond short-term relief. Its purpose is to help families regain dignity, stability, and a stronger foundation for the future.

The idea of the "house" is central to HOC's identity. It represents shelter, protection, dignity, and the basic right of every person to feel safe and supported.

HOC was also founded out of a deep commitment for Lebanon, its people, its neighborhoods, and its heritage.

PART I

Who We Are

About The House of Christmas

Mission

HOC's mission is to support vulnerable families and communities across Lebanon by providing targeted assistance in education, basic needs, healthcare, housing, livelihood support, legal protection, and heritage preservation.

Vision

HOC's vision is a Lebanon where vulnerable families and communities have access to dignity, shelter, education, opportunity, and support.

Values HOC's values are rooted in humanity, solidarity, justice, sustainability, and love for Lebanon.

Humanity

- Guides HOC's commitment to protecting dignity and responding with care to families facing hardship.

Solidarity

- Reflects the belief that people can come together to support one another and create meaningful change.

Justice and Equal Opportunity

- Shape HOC's efforts to provide fair access to education, protection, livelihood support, and essential services.

Sustainability

- Ensures that HOC's work goes beyond immediate relief by helping families and communities build long-term stability.

Love for Lebanon

- Remains at the heart of HOC's mission, inspiring its work to support people, preserve heritage, and protect the social fabric of local communities.



family - education - care - homes - heritage

PART I

Who We Are

The People Behind our Mission

Our Founders



Rita Al Ashy



Pamela Antaki



Adele Halabi



Celine Harb



Samar Hassan



Joumana Kreidi



Karen Lattouf



Dima Nadda



Carine Tohme

Our Advisory Board



Cyril Chemali



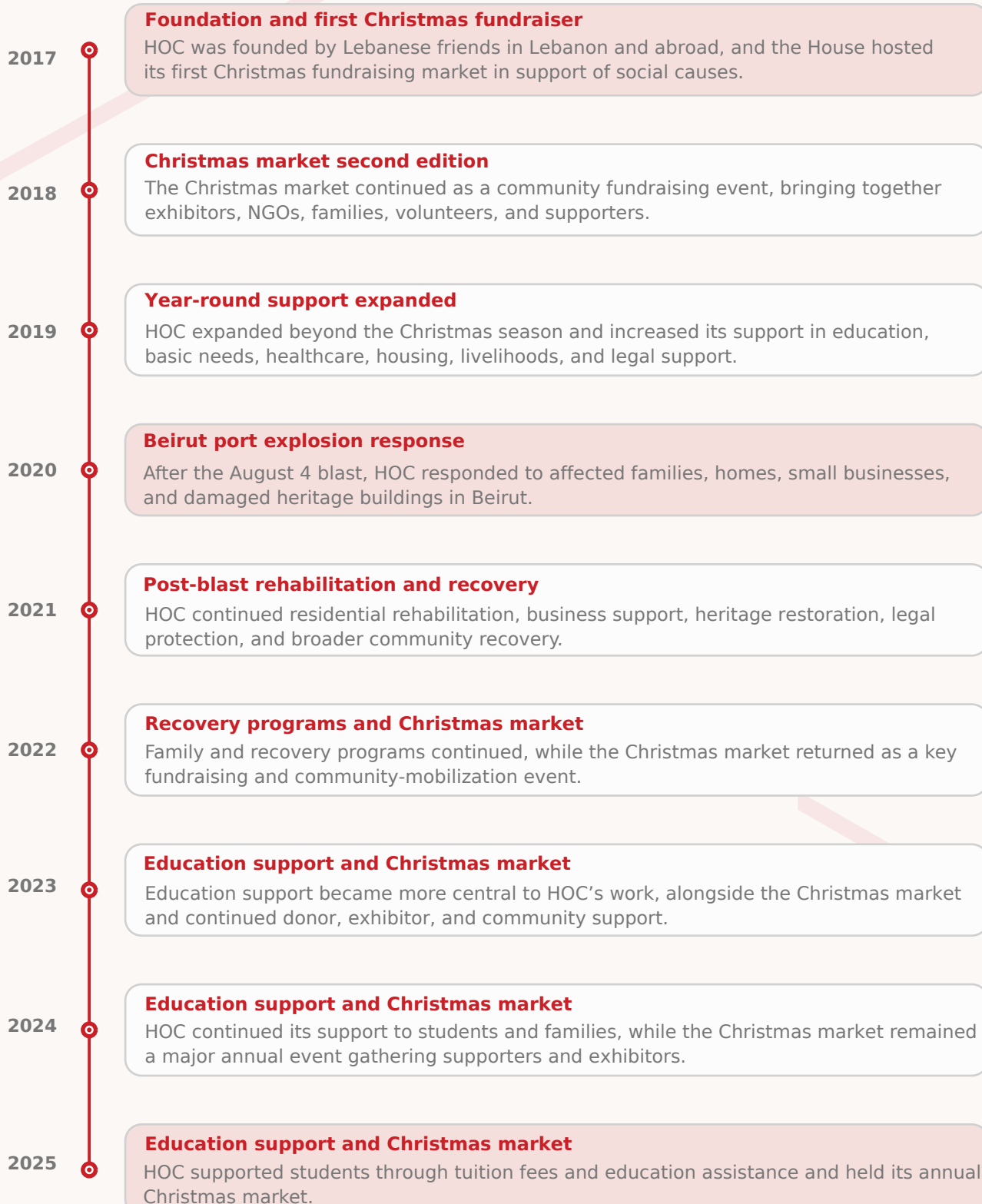
Georges Tohme

PART II

Our Journey

Timeline and Key Initiatives, 2017-2025

Since 2017, HOC has grown from a Christmas fundraising initiative into a year-round mission supporting families, students, livelihoods, homes, heritage buildings, and community recovery across Lebanon.



PART III

Impact At A Glance

Key Figures to Highlight

A snapshot of the impact created across education, housing rehabilitation, heritage preservation and livelihood support.

4,650

Total beneficiaries supported

2017-2025

1,550

Total families reached

2017-2025

\$1,646,177

Total funds raised

2017-2025

Additional highlights

211

Students supported

Education

118

Businesses supported

Livelihood Phases 1 & 2

8

Buildings restored

Heritage Phases 1 & 2

Behind every number is a story of dignity, recovery, and hope.

PART IV

Our Four Pillars

Family Empowerment

Education Support

Education is at the heart of our commitment to supporting vulnerable families and building a more sustainable future. Through tuition fee assistance paid directly to schools, we help children from families facing socio-economic challenges continue their education, while extending support across different schools and regions of Lebanon.

Total Students

 211 students

Total Budget

 \$93,734

Scholarships & Nurseries



Academic Year 2017-2018

 13 students

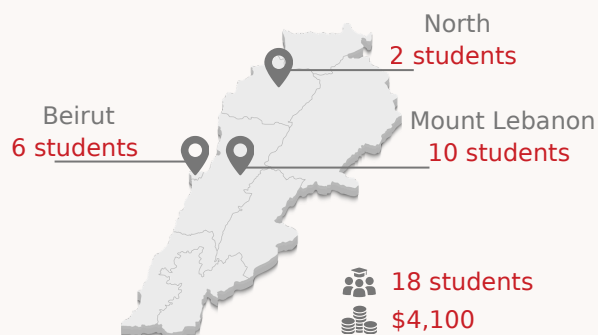
 \$4,833

Academic Year 2018-2019

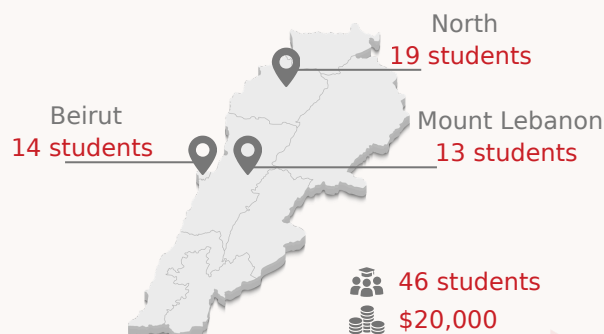
 12 students

 \$3,801

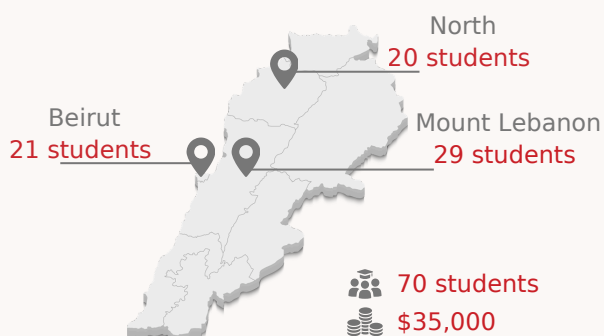
Academic Year 2022-2023



Academic Year 2023-2024

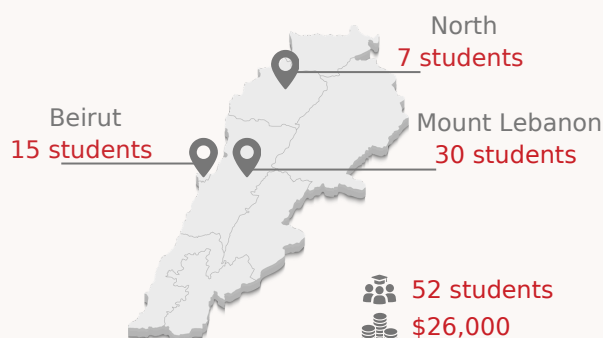


Academic Year 2024-2025



Academic Year 2025-2026

Dec 2025 – May 2026



PART IV

Our Four Pillars

Family Empowerment

Contributions To Families

Year-round support responds to essential family needs through healthcare, food assistance, housing, home improvements, and social support.

Medical care and essential medications

Ramadan food boxes each year and annual food assistance

Housing and rent support for vulnerable families

Essential repairs, improvements and household furniture

Support responding to social needs and addiction-related cases



PART IV

Our Four Pillars

Family Empowerment

Single Unit Rehabilitation

Residential rehabilitation support following the Beirut blast

\$30,000

Budget

30

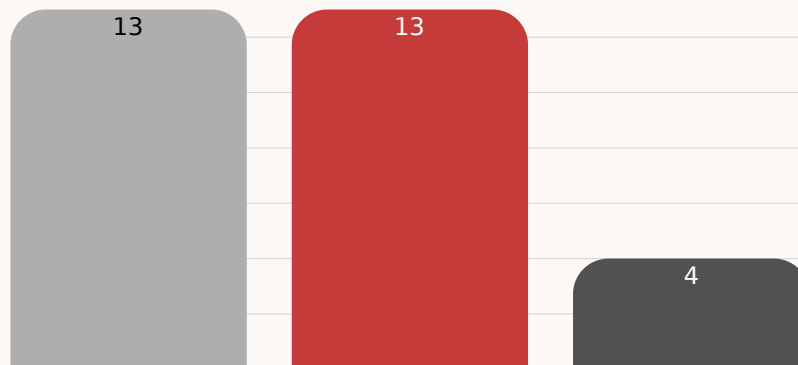
Standalone homes

90

Direct beneficiaries

Unit Distribution

● Bourj Hammoud ● Mar Mikhael ● Ashrafieh



Bourj Hammoud



Ashrafieh



Mar Mikhael

PART IV

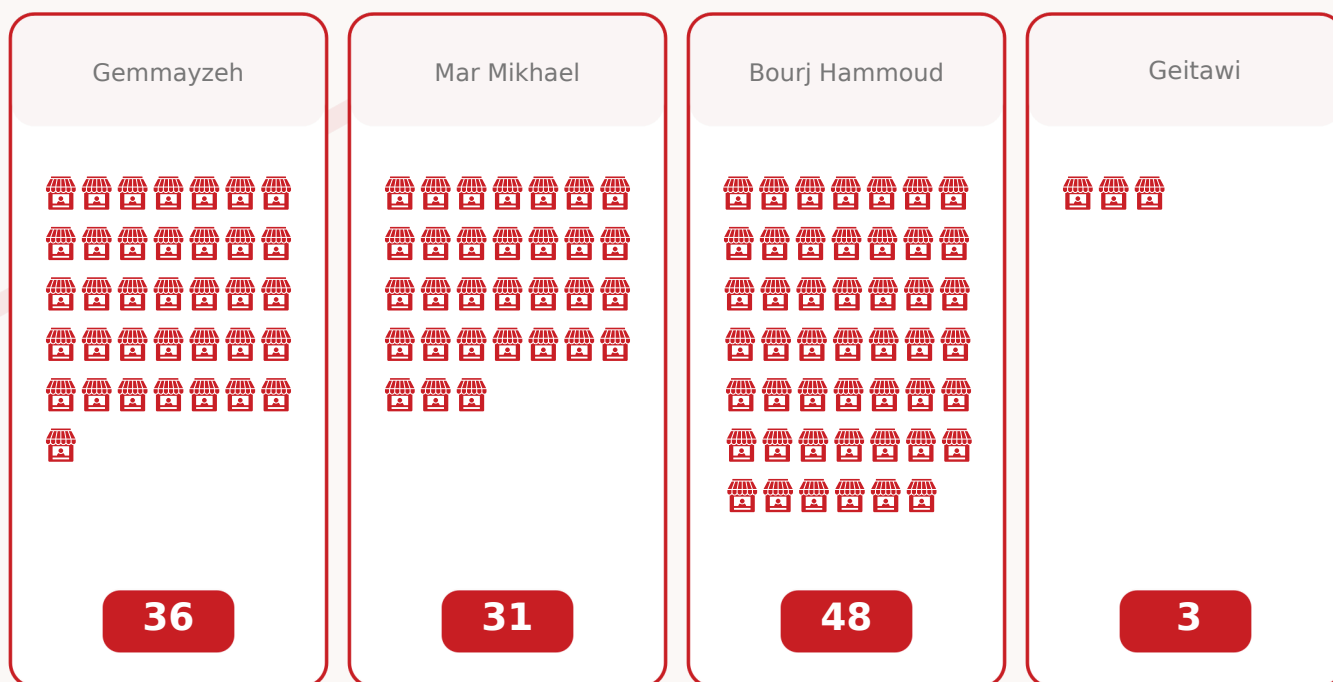
Our Four Pillars

Livelihood & Business Support

Distribution of Business Interventions by Neighborhood

Phase 1: September 2020 - December 2021

Phase 2: January 2022 - June 2023



Microbusinesses are at the heart of local communities and play an important role in sustaining neighborhood economies. Following the August 4 Beirut Port Explosion, many long-standing small businesses were severely affected.

They received comprehensive and strategic support, including rehabilitation, capacity building, repositioning, branding, supply-chain optimization, as well as financial and legal assistance.

Livelihood Intervention - Phase 1

Phase 1

\$344,400

Total budget spent

109

Businesses supported

\$3.16K

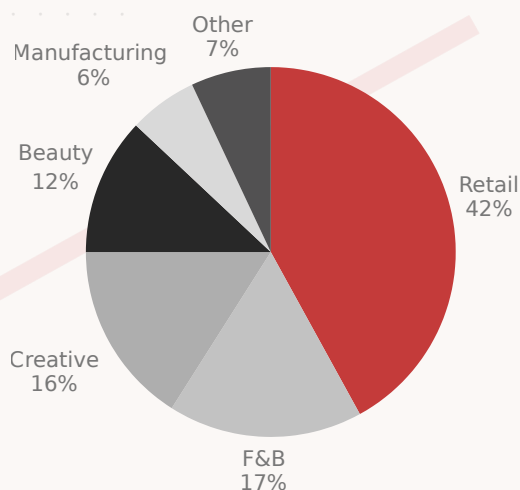
Spent per business

PART IV

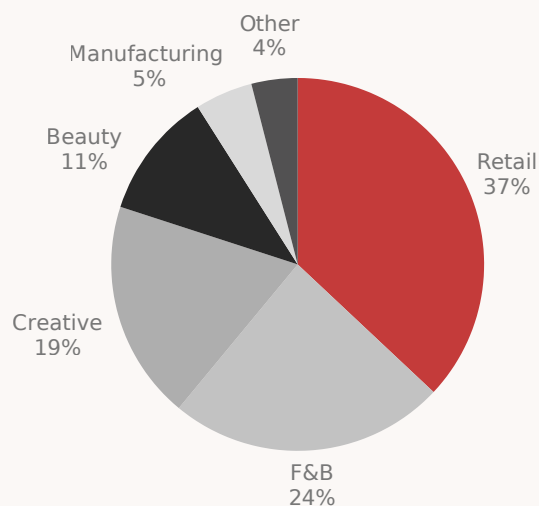
Our Four Pillars

Livelihood & Business Support

Businesses Overview - Phase 1



Businesses by sector
109 total businesses



USD spent by sector
\$344,400 total USD spent

Phase 1

Rehabilitation	\$155,924
Repositioning	\$149,473
Grant and Other	\$7,053
Overhead	\$28,200
Fees	\$3,750

Social Impact

170 Jobs retained
14 Jobs created



PART IV

Our Four Pillars

Livelihood & Business Support

Livelihood Intervention - Phase 2

Phase 2

\$208,000

Total budget spent

9

Businesses supported

\$23.11K

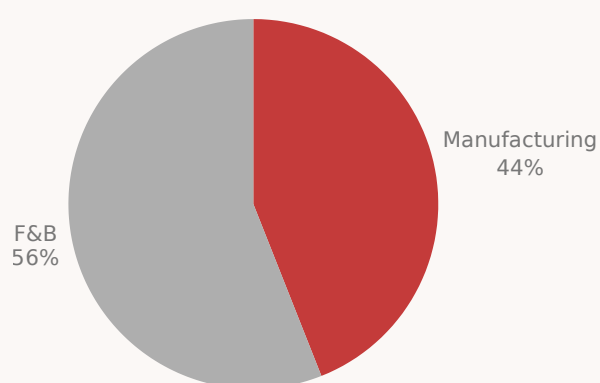
Spent per business

Supporting Beirut SMEs Impacted by the August 4 Blast

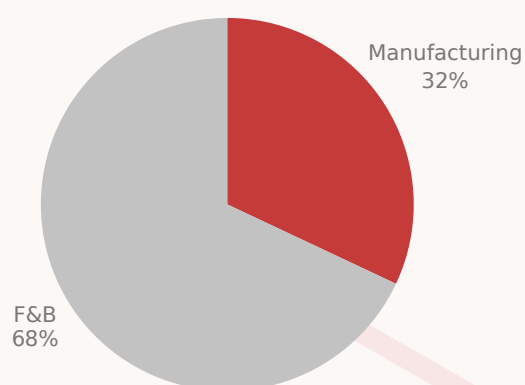
The second intervention focused on supporting Small and Medium Enterprises (SMEs) that provide employment and contribute to economic recovery.

A total of 9 SMEs received strategic and infrastructure support to help strengthen their operations and sustain jobs.

Businesses Overview - Phase 2



Businesses by sector
9 total businesses

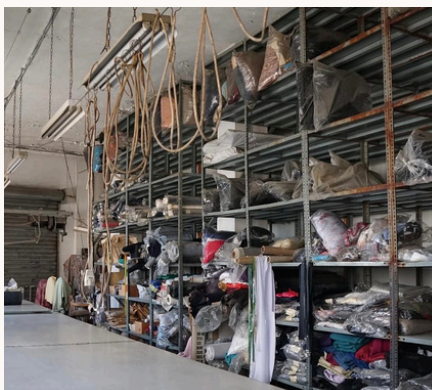


USD spent by sector
\$208,000 total USD spent

PART IV

Our Four Pillars

Livelihood & Business Support



Phase 2

Rehabilitation	\$63,652
Repositioning	\$109,447
Grant and Other	\$3,214
Overhead	\$29,000
Fees	\$2,688

Social Impact

49 Jobs retained

21 Jobs created

PART IV

Our Four Pillars

Community Engagement

In-Kind & Community Collaborations



Beytech x Offrejoie

Through a collaboration involving The House of Christmas, Beytech, and Offrejoie, heaters were provided and delivered to families in need.



Holdal

Holdal supported The House of Christmas by providing essential personal-care items to families in need.

Alexandra Naggear Partnership

Following the loss of Alexandra Naggear in the Beirut blast, a meaningful Christmas initiative was established in her memory. Since then, The House of Christmas has taken part in this annual collaboration, helping provide meals and gifts to children and families and bringing comfort and joy during the festive season.



School Partnerships

GRAND
LYCEE



These school partners support The House of Christmas through in-kind donations and meaningful school initiatives.

Community Fundraising Screening

The House of Christmas joined community partners for a special screening at Grand Cinemas, ABC Ashrafieh. The initiative helped raise funds to support Chris in his journey with Duchenne muscular dystrophy and contribute to improving his care and quality of life.



PART IV

Our Four Pillars

Heritage & Culture Preservation

Phase 1 - Beirut Blast Intervention

Phase 1: September 2020 - December 2021

Rehabilitating our heritage, protecting old tenancies, and preserving our identity

The port explosion hit the heart of Beirut's historical neighborhoods and damaged landmark heritage buildings dating back to as early as the 1850s, many of which were occupied by tenants and families who had been residing in them for decades. The intervention focused on restoring and preserving damaged heritage buildings, protecting vulnerable tenancies, and helping restore the social fabric and economic activity of historical neighborhoods.

\$550,355

Total heritage budget

5

Heritage buildings fully restored

138

Direct beneficiaries

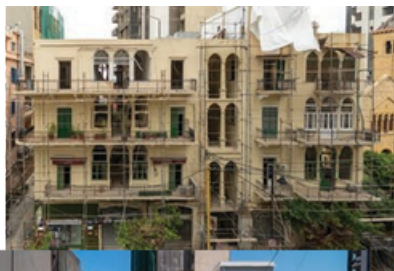
1 building propped up | 24 families supported/protected | 22 microbusinesses in heritage buildings | 24 residential units within heritage projects

Heritage Buildings - Before & After



The Gholam Cluster

Gouraud Street, Gemmayzeh



Rif Building

Pasteur Street, Gemmayzeh



Tamish Building

Armenia Street, Mar Mikhael

PART IV

Our Four Pillars

Heritage & Culture Preservation

Phase 2 - Beirut & Beyond

Phase 2: January 2022 - June 2023

\$250,000

Total heritage budget

3

Heritage buildings fully restored

30

Direct beneficiaries

Saint Nicolas Cluster - Project Details

Main project

Saint Nicolas Cluster rehabilitation

Buildings / blocks

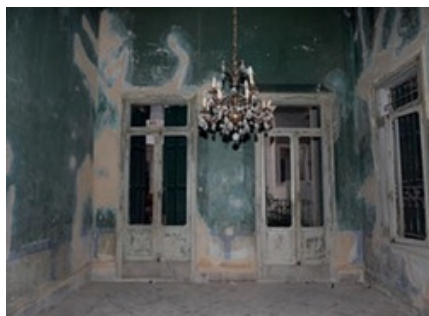
Rmeil 400 South Block, Rmeil 400 North Block, Medawar 28

Saint Nicolas Cluster - Rehabilitation



Medawar 28

Pasteur Street & Gouraud Street, Gemmayzeh



Rmeil 400 North Block

Gouraud Street, Gemmayzeh



Rmeil 400 South Block

Gouraud Street, Gemmayzeh

PART IV

Our Four Pillars

Family Empowerment, Livelihood & Business Support,
Heritage & Culture Preservation

Our Partners in Single Unit Rehabilitation, Livelihood & Business Support, Heritage & Culture Preservation



And many other partners and private individuals that made
our mission possible.

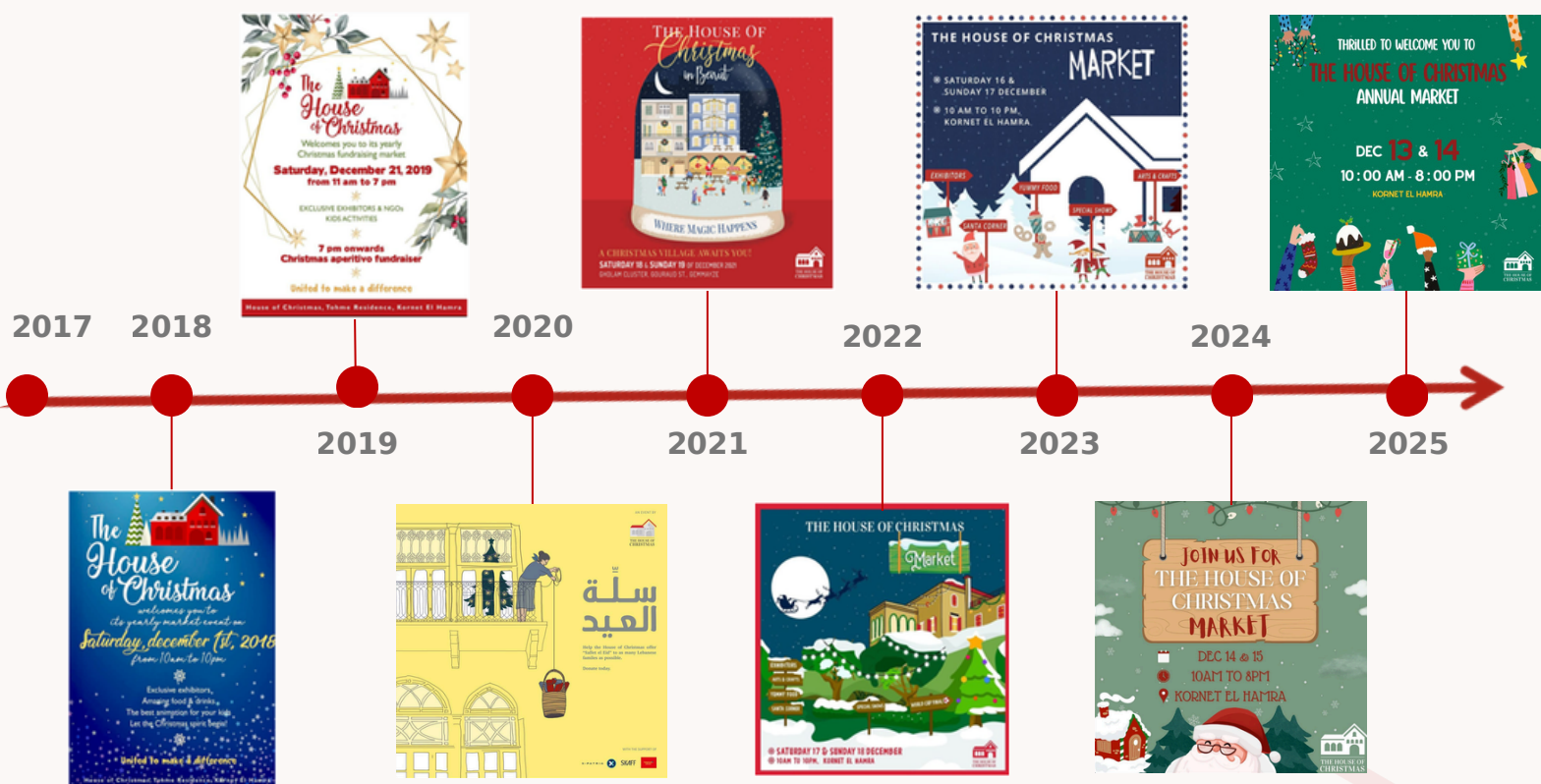


PART V

Fundraising

Christmas Market, Fundraising Initiatives

Since its launch in 2017, the House of Christmas Market has grown from a small one-day gathering into a major annual community and fundraising event. It brings together visitors, exhibitors, sponsors, local businesses and supporters through shopping, food, children's activities and entertainment. Beyond its festive atmosphere, the Market generates essential funds for House of Christmas initiatives and families in need, while promoting local artisans, products and small businesses.



2017 Market at a Glance

Net revenue

\$19,165

Including donations and
all market-related revenue.

The first House of Christmas Market was held in 2017 as a one-day afternoon event. It marked the beginning of the initiative, laying the foundation for the annual Christmas Market in the years that followed.

Visitors

250

A simple beginning with lasting impact
The start of a yearly community tradition

Total support for families

\$18,295

Includes expenses related to medical support,
food supplies, housing and rent, home
improvements, and education.

PART V

Fundraising

Christmas Market, Fundraising Initiatives

2018 Market at a Glance

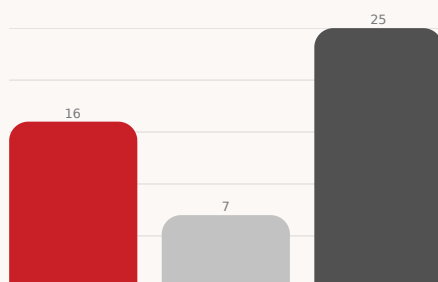
Net revenue

\$28,396

Includes donations and sponsorships, exhibitors, and other kids activities.

Participation Snapshot

● Exhibitors ● Kids Activities ● Sponsors & Supporters



Visitors

1,900



Total support for families

\$28,871

Includes expenses related to medical support, food supplies, housing and rent, home improvements, social support, and education.

PART V

Fundraising

Christmas Market, Fundraising Initiatives

2019 Market at a Glance

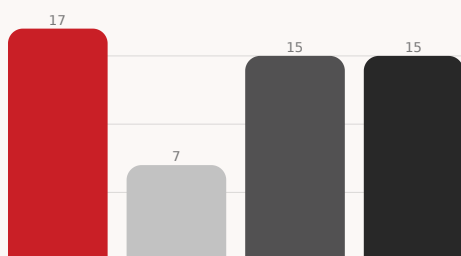
Net revenue

\$29,731

Includes donations and sponsorships, exhibitors, and other HOC activities, including food and beverage, kids activities, and tombola.

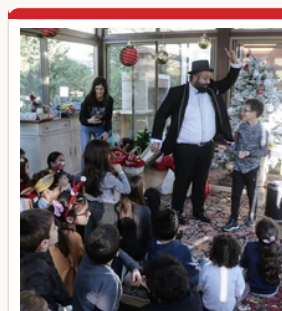
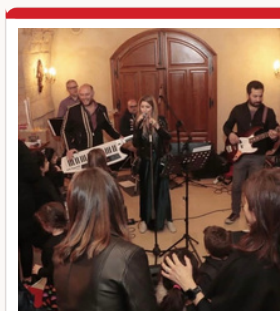
Participation Snapshot

● Exhibitors ● Kids Activities ● Sponsors & Supporters
● Tombola (Brands Contributing Tombola Prizes)



Visitors

1,200



Special Fundraising Event 2019

Cuban Night

A special fundraising event bringing the community together in support of The House of Christmas mission and initiatives.

Net revenue **\$4,250**



Total support for families

\$16,378

Includes expenses related to medical support, food supplies, housing and rent, and home improvements.

2020 Sallet El Eid initiative

Sallet El Eid
expenses
\$6,635

Due to the COVID-19 pandemic, the House of Christmas did not organize its annual Christmas Market. Instead, it launched the “Sallet El Eid” initiative, distributing 600 locally sourced Christmas baskets to vulnerable families across Lebanon. Beyond providing joy during the holiday season, the initiative supported local artisans and small businesses by filling each basket with Made in Lebanon products, helping preserve the Lebanese tradition of sharing festive baskets while strengthening the local economy. The campaign also encouraged community solidarity through donations, bringing hope and warmth to families during a particularly challenging year.



Total support for families
\$15,687

Includes expenses related to medical support, food supplies.

PART V

Fundraising

Christmas Market, Fundraising Initiatives

2021 Market at a Glance

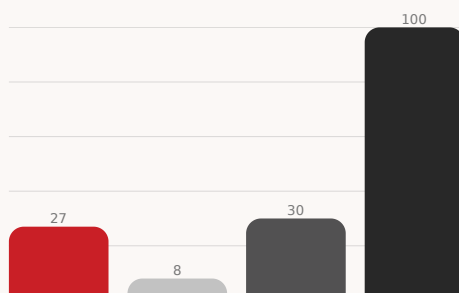
Net revenue

\$11,230

Includes donations and sponsorships, exhibitors, and other HOC activities, including food and beverage, kids activities, and tombola.

Participation Snapshot

● Exhibitors ● Kids Activities ● Sponsors & Supporters
● Tombola (Brands Contributing Tombola Prizes)



Visitors

2,000

In 2021, the Christmas Market was held at the restored Gholam Heritage Cluster in Gemmayzeh, marking its reopening after the Beirut Port explosion. The event revived the neighborhood, supported local businesses, and raised funds for families in need and further heritage restoration.



Total support for families

\$29,194

Includes expenses related to food supplies, and HOC expenses.

PART V

Fundraising

Christmas Market, Fundraising Initiatives

2022 Market at a Glance

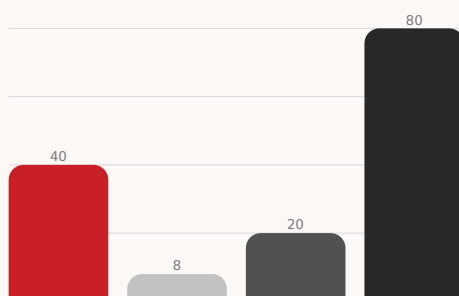
Net revenue

\$41,546

Includes donations and sponsorships, exhibitors, and other HOC activities, including food and beverage, kids activities, and tombola.

Participation Snapshot

● Exhibitors ● Kids Activities ● Sponsors & Supporters
● Tombola (Brands Contributing Tombola Prizes)



Visitors

1,500



Total support for families

\$39,944

Includes expenses related to food supplies, education and HOC expenses.

PART V

Fundraising

Christmas Market, Fundraising Initiatives

2023 Market at a Glance

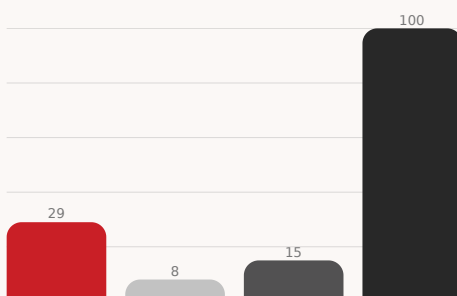
Net revenue

\$58,180

Includes donations and sponsorships, exhibitors, and other HOC activities, including food and beverage, kids activities, and tombola.

Participation Snapshot

● Exhibitors ● Kids Activities ● Sponsors & Supporters
● Tombola (Brands Contributing Tombola Prizes)



Visitors

1,500



Total support for families

\$32,700

Includes expenses related to food supplies, education and HOC expenses.

PART V

Fundraising

Christmas Market, Fundraising Initiatives

2024 Market at a Glance

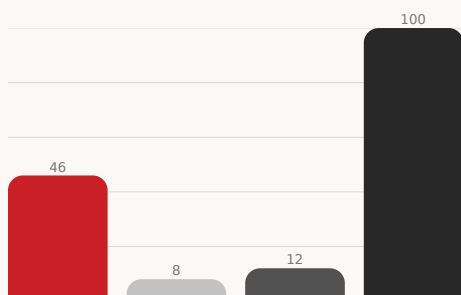
Net revenue

\$54,525

Includes donations and sponsorships, exhibitors, and other HOC activities, including food and beverage, kids activities, and tombola.

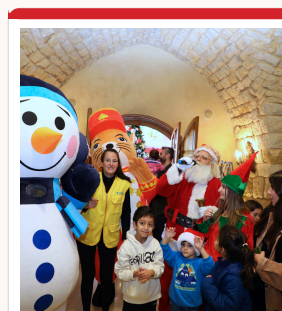
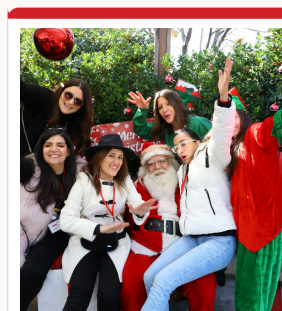
Participation Snapshot

● Exhibitors ● Kids Activities ● Sponsors & Supporters
● Tombola (Brands Contributing Tombola Prizes)



Visitors

2,000



Special Fundraising Event 2024

Christmas Aperitivo

The first HOC Aperitivo was a fundraising evening bringing the community together through wine, live music, and an art auction, with proceeds supporting children's education.

Net revenue **\$15,000**



Total support for families

\$55,000

Includes expenses related to food supplies, education and HOC expenses.

PART V

Fundraising

Christmas Market, Fundraising Initiatives

2025 Market at a Glance

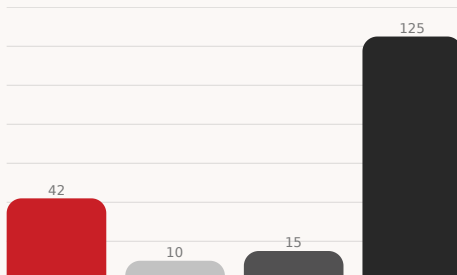
Net revenue

\$50,649

Includes donations and sponsorships, exhibitors, and other HOC activities, including food and beverage, kids activities, and tombola.

Participation Snapshot

● Exhibitors ● Kids Activities ● Sponsors & Supporters
● Tombola (Brands Contributing Tombola Prizes)



Visitors

2,000



Total support for families

Dec 2025 - May 2026

\$42,000

Includes expenses related to food supplies, education and HOC expenses.

PART V

Fundraising

Christmas Market, Fundraising Initiatives

A Sample of Our Sponsors, Supporters and Exhibitors



Swiss Butter



GEAHCHAN
HOME



L'Atelier

Atlie Frères
BEYROUTH



choc en
bouche



Everything



RAWI
A LEBANESE RUM EXPERIENCE



upside down

WATA
LEBANESE
CIDER



ZEN
SELECTION

A Sample of Our Tombola Supporters

A.
Antoine



CAFE
NAJJAR



EXOTICA



helwé
natural skincare



RS
LA ROSE DE SIM



memento
photo boutique

NAKHAL

NESPRESSO



RANDATABBAH
jewellery designer

Sarah's Bag

sel
poivre

SC sleepcomfort

care
sohaticare.com



PART VI

Stories Of Impact

Testimonials



“ — ”

Thank you very much. We are very grateful to you for being by our family in these difficult times and for supporting us.

We will never forget. God bless you.

- A Family Beneficiary



“ — ”

Thank you so much, House of Christmas, for everything you do for us and for all the families. Lebanese families truly need your support and someone to stand by their side.

Thank you from the bottom of our hearts, and Merry Christmas.

- A Family Beneficiary



“ — ”

Dear House of Christmas,

Merry Christmas!

From the bottom of our hearts, thank you for your generosity and for always opening your arms to LAS and Kreative Call. Your support means more than words; it creates moments of belonging, joy, and hope.

House of Christmas is not just a beautiful experience; it is a reflection of your kindness, heart, and belief in community. We are deeply grateful for the way you continue to uplift inclusive creativity and stand with us so generously.

Wishing you a Christmas filled with love, warmth, and the same light you so freely give to others.

- Aline, the students and the team of the Lebanese Autism Society & Kreative Call



“ — ”

Les Semeurs du Bonheur

Durant mon récent passage sur cette terre, j'ai croisé des âmes au souffle de lumière, portant en silence, comme un doux mystère, la générosité du monde entier en prière.

Je les ai vus, ces artisans d'espoir, tissant des rêves dans l'ombre d'un soir, offrant leur temps, offrant leur âme, pour réchauffer des vies que le destin désarme.

Leurs mains, humbles, portaient la douceur pour déposer des sourires, réchauffer des cœurs, pour transformer les jours de ces visages froissés, offrir des rêves à en finir sans se lasser.

Quel privilège que de croiser leur chemin, ces semeurs d'étoiles dans la nuit des humains. A vous, les gardiens des rêves égarés, voici ces mots comme un murmure secret.

Je vous salue, Semeurs du Bonheur. Le monde est plus beau grâce avec vos cœurs !

- Ramzi Selouan

Looking Forward

Strategic Vision 2026-2030

From Impact to Sustainable Growth

Now that we have reached the 10th year anniversary of the House of Christmas, we will be launching our next chapter that will focus on strengthening our year-round support, expanding education and family empowerment, and sustainably supporting businesses and job creation.

Partnerships & Community

Deepen relationships with donors, companies, schools, exhibitors, volunteers, and community partners while building new collaborations across Lebanon.

Transparency & Measurable Impact

Continue improving impact tracking and reporting so that supporters can clearly see how contributions translate into meaningful and responsible action.



The next chapter is about growing our impact together.

One House. One Community. A stronger future for Lebanon.