



AL MAJMOUA  
المجموعة

# ANNUAL REPORT

2025



# LETTER FROM THE EXECUTIVE DIRECTOR



The year 2025 represented a year of consolidation and renewed momentum for Al Majmoua as we continued to improve our operations and resumed expanding our outreach. Despite the continued economic difficulties, Al Majmoua grew its client base by more than **7,000 clients** and its outstanding portfolio by more than **USD 9M**. We remain steadfast in our mission to promote financial inclusion, economic resilience, and social empowerment across Lebanon.

A key milestone was the **reactivation of the VSE Loan**, following a period of suspension due to our limited liquidity resulting from years of crisis. This step allowed us to respond more effectively to the needs of very small enterprises, reaffirming our commitment to offering tailored financial solutions that support income generation, business sustainability, and job creation, particularly among the most vulnerable segments of the population.

Throughout the year, we continued to prioritize inclusive outreach. The proportion of **women** clients increased to **52%**, underscoring our ongoing efforts to empower women economically. Similarly, the share of **business owners** grew to **67%**, highlighting our sustained support for productive activities and entrepreneurship.

Non-Financial Services (NFS) remained a cornerstone of our integrated approach. Through capacity-building initiatives, technical assistance, and targeted coaching, we supported **5,280 beneficiaries** in strengthening their skills, improving business performance, and navigating persistent economic challenges.

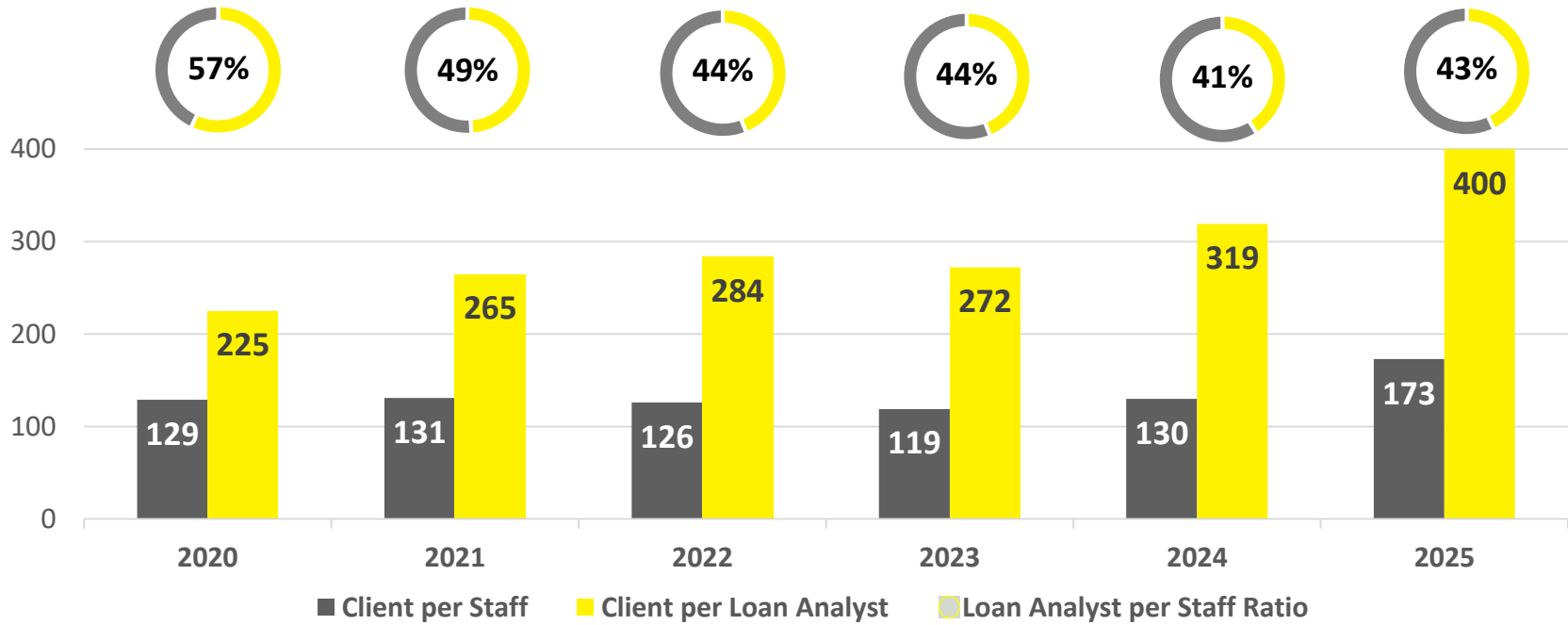
At the institutional level, 2025 was marked by continued progress toward financial stability and operational efficiency. Our strong performance and the trust of our partners and funders enabled us to secure our first loan since the crisis of 2019 with the IFC for an amount of **USD 5M**. This will help us expand our outreach and consolidate our financial sustainability.

As we reflect on the year, we draw strength from the resilience of our clients, the dedication of our team, and the confidence of our partners. Together, we continue to advance toward a more financially inclusive Lebanon.

# SOCIALLY RESPONSIBLE LENDING

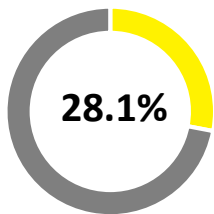


# EFFICIENT OPERATIONS

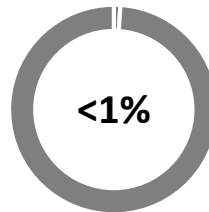


# BOTTOM-LINE RESULTS SOCIAL PERFORMANCE

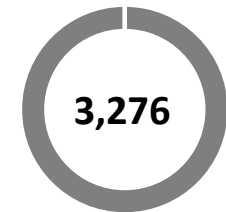
**SMALL LOANS  
USD**



**PERCENTAGE OF DATA  
ERRORS**



**NUMBER OF REPAYMENT  
OUTLETS**



- Small loans are those  $\leq 20\%$  of GNI per capita
- Percentage of data errors = number of errors/ number of data fields

# TAILORING SOLUTIONS & IMPROVING ACCESS



## PRODUCTS & SERVICES

### Financial Services

#### *IL- VSE Loan (USD)*

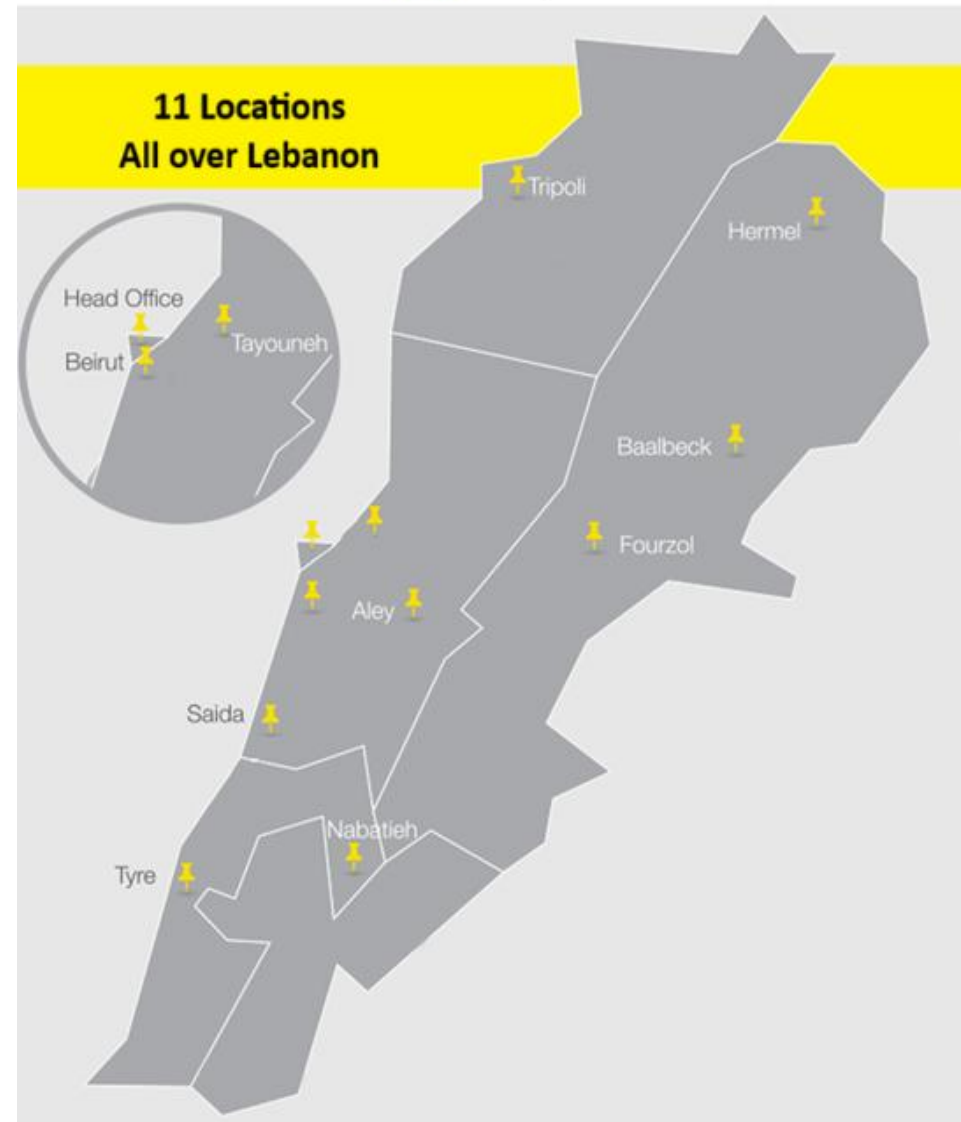
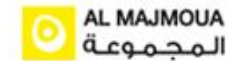
Al Majmoua **reactivated its VSE Loan** in response to the needs of very small enterprise owners, those who have the experience and skill to manage their businesses; who do not have sufficient financial capabilities; who seek to develop their current business by increasing their working capital; enhance their equipment and mechanisms, rehabilitate the infrastructure of the business, or who aspire to establish a second business or another branch for their primary business.

### Non-Financial Services

There was a substantial increase in the number of participants. The NFS department delivered non financial services to a total of **5,280** beneficiaries.

## AL MAJMOUA'S BRANCHES

### 11 Locations All Over Lebanon



# AL MAJMOUA OFFERS FINANCIAL SERVICES TO LOW-INCOME INDIVIDUALS

- Women & Men
- Entrepreneurs (Micro, Micro Plus)
- Workers with/out NSSF
- Contractual employees with NGOs
- Cooperatives
- Vulnerable Populations (Palestinians, Poverty Pockets, Disabled...etc.)

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INDIVIDUAL AGRICULTURE LOAN

القرض الفردي الزراعي

#### Purpose of the Loan

Respond to the needs of farmers and workers in the agricultural sector for financing, with the aim of supporting their businesses, whether through the purchase of greenhouses (multi-spans) or for any other investment to increase their productivity and enable them to maintain or expand their businesses; preserve environmental jobs and create new ones

#### هدف القرض

الاستجابة لإحتياجات المزارعين والعمال في قطاع الزراعة للتمويل، وذلك بهدف دعم مشاريعهم سواء عبر شراء البيوت البلاستيكية (الدفيلتان) متعددة الامتدادات أو لأي استثمار تجاري آخر لزيادة إنتاجهم وتمكينهم من الحفاظ على أعمالهم الزراعية أو توسيعها؛ وبالتالي الحفاظ على الوظائف الحالية خاصة اللاجئين وخلق وظائف جديدة

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GROUP LOAN

القرض الجماعي

#### Purpose of the Loan

Respond to the needs of Filipino borrowers for financing in Dollars, whether to support their businesses or meet the living and social needs of themselves and their families

#### هدف القرض

الاستجابة لإحتياجات المقترضات الفلبينيات للتمويل بالدولار، سواء لدعم مشاريعهن أو لتلبية الإحتياجات المعيشية والإجتماعية لهن ولأسرهن

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INDIVIDUAL MICRO LOAN

القرض الفردي الصغير

#### Purpose of the Loan

Respond to the needs of low-income people for financing in Dollars, whether to support their businesses or meet the living and social needs of themselves and their families

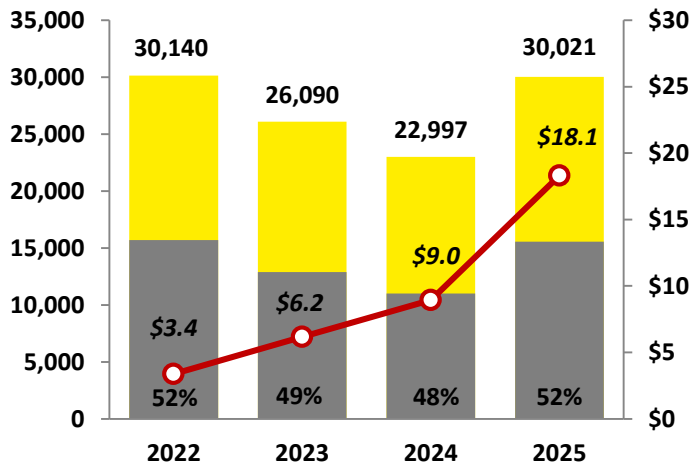
#### هدف القرض

الاستجابة لإحتياجات ذوي الدخل المحدود التمويلية بالدولار، سواء لدعم مشاريعهم أو لتلبية الإحتياجات المعيشية والإجتماعية لهم ولأسرهم

# ADVANCING FINANCIAL INCLUSION

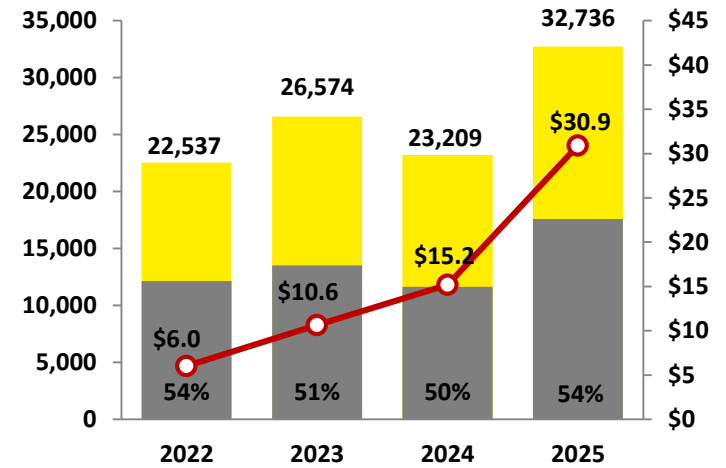
**2022-2025 Active clients & outstanding portfolio**

- Active clients
- Percentage of women
- Outstanding portfolio in million USD

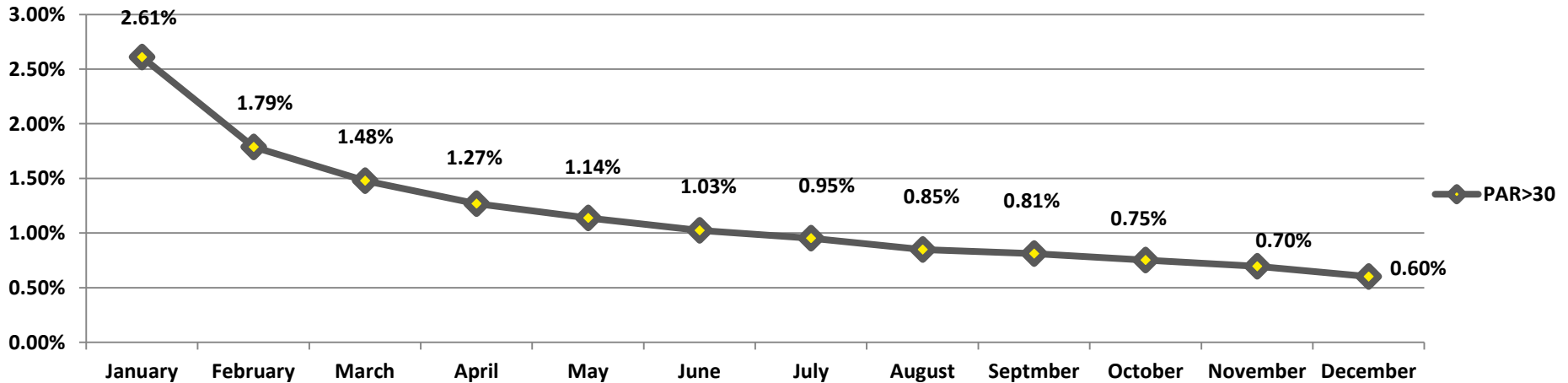


**2022-2025 Number & value of loans disbursed**

- Number of loans disbursed
- Percentage of loans disbursed to women
- Value of loans disbursed in million USD

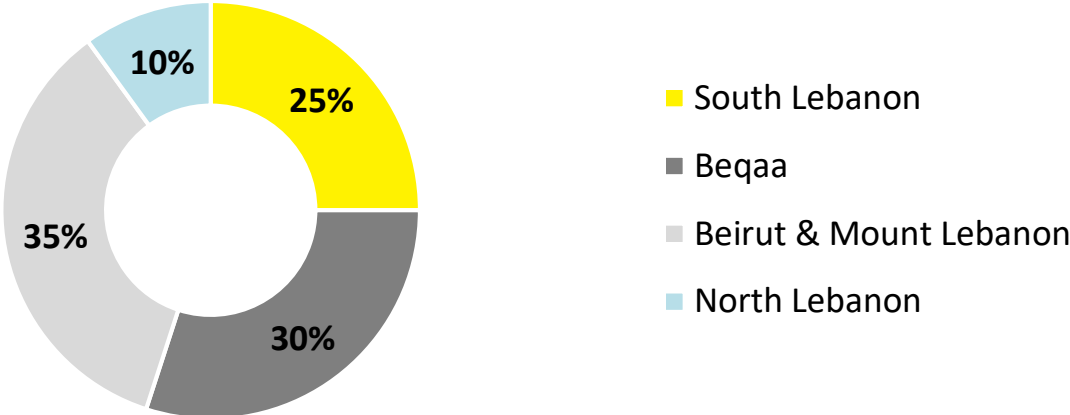


**PAR>30**

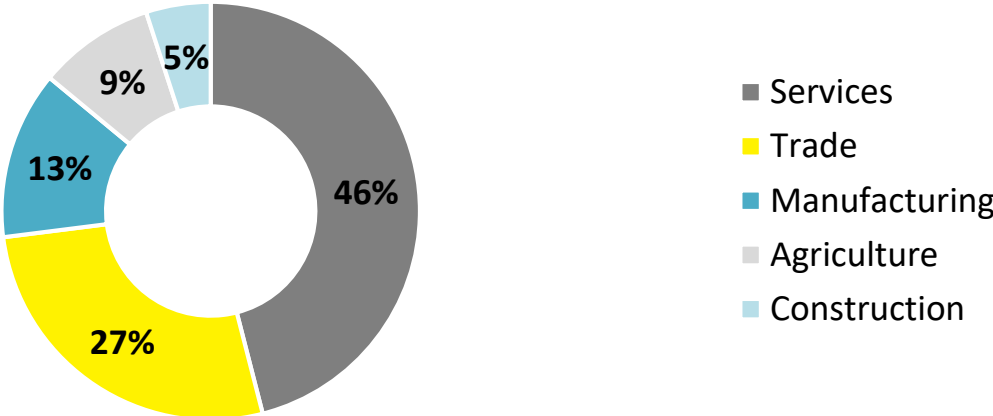


# CLIENTS' GEOGRAPHIC & SECTOR DISTRIBUTION

## CLIENTS' GEOGRAPHIC DISTRIBUTION

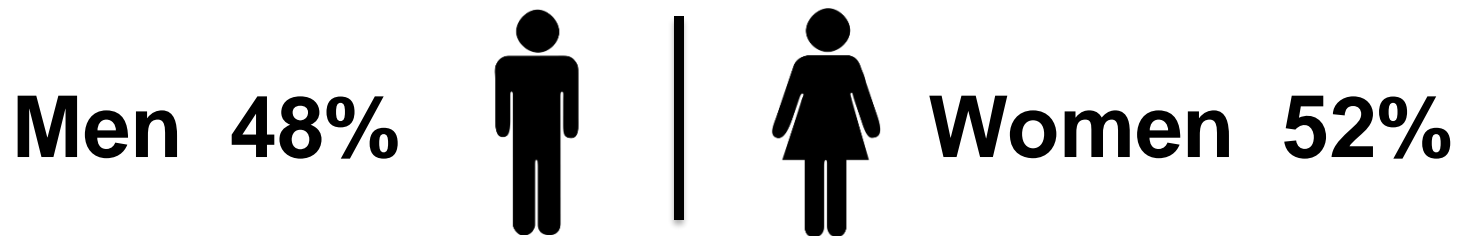


## CLIENTS' SECTOR DISTRIBUTION



# GUIDED BY A STRONG SOCIAL MISSION

## CLIENT GENDER DISTRIBUTION



## VULNERABLE CLIENTS' SEGMENTS

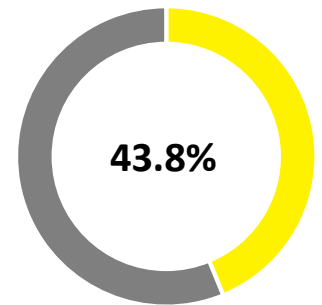
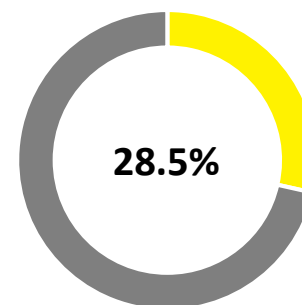
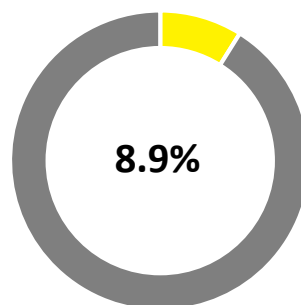
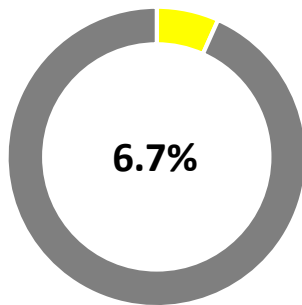
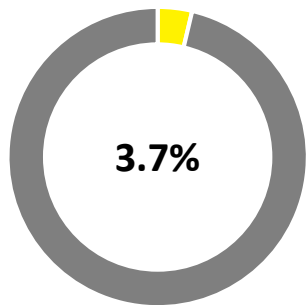
Palestinian  
Live in Camps

In Poverty  
Pockets

Non-Lebanese

Youth  
(≤30 years old)

In Rural  
Areas



Non-Lebanese include: 0.1% **Syrians**, 5.7% **Palestinians**, 2.9% **Filipinos**, 0.2% **Other**

67.2% OF OUR CLIENTS ARE **MICRO-ENTREPRENEURS**

# SUCCESS STORY

**Name:** Fares Fouad Al Hajj

**District:** Bar Elias, Bekaa

In Bar Elias, Beqaa, Fares Al Hajj transformed a family legacy into a sustainable source of income under challenging circumstances.

Following the loss of his father, Fares became the sole provider for his mother and seven siblings, taking over the family butchery with limited resources and basic experience.

Facing difficulties in marketing and financial management, Fares joined the DAEM program, where he received targeted training and coaching. With support, he established a professional social media presence, significantly expanding his customer base and increasing his income.

He also adopted improved financial practices, introducing systematic record-keeping and hiring accounting support to better manage his growing business.

**Project:** DAEM

**Loan amount:** 2,000 USD



*With DAEM's support, Fares strengthened his butcher shop, improved his marketing skills, increased his family's income, and managed to support his siblings.*

# SUCCESS STORY

Through Al Majmoua, Fares accessed a USD 2,000 loan, enabling him to diversify his activities by opening a bakery alongside his existing shops. This expansion strengthened his financial stability and created new income streams.

Fares's journey highlights how access to finance, combined with capacity-building, can enhance resilience, support business growth, and enable vulnerable entrepreneurs to secure sustainable livelihoods for their families.

*The DAEM project developed my practical & technical skills, especially in marketing through the social media.*

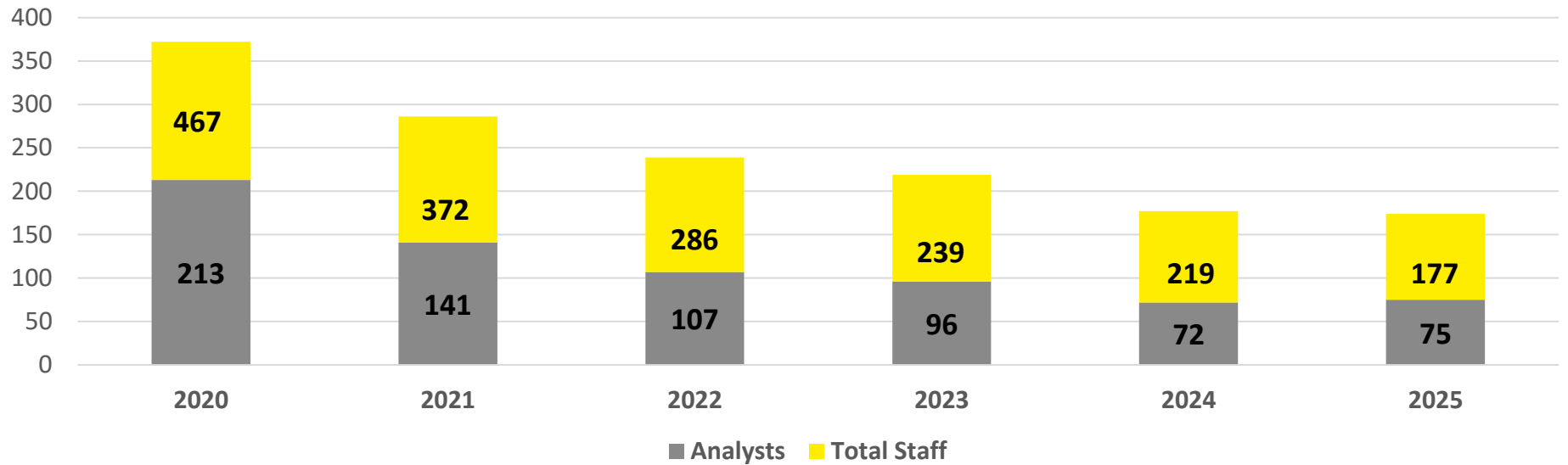
*I benefited a lot from the loan, which made things much easier for me, especially these days when no one is willing to lend you money*

# HUMAN CAPITAL DEVELOPMENT



**Al Majmoua**  
**Human Resources**

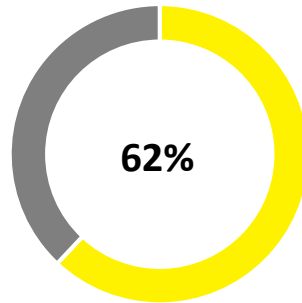
# TOTAL NUMBER OF EMPLOYEES



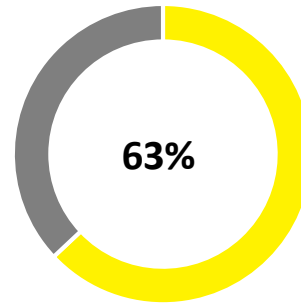
# EQUAL EMPLOYMENT OPPORTUNITY



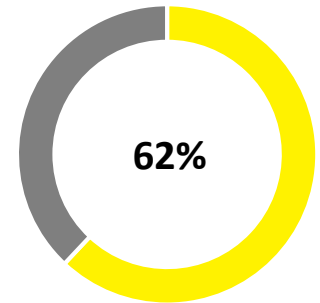
Female %



Employees



Loan Analysts



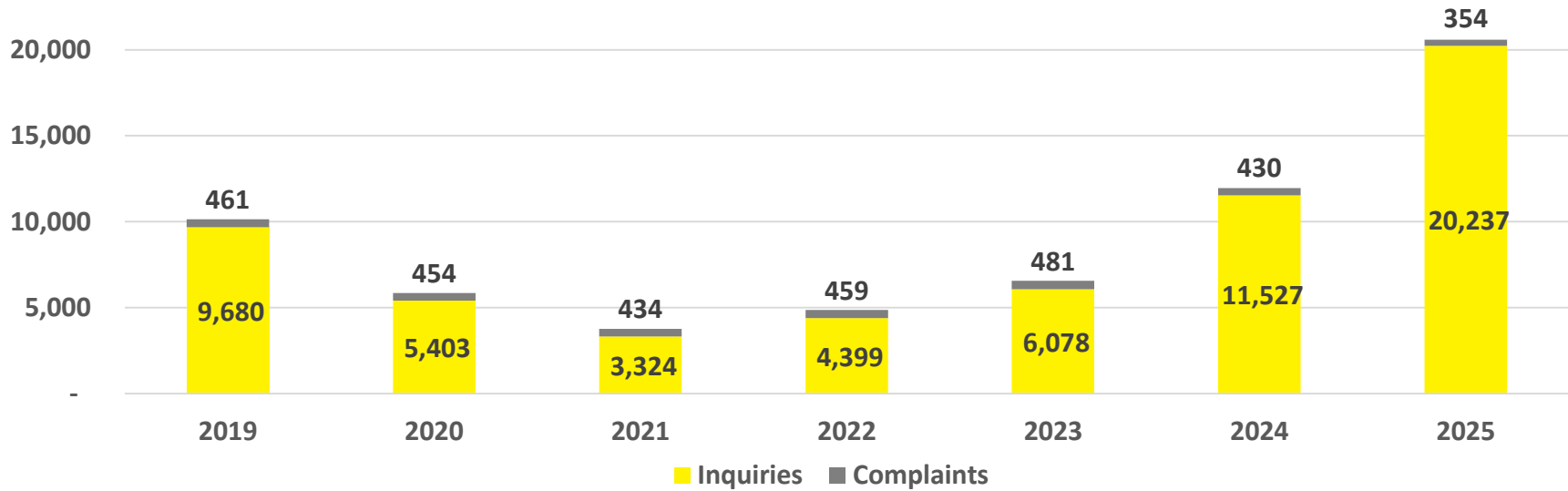
Senior & Middle  
Managers

# AL MAJMOUA'S CUSTOMER CARE



**Al Majmoua  
Customer care**

# CUSTOMER CARE HOTLINE



## LISTENING TO OUR CLIENTS - HIGHLIGHTS OF 2025

### Accountability- PSEA-Safeguarding:

- Developed and launched the Al Majmoua Human Anti-Trafficking Policy to reinforce institutional accountability and protection standards
- Prepared and disseminated the Al Majmoua Safety Awareness Tips Presentation to enhance staff awareness and promote a culture of safety across the institution

### Other Activities:

- Renewed Kiva Partnership, ensuring continued collaboration and funding
- Implemented 3CX system to improve client communication
- Recognized by 60 Decibels for strong outreach and inclusion impact
- Participated in 2025 Women Program Award for outstanding field performance

# **SOCIO ECONOMIC EMPOWERMENT**



**Al Majmoua  
Non-Financial Services**

# AL MAJMOUA OFFERS NON-FINANCIAL SERVICES FOCUSING ON MICRO ENTREPRENEURS, WOMEN & YOUTH

**NFS  
Beneficiaries**

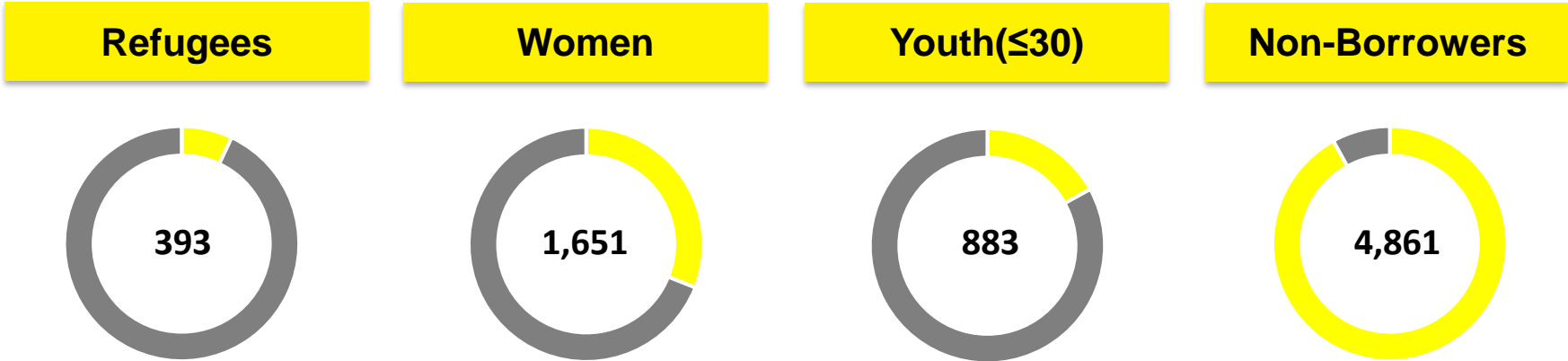
## Highlights of 2025

**5,280**

- 1,140 benefited from Coaching & Mentoring
- 966 benefited from Financial Education
- 714 benefited from Career Counselling
- 573 benefited from Provision of Toolkits / In-Kind assistance
- 532 benefited from Employability Skills
- 532 benefited from Personal development
- 466 benefited from Start and Improve Your Business
- 129 benefited from Basic Entrepreneurial Skills
- 128 benefited from Vocational Skills
- 87 benefited from Entrepreneurial Skills for Growth
- 13 benefited from Cash For Work

# 2025 NFS BENEFICIARIES BY CATEGORY

A total of 5,280 NFS beneficiaries benefitted from Business Development Services



# 2025 NFS BENEFICIARIES BY SOCIAL TOPIC

% of beneficiaries from NFS who received **Capacity Development** (includes Business Management, Personal Development, Coaching and Mentoring and Financial Education)

89%

# SOCIAL PERFORMANCE MANAGEMENT (SPM)



# SOCIAL PERFORMANCE MANAGEMENT (SPM)

## Social Strategy (Dimension 1)

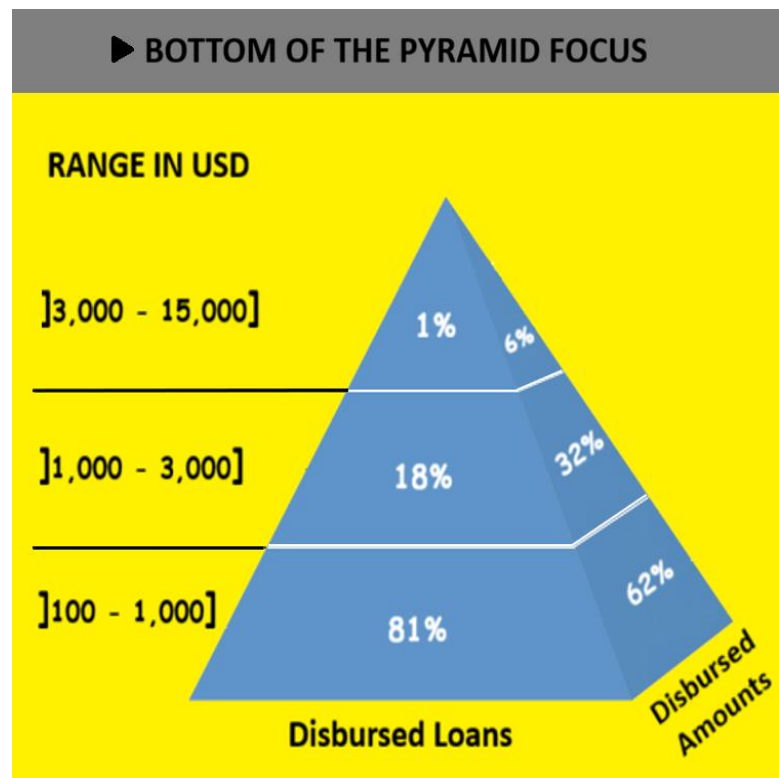
Data is a key element that must be continuously measured and managed, as it serves as a fundamental basis for planning and informed decision-making

The chart below illustrates an example of how data is utilized at Al Majmoua, presenting the distribution of loans disbursed during 2025

The most notable indicator appears at the base of the pyramid, highlighting that:

- **81%** of the total number of loans disbursed in 2025 were equal to or below USD 1,000
- **62%** of the total value of loans disbursed in 2025 were equal to or below USD 1,000

This distribution shows that the majority of both the number and value of disbursed loans are concentrated at the lower end of the pyramid, reaffirming **Al Majmoua's commitment to serving low-income clients and supporting financially underserved communities**



# TIMELINE OF ACTIVITIES 2025



## 2025 ACTIVITIES AT A GLANCE

- Reactivated **VSE Loan** to meet the needs of very small enterprise owners with the experience and skills to manage their businesses but limited financial capacity, aiming to support business development through increased working capital, improved equipment and infrastructure, or expansion by establishing a second business or a new branch
- Signed new partnerships:
  - ACTED
  - UNWomen
  - ILO (International Labour Organization)
  - Safer 2 - Mercy Corp
  - KFW
- Signed new Local Partner:
  - MTM Local money transfers

## 2025 NFS ACTIVITIES AT A GLANCE

- Provided Basic Entrepreneurship Trainings and Entrepreneurial Skills for Growth
- Provided Career Counselling sessions to SMEs
- Delivered financial education tailored to diverse beneficiary needs
- Delivered coaching and mentoring programs
- Provided Cash For Work activities
- Distributed Dignity Kits to women in Nabatieh

المجموعة  
الجمعية اللبنانية للتنمية

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