

IMPACT REPORT



2019-
2020

FREE YEMEN INITIATIVE



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ABOUT THE CRISIS

Yemen is home to the world's worst humanitarian crisis. The level of human suffering is truly unimaginable. The two figures below provide some context as to how the conflict is impacting the population of Yemen.

THE HUMAN COST OF THE YEMEN WAR

People killed

● = 10,000



People at risk of being killed

● = 1 million



Civilian targets bombed



133 water & power



668 farms



2064 residential areas



241 schools



33 hospitals



217 marketplaces

Source: www.stopfuellingwar.org

SOURCE: UNWFP

93% of children need humanitarian assistance

ABOUT THE CRISIS

TIMELINE OF THE CONFLICT

JAN 2011: Tens of thousands of protestors gather in Yemen's capital Sana'a after 10 days of scattered protests in mid-January. Two days later calls for President Saleh's departure begin.

MARCH 2015: Houthi-Saleh forces seize control over most of Aden, causing President Hadi to flee to Saudi Arabia. Saudi Arabia begins military operations with air strikes against Houthi-Saleh forces.

DEC 2018: After ten days of UN-mediated talks, the two parties announce the Stockholm Agreement, key components of which include a prisoner swap, a mutual redeployment of forces from Hudaydah port, and the formation of a committee to discuss the contested city of Taiz.

SUMMER 2019: The United Arab Emirates (UAE) unilaterally withdraws most of its forces from Yemen. The UAE's local partners in southern Yemen, the Southern Transitional Council (STC), attempts to seize more power in Aden from the internationally recognized Republic of Yemen government (ROYG) following the UAE's withdrawal. Violent confrontations ensue between STC and ROYG forces.



2012: Abd-Rabbu Mansour Hadi replaces President Saleh under a GCC-negotiated two-year transition plan. A National Dialogue Conference (NDC) is established to create a new political order. Intensified factional fighting as security situation deteriorates.

JAN 2014: NDC ends in without an agreement.

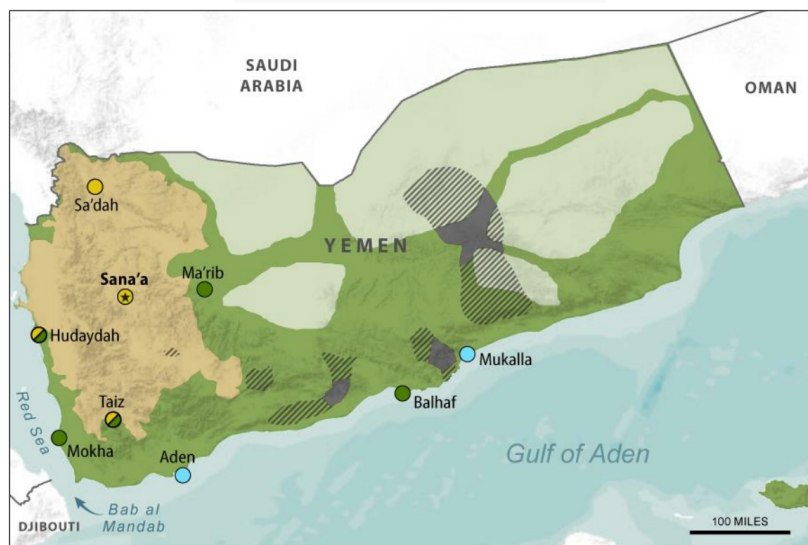
SEPT 2014: Houthi forces capture the capital Sanaa.

NOV 2017: After a Houthi-fired missile with alleged Iranian origins landed deep inside Saudi Arabia, the coalition institutes a full blockade of all of Yemen's ports, including the main port of Hudaydah, exacerbating the country's humanitarian crisis.

NOV 2019: Saudi Arabia and the UAE broker a power-sharing agreement between the ROYG and the STC; implementation of that deal stalls.

Source: Created by CRS using open source reporting.

MAJOR PLAYERS



As of October 26, 2020, based on map from Risk Intelligence. Areas are approximate and subject to change.

Areas of influence		City Control
Republic of Yemen Government (ROYG)		= Contested
Houthi Forces		
UAE-backed Southern Transition Council (STC)		
Al Qaeda in the Arabian Peninsula (AQAP)		
		= Sparsely populated

Source: Graphic created by CRS using data from Risk Intelligence (2020); Esri (2017 & 2018); NOAA (2018); USGS (2018); Department of State (2015).

OUR STORY SO FAR

OUR MISSION

Our mission at FYI remains the same: raising awareness for the world's largest humanitarian crisis in Yemen while engaging with strategic partners to deliver humanitarian aid to those areas in Yemen which have been most effected.

Our continued involvement in Yemen demonstrates the efficacy of grass-roots organizing and communal activism in raising awareness for the crisis. Moreover, our organization commits almost all of its funds toward aid distribution. Unlike reputable nongovernmental organizations or large bureaucracies, FYI offers the following advantages:

- Working with local communities *vis-a-vis* our Yemeni partners.
- A humanitarian aid model focused on *restoration* rather than *dependency*. Our aid bundles offer basic food and supplies that last approximately one month. Yemeni families are, therefore, given considerable autonomy in how they use the materials. This is particularly important for FYI as we are not always able to adapt to international circumstances (such as war, arms sales, or COVID-19).
- FYI is not bound by international formalities or particularities, enabling us to target the most underserved communities in the Hajjah Governorate.

OUR PURPOSE

FYI is driven by our belief in grass-roots organizing and communal activism. We hope to work with strategic partners to create conditions on the ground which are conducive to the health and well-being of Yemeni families. Over time, we hope to expand the scope and intensity of our efforts to encompass several regions of Yemen. FYI rejects those organizations whose assistance is ostensibly tied to propping up systems of oppression. FYI also rejects the complicity of the arms sales industry in enabling military adventurism and bloodshed in Yemen.

400

FAMILIES
HELPED

SINCE
2019

AID DISTRIBUTION PHOTOS

2020 Distribution Location:

Hajjah Governorate
(pictured at right)

Please visit www.fyiyemen.com to learn more



Below are some of our favorite photos from this year. While we could not include all of them, we thought these were the best:



Various distribution efforts in Hajjah Governorate, Yemen. Early 2020



Our partner, Ahmad Alghobary, tending to a young Yemeni boy.



Various distribution efforts in Hajjah Governorate, Yemen. Early 2021



For all the chaos that has consumed Yemen over the last thirty years, this photo is strikingly beautiful and emanates a spirit of hope. It is as poignant as it is lovely.

OUR 2020 STRATEGY

Our 2020 strategy revolved around two key principles:

- **Sustainable growth;** As FYI continued to grow, we made it our top priority to expand our reach to new audiences while remaining committed to existing donors and partners. As indicated by our social media metrics, new audience members are mostly from Yemen or Saudi Arabia. Tailoring our marketing and messaging to various audiences, therefore, became essential.
- **Engaging with Key Partners;** FYI actively sought out partners who would help promote our cause and spread the word about the humanitarian crisis in Yemen.

Adapting to COVID-19:

One of the biggest obstacles to our 2020 strategy was the spread of the novel coronavirus. With restrictions on large gatherings and international travel, some of our in-person events were postponed indefinitely. This reality forced us to focus more on social media engagement and virtual events. Engaging with an online audience has been crucial as cash flows from in-person events have fallen.

PROJECTS	DETAILS	OUTCOME
Delivering Humanitarian Aid	Delivered thousands of dollars worth of humanitarian aid to the Hajjah Governorate	<ul style="list-style-type: none">• Assisted hundreds of families on the ground• Established an outlet to the Hajjah Governorate
Social Media Engagement	Regular updates to our social media audience	<ul style="list-style-type: none">• Doubled Total Followers• Large gains in total audience engagement
Collaboration	Working with interested parties to further our cause	<ul style="list-style-type: none">• Formed four new partnerships• Worked on events and outreach; increased donations

OUR 2021 GOALS

1

PARTNERSHIPS

FYI will seek out new partnerships with those organizations that whose interests align with our own. We will partner with groups who can assist in organizational fundraising or groups that can provide us access to new audiences. FYI will prioritize groups that operate on a local level (i.e. groups within communities we serve or certain areas of Yemen) rather than large corporations or bureaucracies. FYI will work to establish new aid projects with sister organizations. Sister organizations may include groups of students, Yemeni activists, or academics.

3

SOCIAL MEDIA ENGAGEMENT

FYI will remain the most active on our Instagram account (@free_yemen_initiative) but will post more frequently on our Facebook and Twitter pages in 2021. FYI will seek out social media and graphic design interns to improve the quality and quantity of our social media engagement. FYI will continue to post informative and educational content on our social media pages.

2

HUMANITARIAN AID

FYI remains committed to our partnership with Mr. Ahmad Alghobary of Yemen Hope and Relief. FYI will continue to target the most underserved regions of the Hajjah Governorate in our aid distributions; doing so is in alignment with our goal to combat malnutrition in Yemen where possible. In addition, FYI will partner with Yemeni-led organizations that specialize in building infrastructure for local communities. FYI will provide funds for community water wells and sanitary water supplies to combat regional cholera outbreaks.

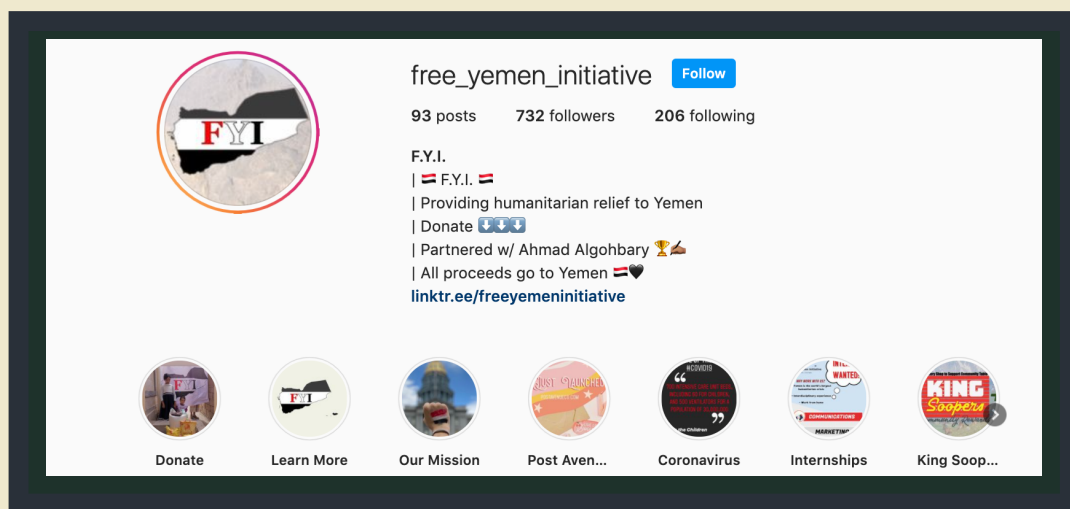
4

EVENTS

FYI will look for ways to host more virtual events until conditions permit us to again hold in-person fundraisers. FYI will partner with sister organizations and local universities where possible in an attempt to host more events, raise awareness and funds for the crisis in Yemen, and broaden our influence. FYI will host or co-sponsor primarily two types of events in 2021: (a.) educational or informative events such as a lecture series or round table discussion. (b.) fundraising events or donor drives.

SOCIAL MEDIA ENGAGEMENT

What follows is a brief report of our organization's social media engagement in 2020. Our metrics suggest that FYI is most active on Instagram and our audience is generally receptive to our posts. Below is also a compilation of key engagement statistics gathered by Instagram. Less data is available for our Twitter and Facebook pages given that they were created fairly recently.



17%

More Likely to Receive Donations from Audience Members

55K

Accounts Reached in 2020

2x

Doubled Total Follower Count in 2020

FYI will commit itself to the following objectives for social media engagement in 2021

- Posting on our organizational Instagram account on a weekly or bi-weekly basis.
- Posting more video content on our organizational Instagram account.
- Posting short clips or other informative content recapping current events in Yemen.
- Engaging with other Yemeni nonprofits and advocacy groups across all platforms.
- Posting content in both English and Arabic when/where possible and/or appropriate.

OUR PARTNERS



King Soopers in a grocery store located in the state of Colorado. Through the King Soopers Community Rewards Program, King Soopers Rewards card members can elect to have King Soopers send a portion of the proceeds from their recent purchase to our organization. This is a convenient and easy fundraising solution that allows customers to donate to our organization each time they use their King Soopers Rewards card.



Post Avenue Company is an organization started by Ms. Sophia Chung. Post Avenue Co. sells a variety of sustainable products ranging from stickers, jewelry, shirts, and other merchandise. For every referral FYI makes to Post Avenue Co., we will receive 15% of the proceeds.



Yemen Hope and Relief, founded by Mr. Ahmad Alghobary, provides logistical support for our organization and leads our distribution efforts vis-à-vis Alghobary and our outsourced distribution team. Currently, FYI and Yemen Hope and Relief target the Hajjah Governorate when delivering humanitarian aid.



FYI is partnered with a local FBLA (Future Business Leaders of America) chapter where we work directly with students and other business leaders to raise funds and awareness for the crisis in Yemen. Currently, FYI and FBLA are working to finalize a community speaker series and FYI t-shirt fundraiser.

WAYS TO GET INVOLVED

1

DONATE

We are an organization powered by the generosity of individual donors. Every donation, no matter how small, helps us in our mission to provide critical food aid to those most adversely affected by the humanitarian crisis in Yemen. Making a donation is a simple and secure process that can be completed through our website. Donations are handled through PayPal, allowing you to either donate with a credit or debit card, or directly through your PayPal account. We thank you for your generosity!

3

BECOME A MONTHLY CONTRIBUTOR

Becoming a monthly contributor helps our organization thrive and plan for the future. As a monthly contributor, you will provide our organization with a consistent stream of revenue, allowing us to maximize our impact. You'll also get access to great FYI merchandise! Information about becoming a monthly donor can be found here on our website: <https://www.fyiyemen.com/plans-pricing>

2

JOIN KING SOOPERS COMMUNITY REWARDS

Do you or your family members or friends shop at King Soopers. If so, consider adding our organization as your charity of choice through your King Soopers Rewards account. For every purchase you make at King Soopers grocery stores or gas stations, King Soopers will donate a small amount to our organization. Instructions on how to sign up can be found on our website at this link: <https://www.fyiyemen.com/king-soopers-rewards>. Please consider joining today!

4

SPREAD THE WORD

Are you interested in the work of our organization and looking to find ways to help us further our goals? Consider sharing information with your friends or family by word of mouth or consider posting about our organization on your social media accounts. Spreading the word will allow us to maximize our reach, help individuals learn about the crisis, and bolster our donations. Please consider spreading the word today!

ACKNOWLEDGEMENTS

Our operation would not be possible without your generous support. Despite the hardships brought on by the coronavirus and the shutdown of local economies, we could not be more thankful for the continued support of our partners and contributors:

Special thanks to **Ahmad Alghobary** for helping us coordinate and deliver our humanitarian aid bundles.

Our thanks to our partners: *King Soopers, Post Avenue Co., Future Business Leaders of America, Yemen Hope and Relief*

Special thanks goes out to our regular contributors: Mr. Luke Mitton, Mr. Jason Phelps, Mr. Connor Reuter, and Mrs. Nancy Wearner

And to everyone who makes our operation possible, you have our thanks.

Happy Holidays,
Ethan & Reese

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WE THANK YOU FOR YOUR
ONGOING SUPPORT OF OUR
PROGRAMME