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| 1. A compelling platform for Lebanese Expatriates to support local development and community projects in Lebanon created | 1. Project Management  
1.1 Establishment of partnerships  
1.2 Website  
1.3 Social e-media  
1.4 Communication and outreach  
1.5 Organization and support to events | Preliminary proposals and presentations made to Bank Audi; Byblos Bank; Blom Bank; MEA; Four Seasons; Majjed al Futtaim Group; Time Out Beirut; Australian Lebanese Film Festival; Al Mughtareb Magazine; and Indevco Group.  
Ongoing partnerships with MoFA, ARTGOLD Lebanon, MEA, Les Amis du Liban a Monaco, municipalities and NGOs across Lebanon, Bank Audi, Abraaj Capital; and SODERU  
Website launched; website revamping proposals being considered.  
- 9,115 visits to the website  
- 2,525 followers on Twitter  
- 1,900 members of the Live Lebanon Facebook group by mid-June 2011.  
- New Facebook page is at 146 new followers  
- 45 Lebanese expatriates registered as Friend of Live Lebanon  
- Live Lebanon mentioned in over 7 countries, and events held in over 10 countries.  
- Press coverage generated across all Lebanon’s national TV stations and major newspapers. Coverage on main news-portals was also generated throughout the year.  
- Staff trained to create and use database that will be used to get in touch with various contacts. | Communication strategy is still pending  
No major public event was held in Lebanon or overseas to generate coverage in press or social media.  
New Facebook format ended original page. Transfer of contacts from original page to new page did not happen. |
### 2. Contributions from a critical mass of Lebanese expatriates in support of development in the North, Bekaa, Mount Lebanon & Beirut, and the South of Lebanon increased

- Total amount donated
- Number of projects supported through the website
- Amount channeled into implemented development activities/projects in the four areas

| 2.1 Financial system and reporting mechanisms | Approximately $650,000 raised in 2011. |
| 2.2 Communication and outreach | Implementation of 11 projects |
| 2.3 Organization and support to events | Donations not received for all 42 posted projects |
| 2.4 Project implementation and start-up in new beneficiary areas | Most implemented projects have been monitored and reported internally through field visit forms and on the website documented with photos, videos etc. |
| 2.5 Field visits and M&E | Designation of three new Goodwill Ambassadors to bring the total to 8 GWA’s, representing 4 regions; 3 countries; and at the institutional level. |

GWA Update Report sent on a monthly basis to all GWA’s.

M&E Framework developed and implemented for completed projects.

### Set specific targets for donation to be received

Overseas launching event on hold for lack of established presence in targeted countries and funding.

Risk of larger offline donations than online which can negatively impact the website relevance as main gateway hence the launching of a third website version.

Pending issues of number of different donors limited
Main challenges experienced during the past year:

- Visibility

During its second year of operations, the project’s visibility was still limited as no major marketing events were held either in Lebanon or overseas, with the key exception being a fundraising gala in Monte Carlo that was hosted by the Live Lebanon Goodwill Ambassador to Western Europe. Several press events, such as the press conference around the time of the appointment of the Institutional Goodwill Ambassador, but generated limited follow up.

- Financial sustainability

Largely financed by externally mobilized resources, Live Lebanon needs to identify sustainable sources of income so that it may continue operating as a multi-year program. This has negatively affected the choice and scope of activities to be conducted which could have had more tangible results.

- Changes in activities conducted

With the appointment of a new Project Manager in April, Live Lebanon’s work plan was changed mid-way through the year.

What are the key activities (if any) of soft assistance undertaken by the project?

- Engagement of volunteers

- Outreach to Lebanese Embassies and Consulates

- Goodwill Ambassadors scheme

- Capacity development at the local level within Lebanon for project proposal submissions and project implementation (especially in procurement)
Lessons learned:

- **Events**
  New recruitment should comprise professionals in marketing; communications and field project implementation.
  More effort in fundraising for core costs through the establishment of major institutional and multi-year funding.
  Constant follow-up is necessary for results
  Events should be realistic, within Live Lebanon’s mandate and within budget

- **Communication and outreach**
  To produce results, more efforts (HR and financial) should be put on communication and outreach
  Live Lebanon needs to implement a plan for Country Launchings (Australia; France; USA; etc.)
  Out of the box and branding strategies are necessary as well as TV spots

- **Project selection and implementation**
  A clearer internal process for project selection should be developed—one that is guided by expertise in various Live Lebanon issue areas; and one that yields projects that are of interest to the Lebanese expatriate audience.
  Mainstream running costs within the projects’ budgets
  Better pre-implementation information gathering
  Preparation of a monitoring plan at the start of the year.

- **Website**

  **Issues:**
  Website has not attracted many visitors
  Website has not attracted many donations
  Website 2.0 performance has been limited by back-end design; and overall low capacity to adopt to dynamic pace of the project.

  **Lessons learnt:**
  Re-dynamise the website in content to retain visitors
  Integrate social media more prominently
  For any website modifications of a certain caliber to contract a company vs. freelancer
Success stories:

- Dozens of special needs students and individuals throughout the Rachaya el Wadi region in Bekaa are lacking necessary medical and therapeutic equipment. There exists an association “Kloob min Noor” (The Hearts of Light) which supports disabled individuals, young and old, but whose facilities are in disrepair and are lacking basic equipment. Despite the presence of this center to help those with special needs, many children in the region are unable to attend and take part in crucial social development activities because of the distance between their homes and the center. Live Lebanon is donating much needed medical and therapeutic equipment to the Center that is run by the Hearts of Light Association. It is helping the Center revitalize its facilities so that it may act as a positive resource for those with special needs to take part in academic and social development activities. It has also provided a bus to the association that will be used to transport students to and from the Center. It is committed to the idea that distance to such an important institution should not be a hindrance in accessing its vital services.

- 165 children from underprivileged backgrounds attend the Maarouf Saad Nursery in Sidon. The environment is unsafe, with leaking rooms, and rain seeping through the nursery walls in the wintertime. Unhygienic conditions existed in the nursery, and which contributed to high risk of disease and illness for both staff and students. This included a dilapidated kitchen area, which was unfit for proper food handling. The playground was similarly dangerous with its surface marked by untreated potholes and terrain that easily bruises children when they fall. Live Lebanon played an important role in turning around this situation by remodeling of kitchen area; repainting the walls, removing metal poles from playground, and creation of a small football area. Also, the structure of the building underwent isolation works, which has helped minimize the problem of leaking water. Overall, rehabilitated the facilities to make it hygienic and safe for the small children who use it.

All success stories of implemented projects can be found on our website www.livelebanon.org under the ‘completed projects’ and news sections.