

RIPPLE EFFECTS

A TWO-YEAR JOURNEY

SANAD's Annual Report
2024 - 2025

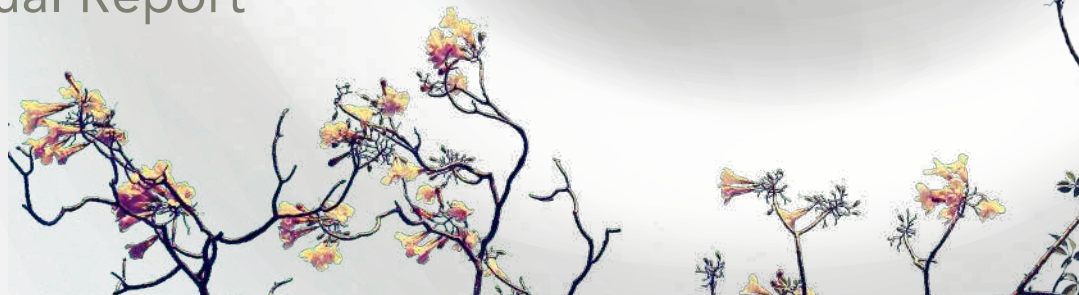



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Foreword



FOREWORD FROM SANAD'S FOUNDING PRESIDENT LUBNA IZZIDDIN

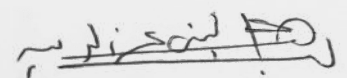
Dear friends,

If we were to give these past two years a theme, it would be SANAD's response to adversity. A response to be likened to nothing other than a **ripple effect**; each decision made under pressure, each adjustment in service delivery, and each effort to preserve continuity of care created consequences that extended beyond the immediate moment.

The years 2024 and 2025 were marked by extraordinary challenges. In the face of war, insecurity, economic strain, and static fundraising, SANAD, was called once again to navigate uncertainty with resilience, adaptability, and resolve.

These years also tested our sustainability in profound ways. However, through the commitment of institutional partners, individual supporters, and friends who stood by SANAD, we were able to continue delivering compassionate, high-quality care to our patients and their families.

This is a journey that we will continue to walk together, our hearts filled with hope that every step forward carries ten times its weight of comfort, dignity, and support to every patient we are blessed to meet.



A Growing Circle of Stewardship

As SANAD continues to grow, so does the community that sustains it. We are honored to have established a **Board of Trustees** and a **Circle of Ambassadors** who bring with them experience, perspective, and a shared commitment to dignity in end of life care.

Board of Trustees

Badih Fattouh | President

Badih Fattouh is the Founder and CEO of Creative Venture, specializing in bringing compelling stories to Arab audiences through the screen.

With over 35 years of experience, he has played a pivotal role in shaping the audio-visual content landscape in the MENA region, holding key leadership positions in launching and managing television networks and companies.

Tatiana Hamiyeh Itani | Treasurer

Tatiana Hamiyeh Itani is an attorney and policy consultant with expertise in governance, legal reform, and institutional development. A partner at Abboud & Associates, she leads the Litigation and Corporate Departments, advising a wide range of local and international clients.

She has contributed to the drafting and review of key Lebanese laws and reform initiatives, and is co-founder of Lebanon's first Free Legal Clinic supporting young entrepreneurs.

Amal Mhanna, MD | Vice President

Dr. Mhanna is a dermatologist specializing in pediatric dermatology, currently in private practice. She is a member of the American Academy of Dermatology, the Lebanese Dermatology Society, and the Society for Pediatric Dermatology.

An alumna of AUB, Northwestern University, and the London School of Economics, she has been a longstanding volunteer with SANAD and played a key role in establishing its Bekaa office.

Mohamed Najia

Mohamed Najia is Secretary General of the Kuwait Hotel Owners Association and Bailli Délégué of the Chaîne des Rôtisseurs-Kuwait. He is also Co-Managing Partner of Horeca Kuwait, the country's leading hospitality and food industries exhibition.

His career includes senior roles in hospitality and tourism, as well as advisory positions with the Kuwait Government and the UNWTO. He has served on multiple boards and is the author of a published book on tourism and hospitality.

Board of Trustees

Rania Raad

Rania Raad is co-founder of a food and beverage consultancy and management firm established in 2020.

With over 18 years of experience in the industry, she specializes in strategy, operations, and concept development, supporting businesses from idea to execution. She holds a Master's degree from the Lebanese University.

Ramy Echo

Ramy Echo is a strategic advisor to families and institutions, specializing in alternative investments and governance. He has advised on transactions exceeding USD 7 billion and has restructured numerous companies. His background spans real estate, consulting, and investment banking, with extensive experience in the Middle East. He is an alumnus of Harvard, INSEAD, and ESCP and serves on several boards.

Lina Matta

Ms. Lina Matta is Channel Director for Shahid AVOD, MBC 2, MBC 4, and MBC Max. She is also co-founder of Brown Hats Productions, where she co-directed and produced award-winning documentaries, and curator of ANA Contemporary Arab Cinema in New York.

She serves on the Advisory Board of the Mohamed Bin Rashid School of Communication at the American University in Dubai and is a voting member of BAFTA.

Razan Nasser

Razan Nasser is a business graduate from the American University of Beirut and an active philanthropist. She founded LBYAALBI.com, a platform designed to connect Lebanese businesses with diaspora communities worldwide.

Hanaa Sami-Habbal

Hanaa Sami-Habbal is an executive recruitment consultant with more than 25 years of experience placing senior leaders across the Middle East and North Africa. She holds a master's degree in industrial and organizational psychology and is passionate about humanitarian initiatives.

Dr. Marwa Zein, MD, PhD

Dr. Marwa is a Clinical Toxicologist and Aesthetic and Functional Medicine physician with a private practice in Beirut and Abidjan. An international speaker and trainer, she specializes in regenerative medicine, cellular biology, and longevity science, and is the inventor of a patented bioreactor for an artificial kidney.

Naji Kassir

Mr. Kassir is an engineer, entrepreneur, and investor with extensive experience in construction and engineering consultancy across the Middle East and the United Kingdom. In 2012, he co-founded the Yadaya Foundation, a philanthropic initiative that provides scholarships to motivated students pursuing undergraduate studies, social reforms, and accountability initiatives.

Ambassadors

(in alphabetical order)



Jean Marie Riachi
Composer and Music Arranger



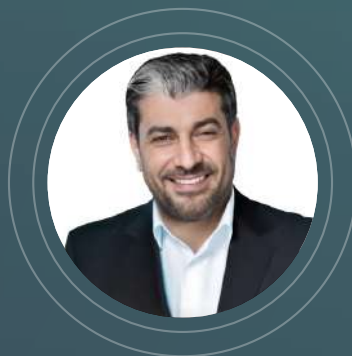
Melhem Zein
Artist



Rita Hayek
Actress



Roger Feghali
Rally Champion



Ziad Hamza
Director of the Music and
Radio Sector at MBC Group



The background of the entire page is a light blue color with a pattern of concentric ripples, suggesting water. In the bottom left corner, there are dark, thin branches with small, bright yellow and pink flowers. In the bottom right corner, there is a larger, more detailed ripple pattern, possibly from a single drop of water.

01 SERVICE

For every patient
cared for,
**a family is
transformed.**

Delivering Care with Purpose

At the heart of SANAD's work is a commitment to delivering comprehensive, home-based palliative care that preserves dignity and enhances quality of life.

Guided by its mission and values, SANAD provides support that is not only medical, but deeply human, centered around the needs of patients and their families at every stage of their journey.



Mission

SANAD's mission is to provide comprehensive free of charge home-based hospice care to advanced chronically and terminally ill patients while preserving their dignity and enhancing the quality of their remaining life. We aim to assist patients in remaining as alert, functional and comfortable as possible within the calm and sanctuary of their own home, surrounded by family and loved ones.

SANAD delivers these support services to patients regardless of their nationality, religion, gender, or diagnosis.

Measuring Impact

At SANAD, measuring care is essential to continuously improve it. Through carefully defined indicators, the organization monitors and evaluates the quality, consistency, and impact of its services.

These measurements guide decision-making, strengthen accountability, and ensure that care remains aligned with international standards and the needs of patients and their families.

01 Service

Data for 2024 - 2025

For every patient cared for,
a family is transformed.

New Patients Admitted

Greater Beirut: 425 patients
Mid Beqaa: 143 patients

Total: 568

Total Number of Patients Cared for

Greater Beirut: 474 patients
Mid Beqaa: 157 patients

Total: 631

Patient Demographics

Greater Beirut

Mid Beqaa

Gender Distribution

47.06% Males

48.25% Males

51.52% Females

51.39% Females

Average Age

73 years

68 years

Age Distribution

0.8% < 36 years

22% 36 - 65 years

77% > 65 years

< 36 years 0.70%

36 - 65 years 39%

> 65 years 60%

Diagnosis & Awareness

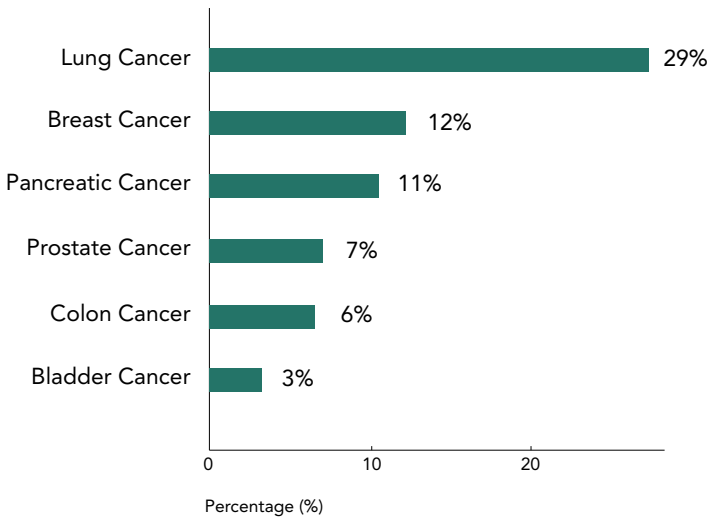
Greater Beirut

79% Cancer
21% Non-Cancer

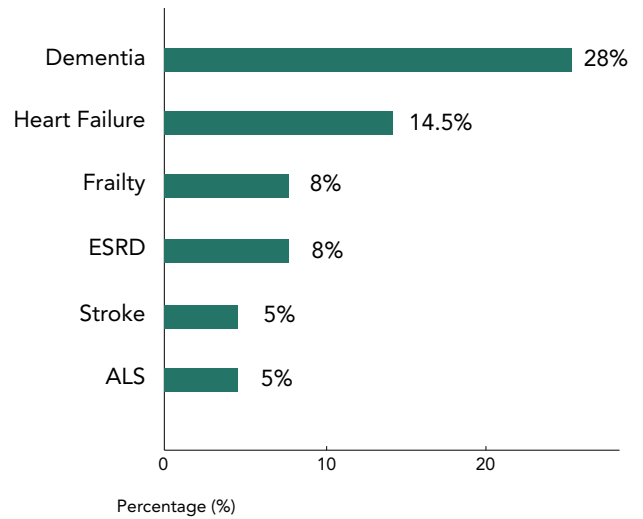
Mid Beqaa

94% Cancer
6% Non-Cancer

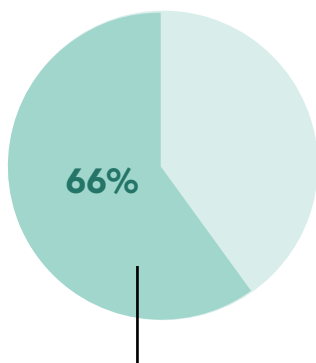
Cancer



Non-Cancer



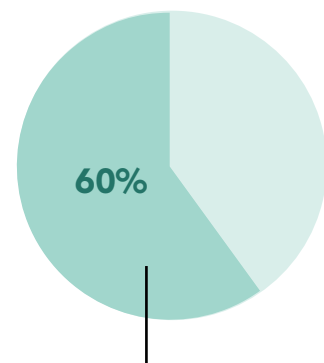
Awareness of Diagnosis & Prognosis Upon Admission



71% of those
were aware of their prognosis

Greater Beirut

— Aware of Diagnosis



74% of those
were aware of their prognosis

Mid Beqaa

01 Service

Data for 2024 - 2025

For every patient cared for,
a family is transformed.

Sources of Referrals

	Greater Beirut	Mid Beqaa
Healthcare Professionals / Institutions	49%	66%
Community	51%	34%

Admission Response Time

Greater Beirut

86%

of patients visited within 48 hours

Mid Beqaa

95.5%

of patients visited within 48 hours

Team Visits

	MD Visits	RN Visits
Greater Beirut	993	3,220
Mid Beqaa	424	1,331

Support Phone Calls

Greater Beirut
1,742

Mid Beqaa
493

Every call, every visit, is a step toward comfort and dignity.

01 Service

Data for 2024 - 2025

For every patient cared for,
a family is transformed.

Psychologists' Support

Total Referrals

234

Total Visits

278

Number of People Seen within the Household

239

Reason for Referral

Anxiety	15%
Grief	14%
Depression	8.5%
Adolescent preparation for death/bereavement support	6%
Family dynamics	5.5%
Child preparation for death /bereavement	4%

Person Requesting Referral



SANAD

88%



Family

12%

Person(s) of Concern

32%

Family Member

24%

Children

20%

Main Caregiver

25%

Patient

01 Service

Data for 2024 - 2025

For every patient cared for,
a family is transformed.

Place of Death

77% of our patients passed away at home.

Greater Beirut

80% of patients passed away at home

20% of patients passed away at the hospital*

Mid Beqaa

74% of patients passed away at home

26% of patients passed away at the hospital*

*patients who passed away at the hospital were transferred either due to patient or family preference, or to an acute medical event.

Bereavement Visits/Calls

74%
of families in
Greater Beirut

95%
of families in
Mid Beqaa

received a condolences visit/call following the death of their patient

Average Length of Stay Under SANAD's Care

Greater Beirut

49

Days

Mid Beqaa

68

Days

Service Evaluation

As part of evaluating the quality of the hospice care provided by the team, we assess the satisfaction of our bereaved caregivers with the care they and their patient received by filling the adapted CAHPS hospice survey.

CAHPS Results

Greater Beirut



99%

of caregivers reported that SANAD team always communicated effectively with the family



97%

of caregivers reported that their beloved person always got timely help from SANAD team



100%

of caregivers reported that SANAD team always treated their patient with respect



93%

of caregivers reported that they received the right amount of emotional and spiritual support.



90%

of caregivers reported that their beloved person definitely received help for their pain and symptoms.



94.5%

of caregivers reported that they definitely received the training to care for their beloved person.



94%

of caregivers reported that their beloved person received from SANAD as 9 or 10 on a scale from 0 to 10.



98%

of caregivers reported that they are definitely willing to recommend SANAD to others.

Mid Beqaa



98%

of caregivers reported that SANAD team always communicated effectively with the family



96%

of caregivers reported that their beloved person always got timely help from SANAD team



100%

of caregivers reported that SANAD team always treated their patient with respect



97%

of caregivers reported that they received the right amount of emotional and spiritual support.



83%

of caregivers reported that their beloved person definitely received help for their pain and symptoms.



95%

of caregivers reported that they definitely received the training to care for their beloved person.



94.5%

of caregivers reported that their beloved person received from SANAD as 9 or 10 on a scale from 0 to 10.



94.5%

of caregivers reported that they are definitely willing to recommend SANAD to others.

Bereavement Program

SANAD's Bereavement Support Program extends care beyond the life of the patient, providing structured and compassionate support to families before and after loss.

Designed as a 13-month continuum, the program combines early identification, targeted interventions, and ongoing follow-up to help caregivers navigate grief with support, understanding, and resilience.

We are currently conducting an evaluation study of the bereavement support program to assess its implementation, identify barriers and facilitators affecting program delivery and acceptability, and develop recommendations aligned with the public health model of grief and bereavement.

Testimonies from the Caregivers

“

I thank you because you are people who listen, you gave us comfort and helped us cope. You helped me personally more than I can say.

The bereavement support program was a lifeline. It provided the space to express my sorrow and find ways to heal. I can't thank SANAD enough for this gift.

This support group is very important. I found it very important from the day they called to invite us to it.

01 Service

For every patient cared for,
a family is transformed.



Follow-up call including an initial emotional check-in to identify high-risk cases



Grief education session on understanding grief and coping tools, and screening for prolonged grief using PG-13 tool



Anniversary remembrance by sending a personalized support message



8-week Grief Support Group utilizing a meaning-centered therapy approach, for reassessment, intervention and/or external referral if needed

IN TIMES OF CRISIS: Continuing Care, Safely and Steadily

THE CONDITIONS CHANGED. THE COMMITMENT DID NOT.

As the aggression escalated across Lebanon, movement became more restricted, uncertainty grew, and safety became a daily consideration for both our patients and our team. Many of the homes we serve were directly or indirectly affected by the shifting conditions, adding new layers of vulnerability to those already facing serious illness.

Our response:

Our priority was clear: after adapting it, we implemented our Contingency Plan to ensure the continuation of care while safeguarding our team.

During the 2024 aggression, SANAD activated its Contingency Plan, ensuring the safety of both patients and staff while maintaining uninterrupted continuity of care. Telemedicine was adopted for patients living in restricted or unsafe areas, allowing services to continue despite difficult circumstances.

All patient needs were met in a timely and efficient manner, with medications and essential equipment provided without disruption. This adaptive response reflected SANAD's resilience and unwavering commitment to compassionate care, even in times of crisis.



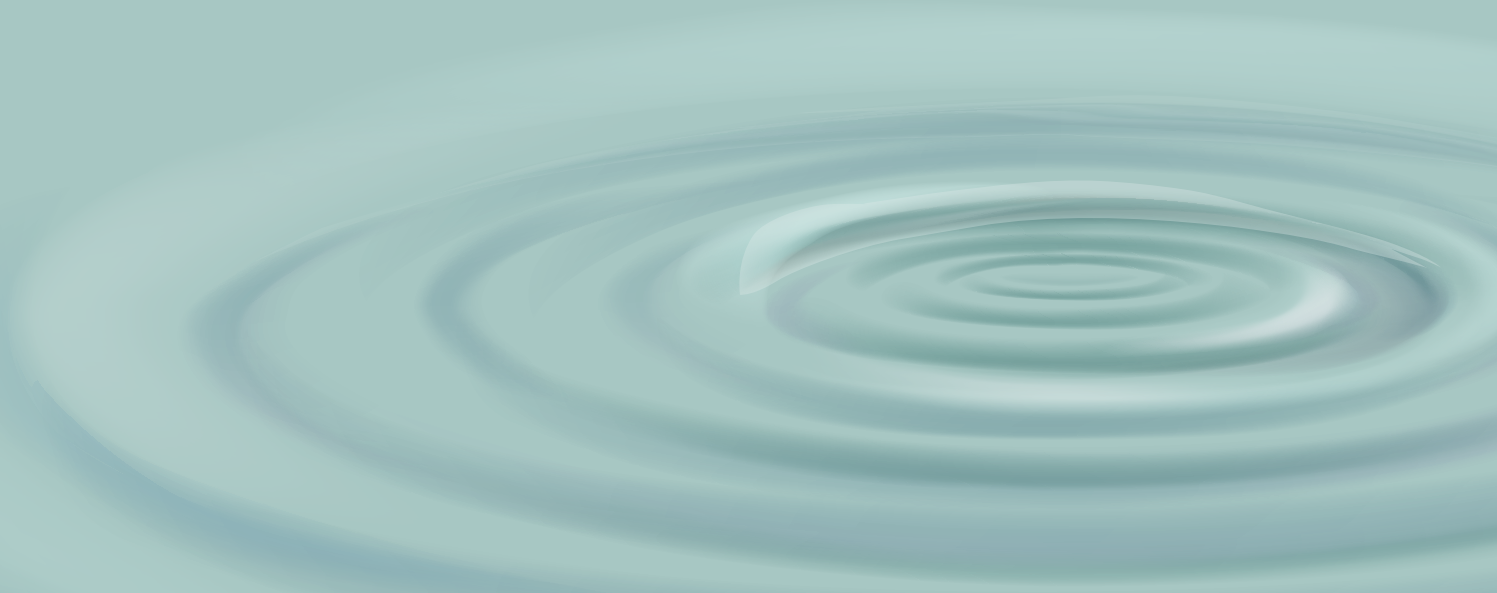
SANAD conducted a total of **311 telemedicine sessions for patients living in restricted areas** during the 2024 war period.



02

TRAINING

For every professional
introduced to
Palliative Care,
**a system is
empowered.**



02 Training

For every trainee introduced to Palliative Care,
a system is empowered.

Trainings Provided By SANAD

SANAD continues to build palliative care capacity across Lebanon and the region by training healthcare professionals, social workers, and volunteers.

Through partnerships with other organizations, we empower healthcare providers with the tools and mindset to deliver dignified, compassionate care.



5 training projects
conducted

90+ healthcare providers
trained

02 Training

For every trainee introduced to Palliative Care, a system is empowered.

SAWA Organization

 Amman, Jordan

SANAD delivered a Specialist Palliative Care Training Project for the clinical team of SAWA, a palliative care organization in Jordan.

Funded by Zain and Huawei, this project was designed to support the development of a sustainable palliative care service and is structured across multiple phases, including a needs assessment, a theoretical training component, and a one-month clinical observership, which has been successfully completed.



02 Training

For every trainee introduced to Palliative Care,
a system is empowered.

Al Khalidi Hospital


 Amman, Jordan

SANAD delivered its Generalist Training over five days in a hybrid online format, bringing together 17 healthcare professionals from various departments at Al Khalidi Hospital. The project, funded by Zain, spanned a total of 16 hours and focused on strengthening core competencies in palliative care practice.



مستشفى الخالدي
Al Khalidi Hospital

Taawon

 Beirut, Lebanon

This carer training, funded by Taawon, was conducted by SANAD in person over the course of three days, bringing together nurses and community workers from different Palestinian camps. The training followed an adult learning approach, using a workshop-based format to encourage active participation and engagement.

Sessions focused on interactive learning, with the majority incorporating group exercises designed to strengthen practical skills and peer exchange. All sessions were supported by structured presentations, and participants were organized into small groups to facilitate discussion, collaboration, and hands-on learning.



02 Training

For every trainee introduced to Palliative Care, a system is empowered.

Nabih Berri Governmental University Hospital of Nabatieh

Beirut, Lebanon

SANAD volunteered its four-day Generalist Training in Palliative and Hospice Care for healthcare workers from Nabih Berri Governmental University Hospital of Nabatieh, hosted at Rafik Hariri University Hospital in Beirut.

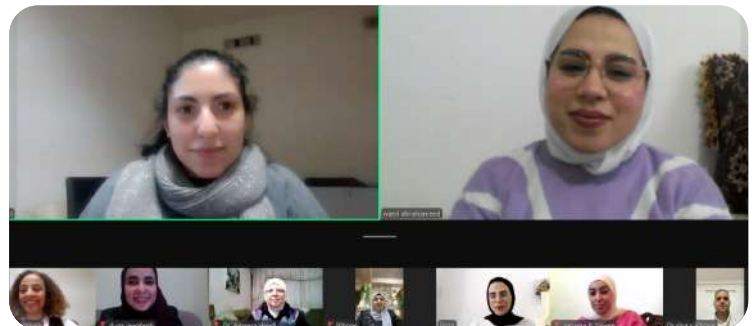
SANAD delivered this training as part of its ongoing efforts to support public healthcare institutions and strengthen the integration of palliative care practices across Lebanon, contributing to improved quality of care for patients and their families.



Basmat Hayat Foundation

Nablus, Palestine

SANAD volunteered a theoretical training project for a multidisciplinary team from Basmat Hayat Foundation in Nablus, Palestine, supporting the development of home-based palliative care services.



This initiative reflects SANAD's commitment to sharing its expertise across communities and contributing to the expansion of accessible, dignity-centered care beyond Lebanon.



What is learned here continues beyond us.

Through every session delivered, SANAD invests in more than knowledge, **we invest in people**; each trained healthcare professional and volunteer carries forward the values of dignity, compassion, and presence into the lives they touch.





03

RESEARCH

For every
research conducted,
**a perspective
is changed.**



Research as a Foundation for Care

Research is essential to SANAD's mission and to advance palliative care in Lebanon and beyond. By generating evidence that is grounded in real patient and caregiver experiences, we contribute to a deeper understanding of needs, gaps, and opportunities in care delivery.

Through collaboration with academic institutions and regional and international partners, SANAD's research efforts help inform practice, guide policy, and strengthen the development of compassionate, person-centered care systems.

Research Projects Led by SANAD

- Awareness and Knowledge of Palliative Care in Tripoli, Lebanon: A Cross-Sectional Study in a Disadvantaged Population (In press for publication) in collaboration with Sanabel Nour and Nayla Nahas Associate Professor at Balamand University
- Implementing an Acuity Classification Tool for Optimizing Nursing Operations and Care Delivery in a Home Hospice Setting in Lebanon (Submitted for revision) in collaboration with Sean Michael Reed- Associate Professor at University of Colorado Anschutz Medical Campus
- Evaluation of SANAD's Bereavement Program (Data analysis in progress) in collaboration with Zeina Ramadan PhD student at University of Mississippi
- Serious Illness, Caregiving, and End-of-Life in Palestinian Refugee Camps in Lebanon: Burden, Coping, and Care amid Structural Constraints (Manuscript in progress) in collaboration with Taawon Welfare Association and Kassem Kassak- Professor at American University of Beirut, Funded by The Arab Fund for Economic and Social Development
- Translating and Adapting the Carer Support Needs Assessment Tool (CSNAT) to Arabic-Speaking Settings (Data collection in progress) in collaboration with Dr. Ahmad Al Zaharani at King Faisal Specialist Hospital & Research Centre-Jeddah

Contributing Projects

- Care Amidst Crisis: Advancing Palliative Care in the WHO Eastern Mediterranean Region (Published) in collaboration with members from the WHO EMR Office Expert Network for Palliative Care
- Understanding the Dynamics of Decision-Making in Patients within Collectivist Societies: An Integrative Review (Submitted for revision) in collaboration with Silva Dakessian Sailian- Assistant Professor at American University of Beirut and other academics and clinicians

Featured Publication

Adapting and Piloting the European Certificate in Essential Palliative Care in Lebanon


The screenshot shows the top section of a BMJ Group article page. It includes the CCC RightsLink logo, a search bar with 'Sign in/Register', and the article title 'The European Certificate in Essential Palliative Care in Lebanon: Adaptation and Pilot'. Below the title, it lists the authors: Silva Dakessian Saillan, Farah Demachkieh, Janane Hanna, Najibe Khalil, Marie Claire Mouhaweij, Celine Bakri, and Max Watson. It also states the publication is in 'BMJ Supportive & Palliative Care', published by 'BMJ Publishing Group Ltd.', and dated 'Dec 1, 2024'. A copyright notice at the bottom reads 'Copyright © 2024, The Author(s). Published by BMJ Publishing Group Ltd.'

Introduction

Despite the growth in specialised palliative care services in Lebanon, integrating a generalist palliative care approach remains limited due to challenges in education and awareness, communication skills, death literacy, supportive policies and regulations and cultural factors. Healthcare providers are often uncomfortable in incorporating palliative care as it is associated with end of life, failure and hopelessness.¹

Given Lebanon's geographic location in a conflict zone where daily suffering and uncertainty is the norm, compounded with the economic collapse and political dismantlement,² palliative care can offer a source of hope amidst the misery. Integrating palliative care into non-specialised settings provided by primary healthcare teams is crucial in increasing access. Building healthcare professionals' capacity is one step to ensure this integration.³ Enhancing nurses' knowledge, skills and confidence can optimise universal access to palliative care and alleviate suffering due to serious illnesses.³ Lack of standard education in nursing programmes and limited professional development in Lebanon signify the urgent need to build nursing capacity to roll palliative care forward.¹

This paper describes the experience of adapting and piloting the European Certificate in Essential Palliative Care (ECEPC) course in Lebanon.

Silva Dakessian Saillan ¹,
Farah Demachkieh,² **Janane Hanna**,³
Najibe Khalil,⁴ **Marie Claire Mouhaweij**,⁵
Celine Bakri,⁶ **Max Watson**⁷

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²Quality Research & Development, SANAD The Home Hospice Organization of Lebanon, Beirut, Lebanon

³Nursing, American University of Beirut Medical Center, Beirut, Lebanon

⁴Nursing, Saint George Hospital University Medical Center, Beirut, Lebanon

⁵Nursing, Hotel-Dieu De France, Achrafieh, Lebanon

⁶Nursing, Clemenceau Medical Center, Beirut, Lebanon



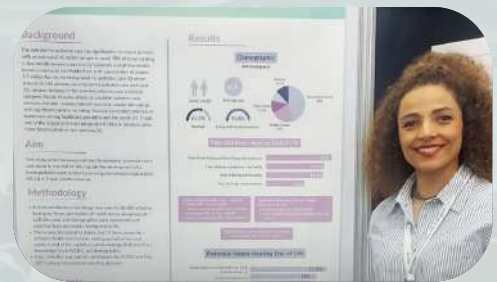
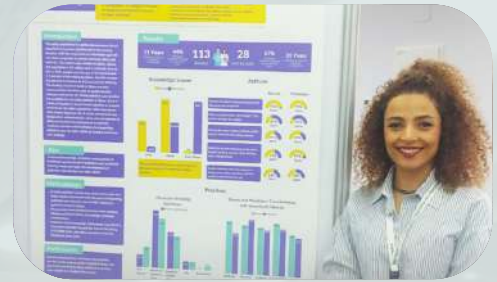
03 Research

For every research conducted,
a perspective is changed.

Contributing to Global Knowledge

SANAD was represented by Farah Demachkieh, Head of Quality, Research, and Development Unit, at the EAPC 2024 World Research Congress in Barcelona through the presentation of three research posters developed in collaboration with international partners.

These contributions reflect SANAD's role in advancing knowledge in palliative care and engaging in global dialogue alongside researchers, clinicians, and policymakers.



Research in Practice: Understanding Lived Realities

SANAD, in collaboration with Dr. Kassem Kassak (AUB) and Taawon (Welfare Association), launched a needs assessment research study within Palestinian camps to explore the lived experiences of individuals facing serious illness and their caregivers.

The study examined the physical, emotional, social, and practical challenges encountered, with a focus on understanding factors that can improve quality of life and access to palliative care services.

Through surveys, focus group discussions, interviews, and engagement with healthcare providers, this needs assessment project will feed into piloting a palliative care service delivery model in one of the Palestinian camps in Lebanon.



(Pictures courtesy of Taawon)



04

FUNDRAISING

For every
fund secured,
a life is touched.

Sustaining Care Through Collective Support

SANAD's fundraising efforts play a critical role in sustaining the delivery of free palliative care services.

Through a combination of community-driven initiatives, partnerships, and events, funds raised are directly translated into patient care. This section underscores the importance of building sustainable support to meet increasing demand.

Why We Aim Higher

Sustaining the quality of our care means more than covering yearly expenses, it means building a stable foundation for the years ahead.

As demand for palliative care grows, so must our capacity to respond with compassion, consistency, and excellence. By setting higher fundraising goals, we ensure that SANAD remains resilient, able to serve every patient in need, and prepared to grow thoughtfully and sustainably.

**Give today.
Sustain tomorrow.
Let care ripple forward.**



www.sanadhospice.org/support-us





Melhem Zein Live in Concert July 3rd, 2025

SANAD organized a fundraising event at the Zahle Municipal Park, featuring SANAD's Ambassador Melhem Zein.

The event brought together long-standing supporters and new members of the community, alongside prominent figures from the Beqaa region, all united in support of SANAD's mission. The evening featured a speech by SANAD's President, Ms. Lubna Izziddin, highlighting the importance of sustaining efforts to ensure dignity and comfort for patients until the very end of life.

The atmosphere extended beyond the stage, with vibrant engagement around food and beverage stands, and shared moments that reflected a strong sense of community.

04 Fundraising

For every fund secured,
a life is touched.



“Physia w Assal” Play

April 27th, 2024

One of the performances of the play “Physia w Asal” was held at Al Madina Theatre in support of SANAD.

Directed by Lina Khoury and starring Rita Hayek and Alain Saadeh, the performance brought together art and purpose, with proceeds contributing to SANAD’s mission.

The evening welcomed a full audience of theatre enthusiasts and supporters, reflecting a strong sense of solidarity and engagement with the cause.

Community-Led Fundraising



Batroun Tour with Vamos Todos

SANAD collaborated with Vamos Todos to organize a community fundraising tour in Batroun, bringing together participants for a day of cultural activities and shared experiences in support of SANAD's mission.



Mozaan Open Day with Dr. Marwa Zein

A community-driven initiative where proceeds from consultation services were dedicated to supporting SANAD, reflecting how individual leadership and influence can mobilize meaningful support for patient care.



04 Fundraising

For every fund secured,
a life is touched.

Online Campaigns

CAFE YOUNES COLLAB

SANAD partnered with Café Younes on a fundraising and awareness campaign that highlighted the impact of palliative care through the kind testimony of Mrs. Pauline Rizkallah, a caregiver who shared her experience with her father's final days under SANAD's care.



Check it out



Digital Fundraising Efforts

SANAD maintains continuous online fundraising efforts, leveraging digital platforms to drive awareness and encourage contributions that directly support the delivery of palliative care services.



IN TIMES OF CRISIS: Fundraising in the Shadow of War

A YEAR WE DIDN'T PLAN FOR

In 2024, in the face of the aggression on Lebanon, much of SANAD's fundraising roadmap was paused. Public events were canceled, donor priorities shifted to immediate crisis needs, and collective grief altered the emotional landscape.

Planned campaigns, community events, and corporate partnerships were delayed. Although the fundraising efforts were significantly impacted, the service never stopped.



We adapted by shifting to quieter, more digital-first giving appeals. We leaned on our most loyal supporters.

We paused what needed to be paused, **but never paused care.**

SANAD's
War Appeal





05

COMMUNICATIONS

For every
story shared,
**a stigma
is challenged.**

05 Communications

For every story shared,
a stigma is challenged.

“I thought palliative care meant giving up,
until SANAD showed me it meant giving more.”

End of life care remains surrounded by silence, fear, and misconception in much of our region. At SANAD, we believe that changing this narrative starts with brave, truthful conversations.

In 2024 and 2025, we continued to use our platforms to open doors to topics long considered taboo, from the emotional weight of caregiving, to the realities of dying at home, to the myths around pain relief and end-of-life choices.

Every comment, every question, and every message we received confirmed what we already knew: when we talk about end of life with honesty, we create space for life to be lived with more dignity, meaning, and peace.

The Conversations That Matter Most



Human Stories



Awareness & Education



Emotional & Reflective



Advocacy & Community

05 Communications

For every story shared, a stigma is challenged.

COMMUNICATING CARE

📖 Human Stories

Real stories from patients and families remained at the heart of SANAD's communication efforts, offering an honest and human perspective on care, loss, and dignity. These narratives not only created connection, but also served as powerful tools for advocacy, reinforcing the importance of end of life care within the community.



"Last hug with Teta.."

COMMUNICATING KNOWLEDGE

Awareness & Education

Educational content played a key role in addressing misconceptions around palliative care, simplifying complex topics and providing clear, accessible information to the public.



Beyond digital content,

SANAD led multiple live sessions tackling relevant and often overlooked topics in palliative care. These sessions encouraged open conversation, challenged misconceptions, and brought communities closer to the realities of care.



05 Communications

For every story shared, a stigma is challenged.

COMMUNICATING EMOTION

Emotional & Reflective

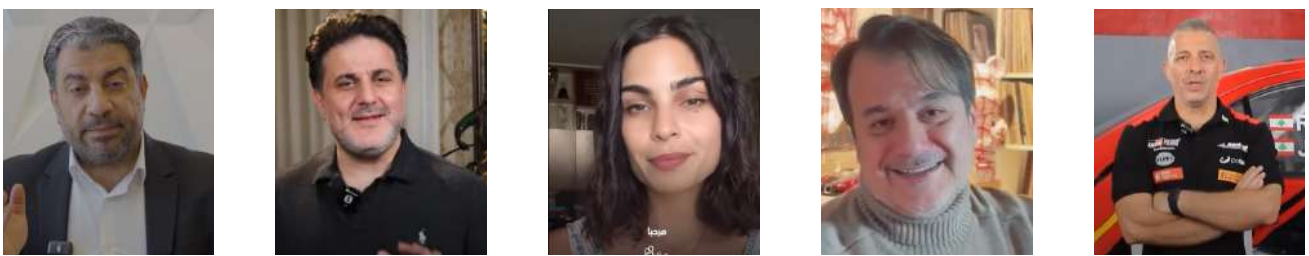
Reflective content created space for emotion, helping individuals process grief, fear, and uncertainty while fostering a deeper connection to the human experience of care.



COMMUNICATING IMPACT

Advocacy & Community

Advocacy-driven communication amplified the importance of palliative care, mobilizing communities, encouraging support, and strengthening collective responsibility toward those in need.



SANAD collaborated with its ambassadors to amplify its message through video appeals, encouraging community support and strengthening the reach of its fundraising and awareness efforts.



Live It Zain National Awareness Campaign in Kuwait



“STORIES FROM SANAD” حكايات من سند

Stories That Change Perception

“Stories from SANAD” is a storytelling initiative that brings forward real experiences of patients, families, and caregivers, offering an honest and deeply human perspective on palliative care.

Through these stories, SANAD sheds light on moments often left unspoken, from the emotional weight of caregiving to the realities of living with serious illness, challenging stigma and reshaping how palliative care is understood.

Since its launch, the series has produced five episodes, each centered on a unique story, collectively reaching thousands of viewers and generating meaningful engagement across platforms.

All stories are shared with the informed consent of patients and their families, with full respect for their dignity and privacy.



Subscribe to
our channel



05 Communications

For every story shared,
a stigma is challenged.

MEDIA APPEARANCES

SANAD continued to extend its voice beyond its own platforms through appearances on television and digital media, addressing a range of topics related to palliative care, grief, and the human experience of illness.

These engagements created opportunities to reach wider audiences, raise awareness, and contribute to shaping a more informed and compassionate public discourse.

SANAD was featured in an episode of “Anta” by Al Jazeera 360 with Dr. Khaled Ghattas, titled “Kana Hona”.

During the episode, SANAD’s Founding President, Lubna Izziddin, shared her perspective on navigating loss and embracing grief as a natural and essential part of the human experience.



One Voice Across Several Screens

Through multiple television appearances, SANAD’s interdisciplinary team brought conversations on care, loss, and dignity to local and regional audiences.



IN TIMES OF CRISIS: A Presence That Supports

COMMUNICATING THROUGH COLLECTIVE GRIEF



As war broke out in Lebanon in late 2024, our entire country entered a space of collective grief. In a context where fear, displacement, and uncertainty were widespread, SANAD's voice remained present, steady, respectful, and human. We knew we couldn't speak the same way, or say the same things. But we also knew we could not go silent.



Our communication shifted to meet the moment: offering guidance, reassurance, and presence.

We shared content that acknowledged fear without amplifying it, provided support to caregivers navigating crisis, and created space for reflection in a time of overwhelm.

Every message was shaped with care, balancing sensitivity with responsibility.

06 COMMUNITY & OUTREACH

For every
community
reached,
**a conversation
is started.**



06 Community & Outreach

For every community reached,
a conversation is started.

A Growing Presence

Beyond patient care, SANAD remained actively engaged with communities, institutions, and global platforms to expand awareness, share expertise, and advocate for palliative care.

Through collaborations, public engagements, and international participation, these efforts contributed to strengthening understanding, building partnerships, and extending the impact of care across different settings.

Pillars of Representation:

1. **Advocating on Global Platforms**
2. **Advancing National Dialogue**
3. **Strengthening Institutional Collaboration**
4. **Engaging Communities**



06 Community & Outreach

For every community reached, a conversation is started.

1. Advocating on Global Platforms

SANAD actively engaged in global platforms to contribute to the advancement of palliative care and to bring regional perspectives into international dialogue.

WISH 7 Summit, Doha

SANAD participated in the 7th World Innovation Summit for Health (WISH) in Doha to take part in the launch of the palliative care report developed in collaboration with the World Health Organization, to which SANAD had contributed.

The report highlights a decade of progress and outlines key recommendations for the advancement of palliative care globally.



London Global Cancer Week

Country Profile

- Estimated that 31,000 suffer from serious health related suffering and need palliative care every year.
- In 2025, estimated 11,800 new cancer cases and 6,800 mortalities from cancer
- According to the Atlas for EMR:
 - Palliative care development described as "Progressing"
 - 14 specialized palliative care services mainly across home and hospital settings primarily concentrated in urban areas
 - Not yet fully integrated in the reimbursement system

Participants (6)

- George Sayagh (ME)
- Open (Demetris GEMIS...)
- Heidi Heister - SANAD (EGYPT) (EGYPT)
- Leo Chubb (UK)
- Amyritha (INDIA)
- Urologist (EGYPT)

Palliative Care for Cancer Patients in Limited-Resource and Collective Settings: Challenges and Opportunities

Good afternoon everyone, Catherine from Kenya

Hi Heidi from Egypt

Hi Leo from Guyana

SANAD hosted a session on "Palliative Care for Cancer Patients in Limited-Resource and Collective Settings: Challenges and Opportunities" in London Global Cancer Week.



06 Community & Outreach

For every community reached,
a conversation is started.

2. Advancing National Dialogue

At the national level, SANAD engaged with key stakeholders to advocate for the integration and development of palliative care within Lebanon’s healthcare system.

National Cancer Plan Awareness Activities

As part of the Lebanese National Cancer Plan and under the umbrella of the Ministry of Public Health, SANAD contributed, in collaboration with Balsam, to a series of awareness sessions designed to expand understanding of palliative care across Lebanon.



SANAD contributed to an online awareness session organized by the Beirut Cosmopolitan Rotary Club. The session, titled "Why Palliative Care Matters," introduced participants to the role of palliative care within the healthcare system.



SANAD contributed to an awareness session titled "Why Palliative Care Matters," engaging community members in dialogue around the value of palliative care, the importance of knowledge-sharing, and the need to challenge common misconceptions.



SANAD contributed to an awareness session on "Why Palliative Care Matters" at the Chamber of Commerce, Industry, and Agriculture in Zahle and Beqaa. Held in the presence of Dr. Pierre Anhoury, palliative care specialist and Advisor to the Minister of Health, the session emphasized knowledge-sharing, community empowerment, and addressing misconceptions about palliative care.

06 Community & Outreach

For every community reached,
a conversation is started.

National Cancer Plan Awareness Activities



SANAD contributed an awareness session for healthcare workers at Zarif Medical Center. The session introduced key concepts of palliative care and emphasized its role in supporting patients and families facing chronic illness.



SANAD contributed to an educational session at Nini Hospital in Tripoli focused on raising awareness of palliative care and reinforcing its importance through shared expertise and community engagement.



SANAD met with the Lebanese Minister of Public Health, Dr. Rakan Nasserddine, to discuss the integration of palliative care within national health strategies, emphasizing the importance of policy support in ensuring accessible, dignified care for patients across Lebanon.

06 Community & Outreach

For every community reached,
a conversation is started.

3. Strengthening Institutional Collaboration

SANAD continued to collaborate with healthcare institutions, academic bodies, and professional associations to strengthen knowledge, practice, and awareness of palliative care.



SANAD conducted a two-day training workshop for migrant domestic care workers, in collaboration with the **Faculty of Health Sciences at the American University of Beirut**.

The training focused on strengthening essential caregiving skills, including basic nursing care, communication, and self-care, supporting a more person-centered approach to caring for older adults living with serious illness, including those with dementia.



SANAD participated in the 20th Anniversary Conference of the **Lebanese Psychological Association** (LPA 2025), holding a workshop on the comprehensive and holistic care of patients with life-threatening illnesses, with a focus on the role of psychological support in palliative care. SANAD's presence also included a booth highlighting its services, with particular emphasis on the work of its mental health unit in supporting patients and their families.

06 Community & Outreach

For every community reached,
a conversation is started.



SANAD participated in the Symposium on Palliative Care hosted by the **Faculty of Health Sciences at the University of Balamand**, marking International Nurses Day and 30 years of excellence in nursing education.

SANAD's Head of the Quality, Research, and Development Unit contributed to a panel discussion addressing the status of palliative care in Lebanon, the role of nursing, and future directions, alongside academic and clinical experts.



SANAD conducted a workshop for the Lebanese Psychological Association on grief and bereavement in palliative care.

The session aimed to strengthen understanding of grief within a palliative context and reflects SANAD's ongoing commitment to promoting holistic, compassionate care across the healthcare community.

06 Community & Outreach

For every community reached, a conversation is started.



SANAD participated in the Cancer Awareness Day organized by **Hôtel-Dieu de France** on the occasion of World Cancer Day, alongside organizations working in the field. With this participation, SANAD raised awareness on its mission, engaged with attendees, and fostered opportunities for collaboration and knowledge sharing.

SANAD participated in the annual palliative care awareness day organized by **Rafik Hariri University Hospital**, alongside organizations working in the field.



Members of the SANAD team engaged with healthcare professionals, staff, and visitors to raise awareness on the organization's mission and highlight the importance of palliative care as a fundamental component of patient support for individuals and their families.



06 Community & Outreach

For every community reached,
a conversation is started.

SANAD organized an awareness session in Zahle in collaboration with the **Lebanese Association for Palliative Care Nursing**, under the Order of Nurses in Lebanon, and the Lions Club Chtaura.

The session highlighted the importance of a holistic approach to palliative care and the role of the community in supporting patients and their families, while fostering strong engagement and dialogue among attendees.



4. Engaging Communities

SANAD engaged directly with diverse audiences through public events, awareness sessions, and interactive initiatives. These efforts created accessible spaces for dialogue, helping to introduce palliative care, address misconceptions, and foster a culture of empathy and collective support.



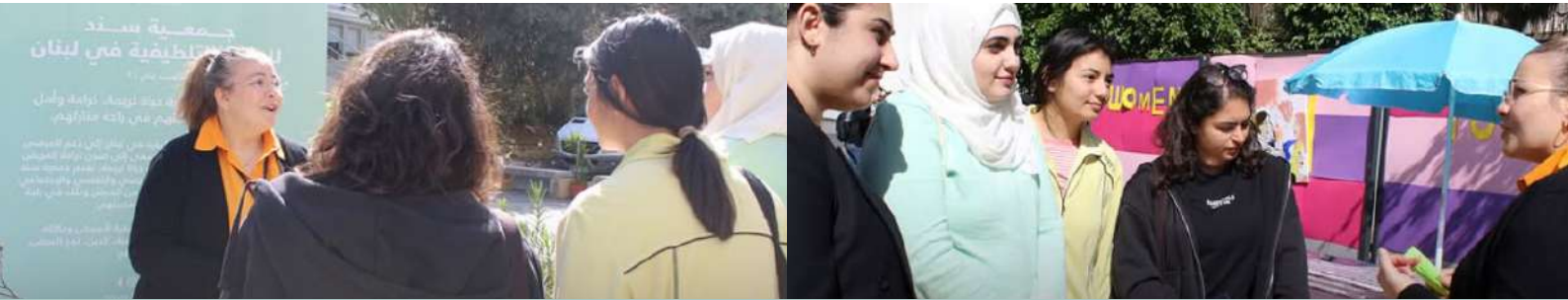
SANAD participated in a walkathon organized by **SAID NGO** to raise awareness on colon cancer, engaging with the community and fellow organizations to introduce its mission and services.

The initiative combined awareness and fundraising efforts, while fostering dialogue around palliative care and end-of-life support through interactive activities.

06 Community & Outreach

For every community reached,
a conversation is started.

SANAD participated in a Women's Day event at the University of **Balamand - Dekwaneh Campus**, engaging with students and university staff to raise awareness on its mission and the importance of hospice care. The initiative fostered meaningful dialogue and strengthened understanding around compassionate care and quality of life for patients and their families.



SANAD organized a book reading session for students at **Collège Protestant Français** as part of International Book Week, introducing its children's book as a tool to help navigate conversations around loss and grief.

The session created a safe and interactive space for students to reflect, share their perspectives, and engage with themes of life, memory, and acceptance in an age-appropriate and meaningful way.



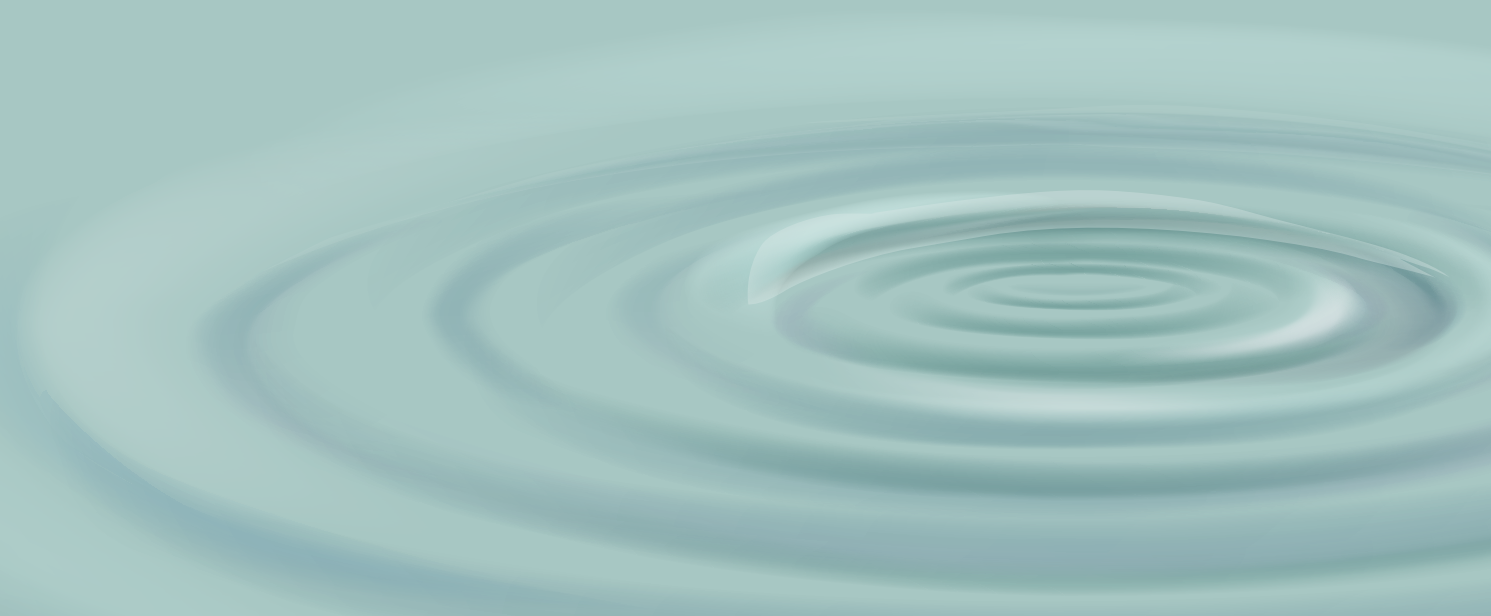
SANAD initiated a community-driven volunteer effort by inviting caregivers of patients previously supported by the organization to become part of a growing network of volunteers. This initiative created an opportunity for individuals who had experienced SANAD's care firsthand to give back, contributing their time and support to others.



07

TEAM

For every SANAD
team member,
**compassion
becomes action.**



07 Team

For every SANAD team member, compassion becomes action.

The People Behind the Care

Behind every service delivered are moments shared; between colleagues, between caregivers, and within a team navigating care together. Such moments shape not only how care is given, but how it is sustained.

Within SANAD, these shared experiences bring together expertise and humanity, creating a space where care remains both deeply professional and profoundly personal.



Growing Through Knowledge

SANAD's Journal Club



SANAD launched the Journal Club as an internal platform to promote continuous learning and knowledge-sharing across its interdisciplinary team. Held regularly, these sessions bring together staff from different units to review recent research and publications in the field of palliative care, followed by open discussions that encourage critical thinking and exchange of perspectives.

Professional Development

SANAD continues to support its staff members to invest in their professional development through specialized training and advanced certifications.



Dr. Zeina El Hachem

Medical Coordinator
obtained a Diploma in Palliative Care
from Sorbonne University.



Saria Gerges

Head of Nursing Unit
completed a Fellowship in Palliative Care from the
Institute of Palliative Medicine, a WHO Collaborating Centre,
in partnership with Sanjeevan and B.M. Institute of Mental Health (BMIMH).
She also completed the Pathfinder Leaders in Palliative Care Programme at
St Christopher's Hospice (September 2024 – May 2025).



Najah Raya

Communications Officer
completed the Social Media Professional Programme (SMPP) at the
New Media Academy, graduating as "Star of the Programme".

07 Team

For every SANAD team member, compassion becomes action.

The Strength of Togetherness

Amid the emotional weight of care, SANAD's team made space to care for one another. In caring for each other, the team sustains the strength needed to care for others.

Mother's Day



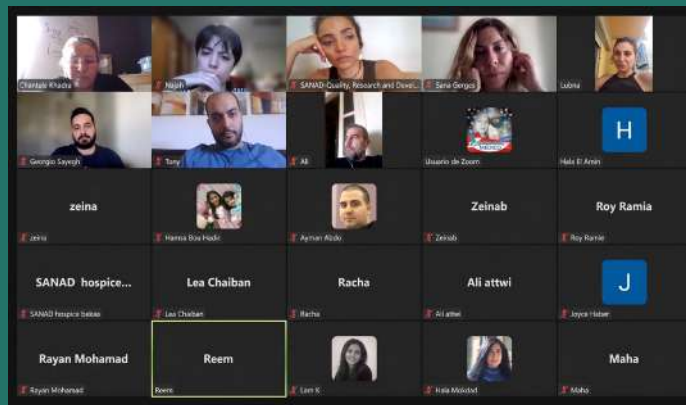
Nurses Day



During Crisis: Standing together in times of uncertainty

During the 2024 war, SANAD created an internal support group, bringing team members together in a safe and supportive space to navigate the emotional challenges of an ongoing crisis.

Facilitated by the Mental Health Unit, these regular sessions encouraged open sharing, mutual support, and reflection, strengthening the team's resilience and sense of solidarity during a time of uncertainty.



In Their Words



Dr. Joyce Haber, MD
Medical Director

“What keeps me going in palliative care is when I see our team bringing each person at the author of their own story, ensuring their values and wishes remain at the center of their care and preserving each person’s dignity in their most vulnerable moments.”



Saria Gerges
Head of Nursing Unit

“What keeps me going is witnessing the transformation in my patients when they experience true quality of life and feel truly cared for. It reminds me why I do this every day.”



Chantale Khadra
Head of Mental Health Unit

“Palliative care is a right for every human being. My journey began with my grandmother’s diagnosis and has continued at SANAD Home Hospice Care. Understanding where I help others shape their story is told and how it ends.”



Farah Demachkieh
Head of Quality, Research, and Development Unit

“Working in palliative care means being privileged to help patients and families in their most vulnerable moments. It means witnessing for making patients care more meaningful for those who are suffering from serious illness.”



Ayman Abdou
Head of Management and Fundraising Unit

“Palliative care represents one of the highest expressions of democracy in health. It reflects the fullest version of patients’ engagement. Subjectivity in caring is brought to the forefront of palliative care planning, allowing the most humane act, to care, to manifest, progressive approach to care.”

07 Team

For every SANAD team member,
compassion becomes action.

Our Team

Founding and Board Members



Mrs. Lubna Izziddin
BA in Mental Health
and Counseling
**Founding Board Member
and President**



Mr. Nadim Abboud O.B.E.
Counselor and Attorney at law, LL.M,
MBA, Managing Partner of Abboud and
Associates
Founding Member and Vice President



Dr. Muna Al Khaldi
PhD in Social Policy
and Planning
**Founding Board Member
and Treasurer**



Dr. Thurayya Arayssi
MD, Professor and Vice Dean for
Academic and Curricular Affairs at
Weill Cornell Medicine - Qatar
Board Member



Mr. Elias Al Aaraj
BSN, MS Community Health
Board Member



Ms. Carol Mansour
BA in Sports Medicine/Psychology
Board Member



Dr. Rabih El Chammay
MD, Psychiatrist, National Mental
Health Program Director at Ministry
of Public Health
Founding member



07 Team

For every SANAD team member,
compassion becomes action.

Medical Unit



Dr. Joyce Haber, MD
Palliative Care Physician,
Medical Director



Dr. Maha Kassem, MD
Palliative Care Physician



Dr. Zeina El Hachem, MD
Palliative Care Physician,
Medical Coordinator



Dr. Rosa Rhimi
Palliative Care Physician,
Beqaa Office



Dr. Rayan Mohammad
Palliative Care Physician

Nursing Unit



Saria Gerges, RN
Head of Unit



Hamsa Bou Hadir, RN
Hospice Nurse



Zeinab Barakat, RN
Hospice Nurse



Ali Attwi, RN
Hospice Nurse



Roy Ramia, RN
Hospice Nurse



Rasha Zouki, RN
Hospice Nurse
Beqaa Office



Tony Tannoury, RN
Hospice Nurse
Beqaa Office

07 Team

For every SANAD team member,
compassion becomes action.

Mental Health Unit



Chantale Khadra
Head of Unit



Hala El Amine
Psychologist

Quality, Research, and Development Unit



Farah Demachkieh
Head of Unit



Hala Mokdad
Quality & Training Senior
Officer, Assistant Head of Unit



Ahmed Kassab
Quality and Research
Officer



Lea Chaiban
Research Officer



Mira Rahm
Research and Project Coordinator



07 Team

For every SANAD team member,
compassion becomes action.

Management Unit



Ayman Abdou
Head of Unit



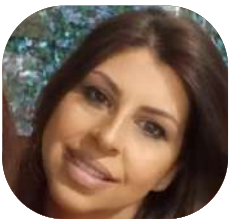
Hussein Taleb
Accountant



Lamia Karanouh
Management Focal Point



Maha Chmaitelly
Administration Assistant



Rola Tabbah Matly
Administration Assistant
Beqaa Office



Najah Raya
Communications Officer



Georgio Sayegh
Communications Assistant



Reem Souheil
Fundraising Assistant

Logistical Support Team



Ali El Sayed
Field Officer



Bilal Bachir
Field Officer

The background of the page is a light blue color with a pattern of concentric ripples, suggesting water. In the bottom left corner, there is a branch with several small, pink and yellow flowers. The text is white and positioned on the left side of the page.

08 PARTNERSHIPS & DONORS

For every
donation secured,
care continues.

Sustaining Care Through Partnership

SANAD's ability to provide free of charge, home-based palliative care is made possible through the support of partners, donors, and community initiatives.

Partners and Donors

SANAD collaborates with institutions, corporates, and organizations that share its commitment to advancing access to palliative care.

Strategic Supporters:



Project-Based Supporters:



Valued Long-Term Supporters:



Fundraising Event Sponsors:



08 Partnerships & Donors

For every donation secured,
care continues.

Donation boxes are placed across various locations allow individuals to contribute directly to SANAD's mission, extending opportunities for support within everyday spaces.

Find our boxes here:

Beirut:

Doctors Center Laboratory &
Radiology - Hamra
Al Wardiyeh Pharmacy - Hamra

Beqaa:

Al Shaab Pharmacy – Chtoura
Fantasia Cosmetics – Zahle
Chateau St. Thomas Winery – Qob Elias



Together, Care Continues

Through the collective support of partners, donors, and the wider community, SANAD continues to provide care where it is needed most. Each contribution strengthens the network of support that allows patients and their families to receive comfort, dignity, and presence throughout their journey.

A heartfelt thank you to all families, individuals and anonymous donors.





09

LEGACY

For every memory,
a legacy is built.

What Remains..

..reflections by caregivers on Palliative Care

Care does not end with treatment. It lives on in the moments, the memories, and the dignity preserved.

Stories shared by caregivers reflect the quiet impact of palliative care, one that cannot always be measured, but is deeply felt. Through presence, compassion, and dignity, SANAD supports not only patients, but the moments that matter most to them and their families.

“My dad never wanted a hospital bed.
He hated the noise, the questions, the food, the fluorescent mercy, and the idea of not being able to smoke in peace.
He wanted his bed, his walls, his silence.
I respected that.

When medicine gave up, another kind of hope stepped in.
SANAD entered our home like people who know the anatomy of pain.
Not to fix what was breaking,
but to ease it, soften the goodbye, and make the last moments human.

They came with the kind of smile you only see on people who have witnessed too much pain yet still manage to offer calm.
They knew exactly what would happen,
every stage, every breath, every tremor.

They guided us without touching the wound,
yet somehow touched the deepest part of it.
They gave us what we didn't know we would need:
clarity, painkillers, instructions, steadiness,
and a strange kind of peace in a moment when the world was collapsing in our living room.

**SANAD didn't save my dad.
They did something harder.
They saved the moment of goodbye.**

”
by Samer Hussein



Dikran Jebejian

July 9, 2024 · 🌐

It is with deep sorrow that I share the news of the passing of my best friend, who also happened to be my father. A selfless man, who put the needs of friends and family ahead of his own, rested in peace on Monday, July 8, 2024 due to a terminal illness. His scientific mind and sharp memory were the admiration of all who knew him, yet he never dictated a conversation nor did he brag about his knowledge to others.

Now that I've experienced fatherhood, my hope is to develop that same bond and friendship with my own son, Adour. You will always be in my heart, my friend.

My heartfelt appreciation goes to Sanad, a non-profit organization that provides hospice care to the terminally ill in Lebanon. Their team of doctors and nurses worked around the clock to make my Dad's last days as comfortable as possible. In lieu of flowers to honor my Dad, please consider making a donation to Sanad at <https://actforlebanonusa.org/support-sanad/> If you have any questions, please feel free to reach out to me at dikoulou@gmail.com.



For more information:
Follow us on all our social media platforms to know more
about our
news and updates and how you can support SANAD!

Visit SANAD's website
www.sanadhospice.org

Or SANAD's Blog
www.sanadhospiceblog.wordpress.com

Give us a call on:
+961 1 397 846 or +961 71 587 941
Or send an email to:
info@sanadhospice.org

Beirut Office: Mathaf, Corniche Du Fleuve, Chebli Building, 2nd Floor

Beqaa Office: Chamber of Commerce, Industry and Agriculture
Building of Zahle and Bekaa

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