

2022 HIGHLIGHTS & 2023 OUTLOOK

The year 2022 was full of activity and achievements for SmartLife as our volunteers, sponsors and partner organizations worked tirelessly to support and improve the lives of the blue-collar community!

Having started the year with the Covid-19 pandemic still an emergency, we successfully continued to reach hundreds of workers through all our projects virtually.

2022 also saw the relaunch of Smart Elder; a program where we talk to and guide older community members on lives post retirement, dealing with old age problems and managing finances wisely to be prepared for their golden years.

We also held board elections after 4 years and the new team has collectively started to map out the plans for the future.

As we move into 2023, SmartLife has numerous strategies and initiatives to make an even more meaningful impact in our community:

- Our programs will prioritize in-person interactions at labor camps (given the removal of Covid-19 restrictions).
- Senior workers at camps will be selected as Project Managers to act as leads for each project.
- Volunteering and internship opportunities will be expanded so that Corporates, Schools and Colleges can easily participate and contribute. The same will be made available for one-time volunteers.
- Deliverables of select existing programs will be enhanced.
- Our social media presence will be strengthened.
- We will launch new projects including Smart Camp, Smart Volunteers, Smart Fitness and Smart Skills. Look for our updates on these through the year!

We look forward to achieving more wins in 2023 and beyond!

 جائزة دبي التقديرية للجودة DUBAI QUALITY APPRECIATION AWARD			 DUBAI CHAMBER CSR LABEL COMMUNITY		
90,000+	55,000+	50+	DQA - RE Award won for the second time	CSR Label Awarded by Dubai Chamber of Commerce	
People Served	Ramadan Distributions	Sponsors engaged			
350+	50+	300+	25+	500+	400+
Blue Collar Students Graduated	Aftermath of Covid Relief for white collar families	Children were empowered by means of education & scholarship	were taught Computer	were addressed on health care by Aster	women were productively engaged

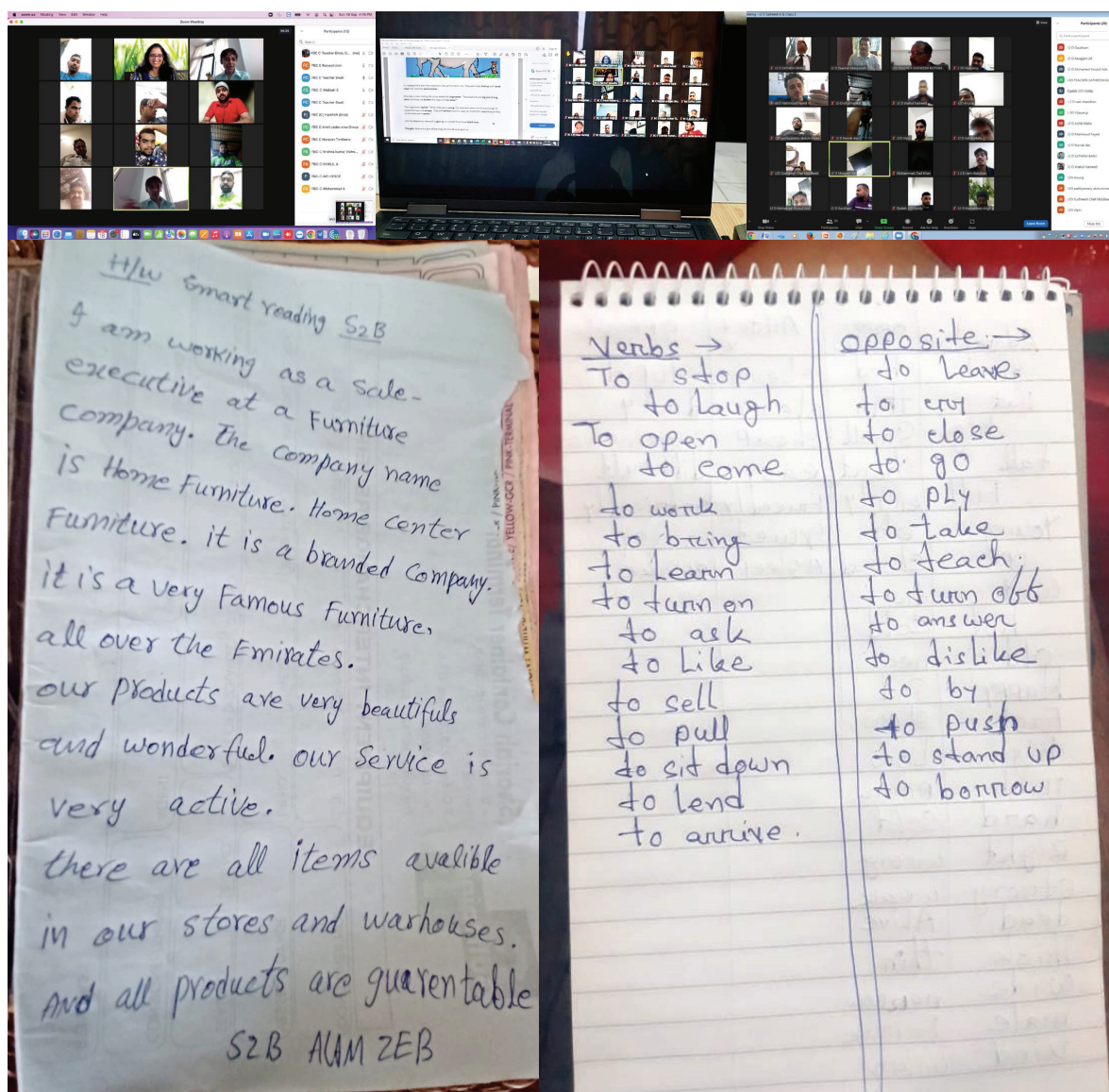
SmartReading - 2022

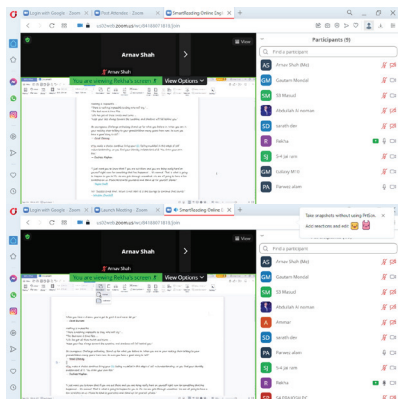
Looking back at the year that went by, 2022 has been a good year for the program and for the close to 500 students who stayed with the H1 and H2 intakes. The program has never been only about English, but just as importantly about confidence building and reassuring them that there is nothing daunting about the language. Age has never been a barrier; hence students in their 50's too have joined the program, for learning is a life-long process.

While delivering a language program virtually brings with it certain challenges, both teachers and the taught have learnt to overcome obstacles, keeping the final outcome as the only focus.

Over the years, the program has witnessed several success stories, career growth, promotions, and additional responsibility being given and so on. A student, who joined our program 3 years back when she was a bus nanny in a school, is today a camp boss holding independent charge, with at least 200 ladies on her watch. She credits her career growth to the fact that she now is very comfortable speaking in English to the multi-cultural women in her camp. This is just one among several heart-warming success stories.

Kudos to the 50-strong teaching team soldiering along relentlessly, giving their personal time every Sunday for 3 hours and for 4 ½ months at a stretch with each intake. The journey thus is love's labour!





SmartComputer - 2022

SmartLife's computer literacy program, SmartComputers, is one where we teach students the fundamentals of computer hardware/software and equip them with skills to effectively use word processing tools.

Through utilizing an online learning format, the year 2022 saw the opening of the course to students from different companies, expanding its reach. The 8-month rigorous course moved quickly from basic typing and formatting topics into more advanced ones on page layouts, printing, hyperlinks, etc.

It had been a pleasure to work closely with the batch, all of whom graduated in November 2022. Kudos to all the students for their perseverance in learning how to use computers and upgrading their skill set!



SmartDistribution - 2022

The SmartDistribution project aims to spread smiles and good cheer among the blue-collar community; to show them our appreciation and gratitude through rewarding gestures.

In 2022, SmartDistribution touched the lives of 3,000+ workers via sponsorships of meals, groceries, hygiene packs and other basic necessities. Besides individual sponsors, organizations including Hilton Group, Standard Chartered Bank and Electra helped support the community at Al Fajer, Emirates Gas Company, Total Cleaning, Pioneer Cleaning, KC, ServHub and many other camps.

Beyond basic necessities, 2022 saw other novel giveaways such as indoor plants and jute bags (as part of the "Go Green" Initiative), sports equipment (table tennis tables, carrom boards, chess boards, badminton rackets and cricket gear) and even handmade beauty products. All of these brought huge smiles across residents' faces who truly appreciated the additions.

Another highlight for SmartDistribution was during the holy month of Ramadan, when 50,000+ meals, grocery packs and hygiene kits were provided to workers across 50 camps in Dubai.

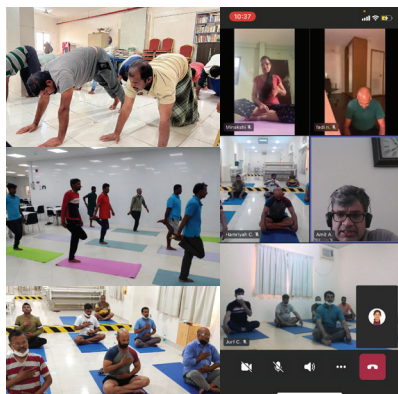
We cannot wait to keep the momentum of our program going in 2023 with even more giveaways and sponsorships!



SmartElder - 2022

In 2022, the SmartElder program organized select webinars to advise workers on the Importance of savings, giving crucial financial planning insights with particular emphasis on pension plans.

We have planned SmartElder in 2023 to reach a wider audience and continue to guide the community to plan for their golden years.



SmartRelaxation - 2022

SmartRelaxation teaches meditation, mindfulness and yoga techniques designed to help participants to reduce stress and improve their wellbeing. The program motivates participants so that they achieve more, in their careers and personal lives.

In 2022, SmartRelaxation conducted 4 programs at companies including Electra, Shobha Group, Lamprell Group and Al Ghurair Group. Most of these programs ran over 8 – 12 weeks wherein weekly sessions were used to introduce different meditation and mindfulness approaches. We were proud to have reached 250+ community members in 2022 and have received positive feedback from both attendees and camp management through the course of the year.

In 2023, we aim to continue working closely with our professional team of yoga and meditation experts to deliver more fruitful and engaging SmartRelaxation sessions!



SmartWoman - 2022

Created exclusively for ladies, SmartWoman aims to provide women with creative and productive ways to spend time through developing skills such as knitting, sewing, origami, basket making, etc.

The SmartWoman team had an eventful 2022 with 19 sessions held throughout the year, benefiting 700+ women from GEMS Education, MBM, Transguard Group and Ejadah Asset Management.

A range of interesting topics were presented to participants including Creativity (Zentangle, Origami); Personality Development (Building Self-Confidence, Self-Love, Power of Positive Thinking); Grooming & Health (Skin Care, Breast Cancer Awareness, Women's Hygiene). The women showed their appreciation through whole-hearted participation and regular attendance in all the sessions. October was the busiest month with a focus on Breast Cancer Awareness through multiple webinars and 85 women got free screening done during The Pink Caravan campaign.

All these sessions would not have been possible without the contribution from our dedicated subject matter experts and sponsors – Shweta Singh (Power of Positive Thinking), Namrata Lal (Zentangle), Sumitha (Skin Care), Maia (Self-Confidence), Farhaana (Self-Love), Coralie (Origami), Vrinda Bali/KPMG (Women's Hygiene); doctors promoting Breast Cancer Awareness (Dr Amala - Prime Medical, Dr Dhanashri - Aster Medical); and corporates Chalhoub (Pink Caravan), Mondelez (Breast Cancer Awareness).

We cannot wait to continue working with blue-collar women's community in 2023!



SmartWellness - 2022

SmartWellness is a program aimed at supporting the blue-collar community to improve their health through sharing information on general well-being and providing a forum where questions can be answered.

2022 was another productive year for SmartWellness as we engaged with 100+ workers presenting expertise on healthy living habits, mental health, nutrition and addressing anxieties when away from home. These sessions were held as online webinars for a range of companies including MBM / Al Ghurair Group, Sobha Group and Electra.

Throughout the year, we enjoyed great support from our volunteers. The well-learned speakers take a holistic approach in addressing wellness as a whole and specific concerns of the audience.

In 2023, we look forward to continuing the partnership with various organizations; supporting our community in building a healthy mind and body!