

# ***Changing Lives***

***A program by the Majid AlSadi Foundation***

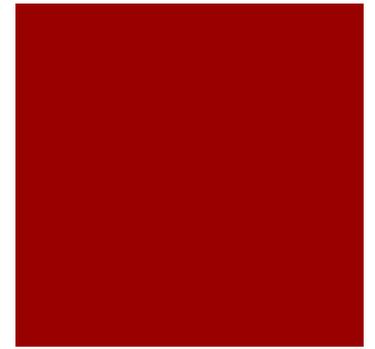
# Changing perceptions through higher education:



- **Manipulated perceptions** based on a lack of knowledge can drive fear and resentment toward refugees.
- **Public opinion is largely intangible but highly influential** and impacts public and private policies and attitudes to the region, its people and its refugee communities.
- By spreading first-hand nuanced understandings of the region we can show Western university students that the vast majority of the Arab World **neither Raqqa nor Dubai**.
- Genuine experience of others help UK university students form **realistic ideas** about other cultures and societies and **encourage future engagement**.

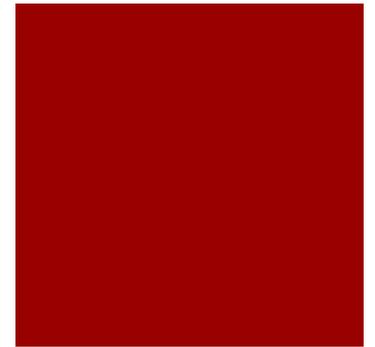
# About Changing Lives:

- Established in 2012, we facilitate unique student experiences that challenge stereotypes and provide a nuanced view of the Arab world
- We provide open and inclusive exposure to social and cultural issues of the Arab world
- Our network includes diverse local and international partner organisations
- We provide all in-country logistics, funding, and organisational support
- We are a UK Registered charity



# Our goals:

- Increase genuine awareness about the Arab World, its cultures and peoples among Western youth.
- Catalyse cooperation between Western and Arab youth in humanitarian, education and business ventures.
- Improve the capacity, experience and exposure of local organisations through international experience and networks
- Support ongoing UK – Middle East engagement among participants



# Who is involved:

- Dr. Majid ALSadi
- UK & international universities
- Diplomatic and cultural bodies
- Corporate sponsors
- Local humanitarian organisations
- Royal Hashemite Court



Australian  
National  
University

UNIVERSITY OF  
WESTMINSTER

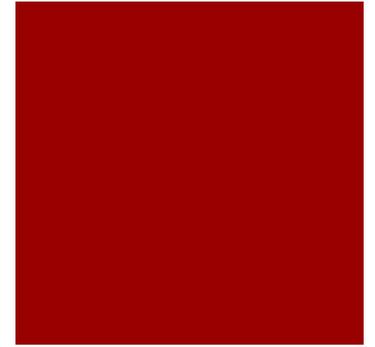
## Refugees communities reached through:

- Madrasati – “My School”
- Middle East Council of Churches
- Queen Rania Family and Children Centre



# Shared Benefits

- Valuable university outreach program
- Unique cultural exposure and learning for students
- Inspiration and mentorship for Jordanian youth
- Return scholarship opportunities
- Capacity building for local organisations
- Corporate social responsibility contribution for sponsors and partners



## What our students say:

*“Every expectation I had for this trip has been exceeded..... Beyond anything else, it is the inspirational people I have met throughout the duration of this trip that I will take most from. .... The trip is brilliantly organised and well thought out to ensure that us, as the participants gain a well rounded understating of the culture, traditions and values of Jordan. ...I hope I can return to in the future to carry on learning and exploring a culture that is simply fascinating to me.”- Holly Patrick, University of Westminster London*



# What our students produce

- *"I travelled to Jordan as part of the ... Programme #3 with Coventry University in 2013. It was the first time I met refugees in makeshift camps, where they were surviving with barely any electricity, water, and food.... The Majid AlSadi Changing Lives Programme has also inspired me to study more about the Middle East so I can work there as a journalist in the future."*
- - Aisha Ditta , Coventry University who produced this short film 'I seek refuge' about why Syrian refugees try to enter the UK

- 'I seek refuge' by Aisha Ditta

# How to get involved:

- More information at [www.changinglivesprogram.me](http://www.changinglivesprogram.me)
- Facebook 'ALSadi Changing Lives'
- Contact Alex Ray at [alex.ray@easternholding.org](mailto:alex.ray@easternholding.org)  
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Our current expansion phase welcomes new partners and contributions from the higher education, business and humanitarian fields.

