



# ANNUAL REPORT 2024-2025

REPORT HIGHLIGHT

Building momentum, expanding partnership

# TABLE OF CONTENTS

Message from Chair 3

---

Introduction 5

---

History 6

---

By numbers 2024-2025 7

---

Programs 8

---

Capacity 9

---

Financial report 2024-2025 10

---

Board of directors 11

# MESSAGE FROM CHAIR

## BUILDING MOMENTUM, EXPANDING PARTNERSHIPS

The year 2024-2025 represented the beginning of a new era for the Arab Culture Club. The growth in scope and impact of the Arab Heritage Festival 2024 as a result of a significant growth in funding, partnerships (extending to other provinces) and audience has set the bar higher.



It is with great pride that I reflect on the remarkable growth and achievements of the Arab Culture Club over the past fiscal year.

The year 2024-2025 has been a transformative period, marked by an expansion in both the scope of our programs (notably the Arab Heritage Festival) and the resources available to bring our mission to life.

Through the dedication of our team and the unwavering support of our community, we have elevated our presence in New Brunswick and deepened engagement with Arab culture, heritage, and dialogue.

This year, we significantly broadened our programming to include not only traditional celebrations like Arab Heritage Month, but also ensured access to various initiatives in different cities in New Brunswick.

Our collaborations with various community organizations, local and provincial organization allowed us to reach a wider audience, fostering cross-cultural understanding. Our partnerships also crossed the borders of the province to organizations in Ontario (Maple Arts and Arabic Canadian Book Fair).

Additionally, we secured increased funding through grants from Canada Council for the Arts and Canadian Heritage, Arts& Culture NB, cities of Moncton, Fredericton and Dieppe as well as community sponsorships, enabling us to host larger-scale events.

None of this would have been possible without the passion of our members and volunteers, the contribution of our artists, and the generosity of our funders. As we look ahead, we remain committed to innovation, inclusivity, and strengthening our impact. Thank you for being part of this journey—we can't wait to achieve even more together in the year to come.



**Reem Fayyad**  
Chair/President - Founder



Club de Culture arabe  
Arab Culture Club  
نادي الثقافة العربية

THE MAGIC OF ARAB  
CULTURE

سحر الثقافة العربية

LA MAGIE DE LA  
CULTURE ARABE



Arab Culture Club



arabcultureclubnb



www.arabcultureclub.ca



# ARAB CULTURE CLUB INTRODUCTION

La magie de la culture arabe - The magic of Arab Culture-  
سحر الثقافة العربية

## ABOUT US

A Not-for-profit organization, independent of ethnicity, religious beliefs, and politics, the Arab Culture Club was established in November 2019, and incorporated in 2022

## OUR MISSION

Provide an environment to experience and share Arabic culture, language, history and heritage as a beautiful element in the Canadian fabric, and to forge links between Arabic culture and the diverse community around it

## OUR VISION

The club is an integral partner within the cultural horizon in New Brunswick, representing the pride and richness of Arab Culture and heritage, and contributing to a dynamic, engaged, inclusive and proud Canadian Arab community



# ARAB CULTURE CLUB **HISTORY**

## OUR HISTORY

The Arab Culture Club started end of 2019 with a group of friends who had a dream about sharing the beauty of their heritage and culture with the community.

After 2 public activities, the organization had to pivot towards virtual events when the pandemic hit early 2020.

The year 2022 witnessed a step forward as the club Kick started the celebration of April as Arab Heritage Month.

What started as a project in the Greater Moncton Area, grew into an organization that presents Arab Culture and heritage in various cities around New Brunswick



# ARAB CULTURE CLUB BY NUMBERS 2024-2025

**24 activities**

**1300 citizens served**

**20 artists**

**25 volunteers**

**155 members**

**4 cities**

**26 partners**

**3K followers on social media**

**\$84K mobilized**



# ARAB CULTURE CLUB PROGRAMS



2024-2025 was a stepping stone into big projects and stronger presence in New Brunswick

The Arab Culture Club successfully celebrated Arab Heritage outside the region of the Greater Moncton Area, and steadily worked towards a stronger network, outreach and partnerships

## Arab Heritage Festival 2024

Series of activities organized during April 2024 and included: Hosting The Canadian Arabic Orchestra from Ontario for 3 concerts, Arabic Calligraphy exhibitions, Partnership with libraries to feature Arab authors, Trilingual poetry reading with live music & calligraphy, pop-up workshops in dance, embroidery and calligraphy, and the first Arab Heritage Fair in New Brunswick.

## I read, sing and play in Arabic

Series of 7 sessions offered to children over the summer to introduce them to Arabic language in a fun context.

## Social activities program

Initiated a program of social activities program to bring community members and friends of the club in an informal context (Open mic, Karoke nights)

## Arab Culture Hands on

Conducting series of workshops in Moncton, Saint John, and Fredericton to teach skills in Arabic calligraphy, traditional dance and embroidery.

## Outreach and networking

Proactively reaching out to local and national partners through presentations (National Bank) and attending events (MOSAIQ festival in Moncton, CAFI mond en fête), meetings (FRYE festival, Aberdeen center, Centre des arts et de culture Dieppe, ARCF Saint John).

## First Annual General Meeting

The Club organized its first AGM in November 2024 with the theme: "Together we grow". The event was attended by representatives from the cities of Moncton and Dieppe, partners, friends and artists.



# ARAB CULTURE CLUB

## CAPACITY

### STRONGER GOVERNANCE

Established thematic teams engaging volunteers.

This translated into more dynamic planning for Arab Heritage Festival 2025



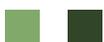
### ENHANCED CAPACITY (HUMAN AND FINANCIAL)

Increased the base of members (by end of March 2025) to 150 members  
A pool of 60 interested volunteers, with 25 actively engaged in planning and delivery of programs



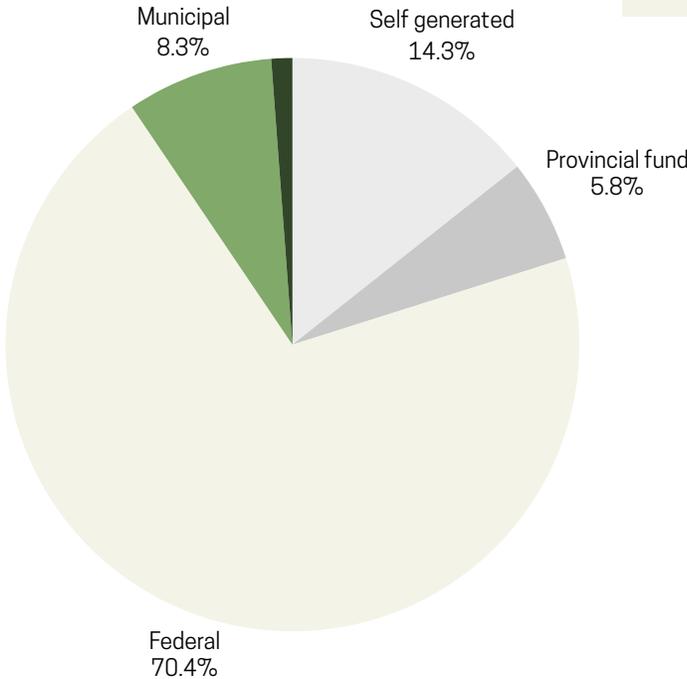
### ENGAGED ARTISTS AND TALENTS

Engaged and promoted 20 artists through the various programs and activities, Arab (From different countries), Canadian Anglophone, and Acadian.

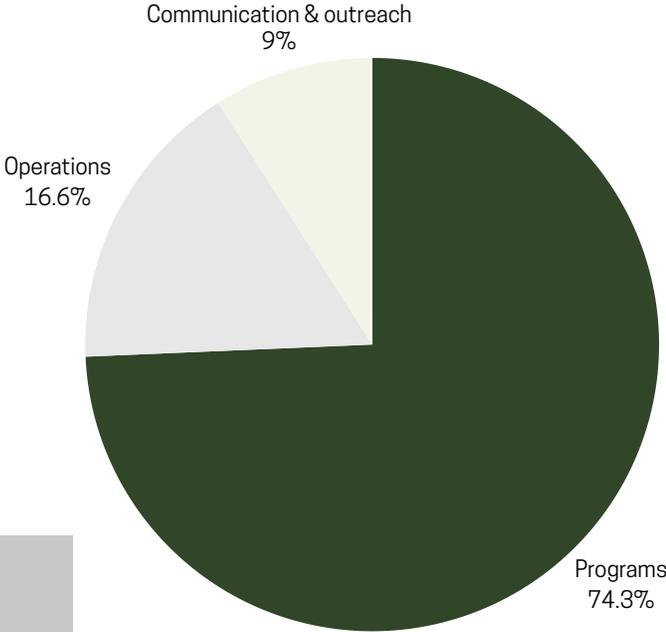


# FINANCIAL REPORT 2024-2025

**Total Revenues**  
**\$84,639.35**



**Total expenditure**  
**\$60,596.75**



**Surplus: \$24,042.60**



# ARAB CULTURE CLUB BOARD

The dedicated board members that help present and share the magic of Arab culture (2024-2025)



**Reem Fayyad**  
Chair/President - Founder



**Neila Goumiri**  
Vice Chair/President



**Ammar Younus**  
Treasurer



**Farah Ait Ali**



**Sofia Zineddine**  
Secretary



**Islam Mamdouh**  
Until Dec. 2024



**Hussam El Gammal**  
Until Nov 2024



**Asmaa Ezziddine Elldrissi**  
Until Dec 2024



**Maha Dweik**



**Salim Gharroudi**



# Sharing the magic of Arab Culture

A successful 2024-2025 set the bar higher for the club. We continue to pursue our strategic goals and objectives as we are joined by more partners, members, volunteers, and continue to be approached and trusted by artists from various disciplines and backgrounds



## MORE ABOUT US



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