



Endless Medical Advantage

*Annual Impact Report
2024/2025*

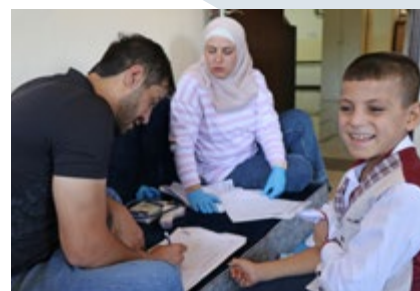


Because healthcare is
a ***basic human right*** that
no-one should go without



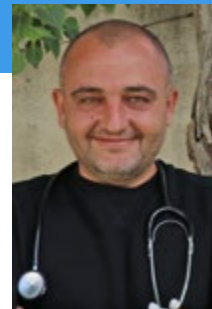
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Letter from Dr. Feras



To our valued Friends, Donors & Partners,

This past year has been a period of immense learning and unprecedented demands for EMA. I want to share a personal note of gratitude and reflection on what we achieved together in Lebanon and Syria.

It was a transformative year, which started with the launch of our very first mental health project. To see the number of children we could help, providing them a crucial space to express themselves, deal with trauma, and simply be kids again, was truly amazing. Especially during the war in Lebanon, allowing them a moment to forget what they had gone through was our team's incredible achievement.

The last twelve months forced us to adapt constantly. From the war's displacement, to families moving and staying between Lebanon and Syria, to the scale of the humanitarian needs... our team rose to every challenge. We felt a strong sense of responsibility, especially when many Syrian families were unable to find safe shelter during the war in Lebanon in the fall of 2024. Thanks to the overwhelming support we received from all of you, we were able to help a lot: providing shelter, operating our very first community kitchen, and delivering crucial aid.

We did more than we ever expected we could.

When I personally arrived in Syria in December 2024, something I couldn't have hoped would happen, I was deeply affected by the level of need I saw. After the initial days of reuniting with family and friends, we immediately began collecting data and connecting with local partners, starting with small but critical interventions. During the first months of 2025 we supported the restoration of a well, fixing clean water supply to many households. We also supported hospitals and schools with winterisation, and provided livelihood support to staff of hospitals, polyclinics and schools. This way we were able to lift some of the burden of cost of living in light of the deep economic crisis in the country. In Spring 2025, we also started preparations to open our very first physiotherapy centre in Rural Damascus.

Our team has grown in both skill and experience. We now have an even deeper understanding of how to manage (mental) health support, aid and relief in a crisis and how to be truly effective on the ground.

Thank you. I am incredibly grateful to every single person and organisation who gave us the chance to do this work. **Your support means everything.** We are planning to expand our reach and develop our expertise further, committed to being a truly helpful presence in every community we serve, both in Lebanon and in Syria.



EMA's story

Our mission is to support local professionals in providing accessible, affordable and sustainable healthcare services and humanitarian relief, to the refugee and vulnerable communities across Lebanon and Syria.

2018
One doctor,
one mobile clinic,
seven camps



From the establishment of EMA in 2018, we've made an incredible journey. In this report we'd like to take you along on a new phase of our journey. The past year was another incredibly challenging year for the region we work in. We found ourselves in another war, saw lots of need and destruction. We are incredibly grateful for the work we were able to do with our dedicated team, supporting people under the most difficult circumstances.

2021
Two doctors,
second mobile clinic,
growth to 50 camps



2022
Opening of first dental
clinic, followed by first
physiotherapy practice
and development of
health education and
awareness



As our commitment and teamwork pulled us through the lows, we also celebrated unimaginable highs. None of our team had expected to see the fall of the regime in Syria as we witnessed in December 2024. We shared an intense mixture of emotions, personally and as an organisation. Happiness to finally be able to return to our homeland was met with the confrontation of destruction and grief in Syria. From the first moment we felt the will and responsibility to contribute to the rebuilding of our homeland, while at the same time continuing our support to the many refugees in Lebanon who are still not able to return.

2024
Developing our model
of holistic care further,
by adding mental health
and psychosocial
support (MHPSS)



2025
Expansion to Syria



Join us for another year on our challenging yet impactful journey...



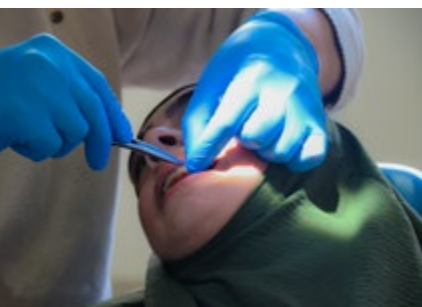
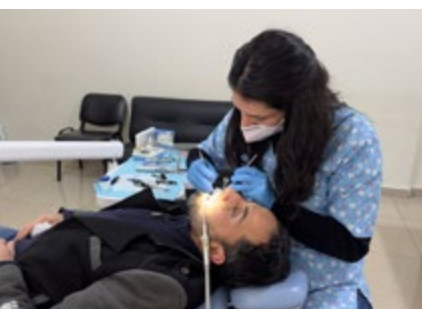
Impact in Numbers

Estimated number of direct and indirect beneficiaries across all activities: **190,000**

GENERAL	
2	countries (from January 2025)
3	offices (from February 2025)
16	full time staff (or equivalent)
10	volunteer staff
3	crowdfund campaigns
250	individual donors across campaigns (unique number)
LEBANON	
Medical (outside of emergency responses, scroll down to see those numbers)	
~15,500	patients treated in the mobile clinics and polyclinic combined
650	patients during women's health mission
Dental	
11,800	patients treated in the dental clinic
MHPSS (outside of emergency responses, scroll down to see those numbers)	
2	cycles of three-month programmes started
220	participants in three-month programmes (unique number)
Aid & Relief (outside of emergency responses, scroll down to see those numbers)	
846	individual medical cases financially supported
10	families supported with rent relief
Emergency Response September 2024-March 2025	
195	people supported with emergency shelter (through EMA shelters, unique number)
2,300	non food items (NFIs) distributed
13,380	meals distributed from our community kitchen
~62,000	people supported with the EMA community kitchen
1,996	patients treated with emergency mobile clinic and (prevention) missions
260	individual medical cases supported
1,972	participants in emergency sessions MHPSS
22	weeks we ran the response
12	partner organisations we worked with
5	volunteers during the response
7	extra staff during the response
SYRIA	
First Response January-May 2025	
~50,000	people supported by the fixing of a well
10	schools supported with fuel
125	personnel supported across hospitals, clinics, local disability initiative, and schools
19,500	individuals supported with a meal during Ramadan
5	volunteers at the EMA community kitchen during Ramadan
~7,500	individuals supported with a fresh meat package during Eid al-Fitr (3,000 kilos)
2,000	individuals supported with a fresh meat package during Eid al-Adha (400 kilos)
200	patients during women's health mission



Year in Review



June: Careful steps back to the camps in Lebanon

Throughout the first half of the year, our work in Lebanon continued to be dominated by the reality of restrictions to work in the camps, making access to vulnerable communities in the Bekaa Valley challenging. We operated primarily through fixed centres and clinics, visiting them with our Mobile Medical Unit to ensure continuity of care. In June, however, we saw a cautious lift on some camp entry restrictions. This allowed our teams to begin the delicate process of returning to providing vital care inside the camps.

While overjoyed to reconnect directly with the families who need us most, this return was managed with the utmost care, prioritising staff safety against the potential for raids or racist violence.

Meanwhile, our other services continued to run smoothly: our dental clinic provided essential treatment to hundreds of patients, and our financial support ensured that complex medical cases received the critical care they required. It was a month of careful, yet hopeful, transition.

July: Self-sustaining dental care

In July, our dental clinic stood out as a powerful example of sustainable impact. While often overlooked in crisis zones, dental care is fundamental to overall well-being. Unaddressed issues can lead to chronic pain, malnutrition, and serious systemic health problems. That is why we are immensely proud to run two dedicated, full-time dental chairs in our established clinic in Al Marj. Its central location ensures patients from surrounding vulnerable communities can reach this important health service.

Our dental clinic represents a major success in long-term strategy: established thanks to the generosity of our donors, the project has achieved self-sustainability. Since establishment it successfully manages its own operational costs, demonstrating how initial support can blossom into an enduring and independent service that continues to deliver hundreds of treatments every month.



Year in Review



August: A new holistic step with our MHPSS programme

August marked an exciting long-planned expansion of our commitment to holistic healthcare, as we finalised preparations for our first dedicated Mental Health and Psychosocial Support (MHPSS) programme. We know that sustainable health isn't just about treating the body, it's also about nurturing the mind, especially for young people living with the sustained trauma of displacement and conflict.

We were incredibly grateful for the support that allowed us to develop a sports and music programme targeted specifically at children and youth. This initiative aims to provide safe, structured, and joyful spaces, using creative outlets to help participants process trauma, build resilience, and strengthen their mental well-being: a foundational step in addressing their long-term health needs.

September: Team spirit and emergency response

September began on a note of deep gratitude. We paused to celebrate our annual team day, gathering a larger team than ever before: a testament to EMA's growing commitment and reach. However, a shadow of impending escalation already loomed over the region. After nearly a year of tensions, bombings, and violence, the situation in Lebanon took a dramatic turn on the 23rd of September when the war sharply escalated. The immediate, devastating consequence was a massive surge in internally displaced people (IDPs), desperate for safety and basic necessities. True to our mission, our team moved quickly: we started our emergency response operation, deploying resources and staff to address the critical humanitarian needs in our working area.



Year in Review



October: Emergency response in full force

October became one of the defining months of the year as our team channelled all its energy into our emergency operation, meeting the overwhelming needs caused by the war.

Shelter

The immediate priority was providing shelter for the internally displaced people (IDPs) pouring into our area, which was considered a safer area. We focused on supporting Syrian refugees who had been forced to flee the South of Lebanon, many of whom were being turned away from other centres due to discrimination. We ensured they found dignity and safety under our care. Later in the month, as bombings spread further, we also extended our embrace to vulnerable families displaced from the Baalbek area. Establishing these shelters was not just about building roofs over people's heads, it was about protecting the most marginalised during a time of chaos.

Medical missions and preventative care

Our team immediately launched mobile medical missions to the network of collective shelters in our operational area. They worked tirelessly, providing primary care and stabilising injuries, but a critical concern was the state of those with chronic diseases. Many had been forced to flee without the life-saving medications they needed, requiring immediate prescriptions and support. Based on years of experience, we also focused on preventative care, knowing that infectious diseases spread quickly in the cramped, often unhygienic conditions of crowded shelters.



Year in Review



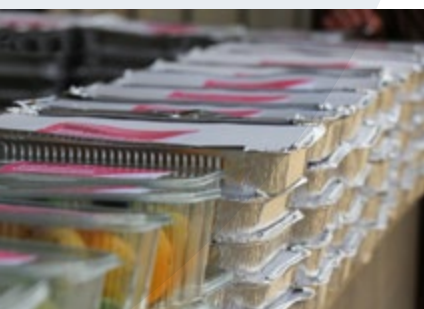
MHPSS: stress relief in crisis

A powerful demonstration of our team's dedication came from our MHPSS (Mental Health and Psychosocial Support) facilitators. Our brand new programme, designed just weeks earlier, was instantly adapted and deployed. Within a week, these facilitators were running essential stress-relief sessions directly in the shelters. These sessions (a blend of music, sport, and structured interaction) offered pockets of normalcy and emotional release for children and adults struggling to cope with the trauma and uncertainty of repeated displacement.



EMA Community Kitchen: food, dignity & partnership

One of our largest and most crucial operations was the establishment of the first EMA Community Kitchen. This massive logistical undertaking was absolutely necessary because displaced people in emergency shelters had little to no opportunity to cook for themselves or their families. Working hand-in-hand with trusted local partner NGOs, we ensured that hot, nutritious meals were provided daily, restoring a sense of routine in an otherwise desperate situation.



Distributing essential materials

Alongside food, shelter, and medical care, we led the distribution of Non-Food Items (NFIs). This included hundreds of mattresses, pillows, blankets and essential hygiene kits, all crucial for preventing the spread of disease and providing a minimum level of comfort. Our ability to scale this operation rapidly was significantly enhanced by collaborative efforts with other local NGOs, maximising our reach across the affected communities.



Advocacy in the media

Amid the field work, our leadership ensured the voices of the vulnerable were heard. As part of EMA's dedicated advocacy work, Dr Feras was requested for several television interviews. This provided a critical platform to speak openly about the devastating impact of the war, particularly on the Syrian refugee population.





Year in Review



November: Sustaining support through the ceasefire

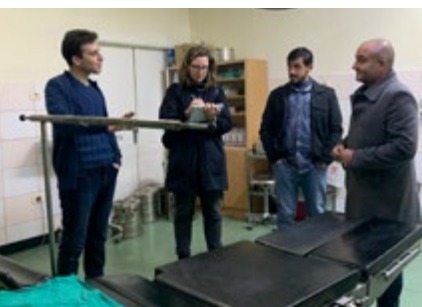
November brought a moment of guarded hope with the implementation of a ceasefire. While the immediate violence subsided, the humanitarian crisis caused by the conflict was far from over. The aftermath of the war meant vast numbers of people were unable to return to their homes immediately, particularly in the occupied South of Lebanon where destruction was immense and access remained restricted. Understanding that displacement does not end when the fighting stops, our emergency response operations continued for another few months. Our team remained dedicated, ensuring that these vulnerable families, including those unable to return home, continued to receive the medical care, food and shelter they needed.

December: Syria, a path to rebuilding

December brought a historic and emotionally overwhelming moment with the fall of the regime in Syria. The collective joy felt by our dedicated Syrian staff and the entire community we serve was palpable, representing a profound, long-awaited moment of hope. Yet, this happiness was quickly tempered by the reality of return: initial visits revealed a homeland tragically war-torn, confronting our team with immense destruction and grief. Rather than deter us, this confrontation ignited an even fiercer sense of purpose. We committed ourselves to contributing to the nation's rebuilding. Almost immediately, we began conducting initial assessments of health needs inside Syria, focusing our efforts on the vulnerable communities in the countryside of Damascus, taking the first steps towards establishing a permanent presence there.



Year in Review



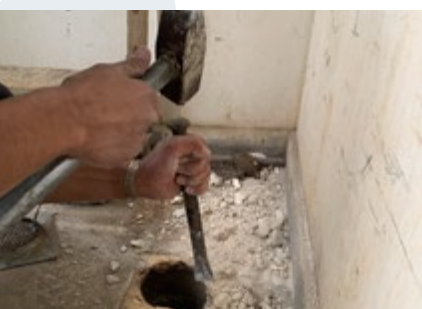
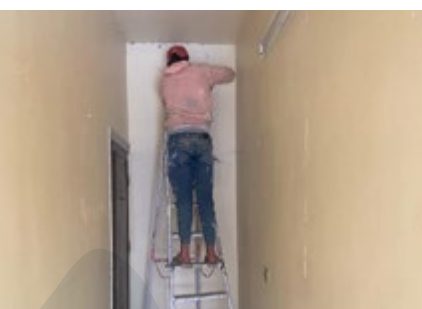
January: First steps in Syria and strategic planning

January saw our commitment to rebuilding Syria translate into our very first interventions on the ground. We quickly launched a vital women's health mission in collaboration with a partner NGO, addressing a critical need that had been neglected for years. Alongside this, and demonstrating our holistic approach, we offered immediate support for heating in local schools and undertook a crucial infrastructural fix by repairing a well, restoring clean water access for a community.

Our continuous assessments, however, painted a sobering picture: we encountered immense poverty, devastating health needs, and a severely wounded health infrastructure. While navigating the volatility of a post-regime country, our leadership invested significant time in strategising the best long-term approach for our role in the recovery. Throughout this change, our established services in Lebanon continued to operate, ensuring uninterrupted support for the refugees who remain reliant on our care.

February: A milestone achieved in Syria

February brought a crucial administrative victory that cemented our ability to operate long-term inside Syria: we successfully completed the process of registering EMA as an official NGO. This achievement represents a major milestone, formalising our commitment to the nation's recovery and paving the way for more significant, sustainable interventions moving forward. Beyond this step, our teams continued the work established in January, delivering the first rounds of support in Syria, while maintaining all our essential health services for vulnerable communities still dependent on us in Lebanon.



Year in Review

March: Ramadan Kitchen

Drawing directly on the invaluable expertise gained from our emergency response in Lebanon, March saw the successful launch of our Ramadan Kitchen in Syria. This unique project was extra meaningful to our team, as we were able to provide 100 impoverished families with hot, nutritious meals every single evening throughout the holy month. We located the kitchen in an area that had suffered tremendously from years of prolonged sieges and starvation during the Syrian war. Being able to deliver consistent sustenance and dignity in this deeply affected community was an emotional highlight for our staff. We rounded out the month by marking Eid al-Fitr with a meat distribution, ensuring many families could truly celebrate the end of Ramadan with traditional generosity.

April: Building a permanent base in Syria

April focused on establishing our physical footprint in Syria with the start of construction on our new Syria office. This space is more than just an office, it is also designed to house our planned physiotherapy practice. In a nation emerging from conflict, the need for physiotherapy is immense. Years of war have left large segments of the population with severe disabilities due to injuries, and widespread malnutrition has further compounded long-term physical issues, all exacerbated by a decade-long lack of consistent healthcare. Physiotherapy is vital for restoring mobility, managing chronic pain, and helping individuals regain independence and dignity. By preparing this dedicated space, we are laying the groundwork to offer specialised rehabilitation that is fundamental to the country's long-term health and recovery.



Year in Review



May: Celebrating resilience in Lebanon

May marked a significant emotional milestone as we celebrated the successful completion of the first full cycle of our MHPSS music and sports programmes in Lebanon. The three-month journey culminated in a joyful performance event and a collective lunch, where the children and youth showcased their growth and resilience. This wasn't just a celebration of an end to a programme: it was a celebration filled with hope of a brighter future, bringing together community members and our long-standing partners in Lebanon who have shared our journey for the past years. Simultaneously, and underscoring our commitment to holistic post-conflict healing, we launched a new livelihood project for women in the Bekaa Valley. Securing an additional grant enabled the start of a sewing project, an initiative that provides not only income generation skills but also a safe space for women, which is crucial for rebuilding confidence and fostering community connection after years of trauma.

Behind the scenes

While the humanitarian work on the ground rightly dominates this report, none of this challenging journey would have been possible without the work happening behind the scenes. Throughout the year, our leadership team, supported by a network of dedicated friends and volunteer experts, continuously navigated the regional chaos and internal changes. Every major decision, from emergency response to the Syrian expansion, was made by relying on our established core vision, mission and strategy development. This strategic approach ensured we could maximise our impact while seeking suitable funds and partners. To support our current growth and ensure our future accountability, we also initiated the development of a new Monitoring, Evaluation, Accountability, and Learning (MEAL) tool and began the active search for additional trustees to strengthen the governance and oversight of our expanding organisation.



Financial Highlights

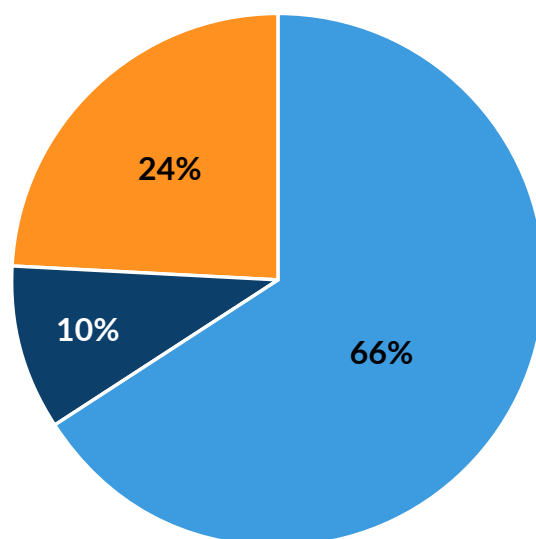
2024/2025

What We've Raised

Total income: £ 357,903

Sources:

- Grants & foundations
- Private company donations
- Crowdfunding & Individual giving

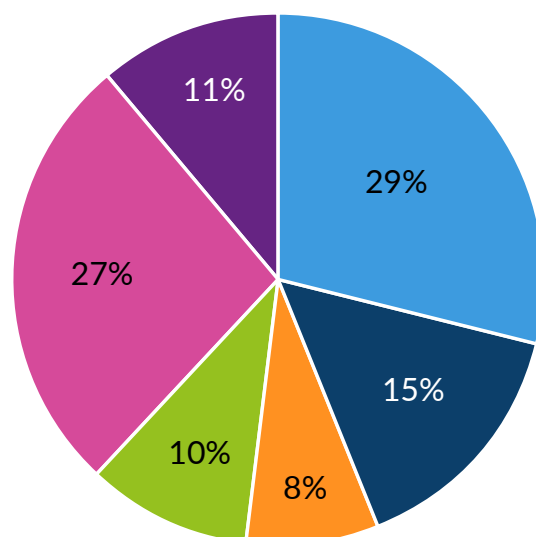


What We've Spent

Total expenditure: £ 405,505

Categories:

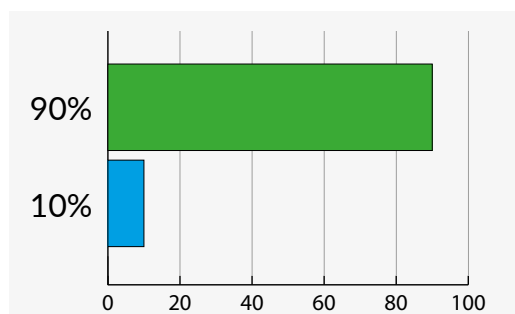
- Staff expenses
- Medications & Medical supplies
- Medical Financial Assistance
- Aid & relief
- Emergency Response Lebanon*
- Operational costs (including clinic running costs)



* Emergency Response during the war in Lebanon falls under Aid & Relief, but is projected separately here due to the significance of the operation.

Expenditure by country

- Lebanon
- Syria



Every donation received is spent entirely on direct programme services, including staff expenses, clinic running costs and other operational costs.

More detailed reports of our financial situation can be found on the UK government website of the Charity Commission. Have a look [here](#).



Partners & Donors

Our partners, both international and local, make it possible for us to develop, offer more services, reach more individuals from both the host and refugee communities, and have a much wider impact overall.

Partners					
					
					
					
Donors					
					
					
					
					



Future Plans

Building resilience and expanding horizons

Following a year of unprecedented challenges, we have evaluated our capacity and impact. The agility and dedication we demonstrated have not only sustained us but have strengthened us. We are now committed to a crucial phase of growth: maintaining our vital presence in Lebanon while strategically using our expertise to expand operations into Syria, building a truly comprehensive and holistic approach to healthcare across both countries.

Our plans for the coming year are focused on achieving specific goals that reflect our commitment to long-term community empowerment and resilience:

1. *Continuing activities in Lebanon*

Our commitment to Lebanon and the vulnerable communities in the Bekaa Valley remains at the heart of our mission. Over the next year, we will maintain our continuous medical work, providing essential primary healthcare to those with limited access. We will also ensure the sustainability of our successful dental clinic and MHPSS programmes. Additionally, our aid and relief services will continue to address the unrelenting challenges of poverty and food insecurity.

2. *Expanding health services in Syria*

By the end of May 2026, pending a comprehensive needs assessment and successful fundraising, we aim to have established a dedicated health programme in the Rural Damascus area. This comprehensive initiative will include the provision of vital services such as physiotherapy, dental services, and livelihood support, creating a foundational structure for recovery.

3. *Behind the scenes:*

Strengthening MEAL framework & Diversifying funding sources for sustainability

By the end of 2025, we will have fully developed and implemented our MEAL tool and training programme. This represents a major step in governance, enabling a consistent and systematic approach to monitoring, reporting, and learning across all our projects in both Lebanon and Syria.

By the end of May 2026, we aim to have secured at least two new funding partners, with a particular focus on long-term project grants to support our planned expansion and organisational strengthening. Simultaneously, we will significantly strengthen our community engagement and crowdfund campaigns, focusing on several new types of engagement.



Get in Touch

We are extremely grateful for our wonderful partners, volunteers and donors, who support us in so many ways. Despite the challenges we face, we continue to work everyday toward a more just healthcare system in Lebanon and, since 2025, in Syria too. Because healthcare is a human right that no one should go without.

There are many ways you can help us to continue and expand our work. Whether you share our story, visit us or make a donation, we value all of your support.

- For more information on how to get volunteer, donate or partner with us, please visit our website: www.endlessmedicaladvantage.org/get-involved
- For media requests, please contact our Marketing & Communications Officer directly at: comms@endlessmedicaladvantage.org

Want to stay updated throughout the year?

Subscribe to our newsletter and follow us on social media.

- Newsletter: <https://endlessmedicaladvantage.us10.list-manage.com/subscribe?u=2931094634ec683cdade5adc4&id=8f4d75adad>
- Facebook: <https://www.facebook.com/EndlessMedicalAdvantage/>
- Instagram: <https://www.instagram.com/endlessmedicaladvantage/>

Thank you to everyone who gave consent for their picture to be used in this report.

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Endless Medical Advantage

Registered UK Charity Number 1194717

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Thank you for your support!

