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*With Myschoolpulse, a hospitalized child never misses a day of school*

# About Myschoolpulse

# Our Story

Myschoolpulse started after Paul Yared (12 year old) left us because of an osteosarcoma (bone cancer).

During his illness, Paul insisted on carrying on with school. That meant getting his teachers to give him private lessons at home and at hospital.

In June 2009, Paul received a stellar grade report. Sadly, his cancer was already out of control, and he passed away in the summer of 2009.



Mireille Nassif, Paul's mother, and Danièle Diab, Paul's cousin, founded Myschoolpulse in June 2010 to help sick children successfully keep up with school.

# The Reality

Paul's story is sad.

But Paul's story is inspiring.

250 children are diagnosed with cancer every year in Lebanon.

80% of children heal from cancer.

**It is key that those children don't lose one or two years of school while they undergo treatment at hospital.**



# Our Mission, Vision, and Objectives

# Our Vision and Mission



**EVERY SICK CHILD HAS THE RIGHT TO  
DREAM, LEARN, AND HOPE,  
AND PURSUE HIS/HER EDUCATION  
FOR A BETTER FUTURE.**

Myschoolpulse is a Lebanese non-profit organisation whose mission is to provide seriously ill children support for their education and their wellbeing.

# Benefits of Schooling Sick Children

- **Educational benefits:**

- ✓ Help sick children pursue their education uninterrupted to keep up with their peers, attain the next school level and reintegrate mainstream school as smoothly as possible, when they recover.



- **Psychological benefits:**

- ✓ Minimize children's feelings of exclusion from normal life while fighting their illness.
- ✓ Improve the well-being of children during their medical stay including but not limited to providing psychological support as well art therapy lessons.
- ✓ Provide financial assistance to underprivileged sick children as well as their siblings especially where the sickness put financial pressure on their families.
- ✓ Ensure reasonable financial safety for Myschoolpulse employees.

# Service Offering

Service	Description
<b>One-on-One Tutoring</b>	<ul style="list-style-type: none"> <li>• One-on-one tutoring at the child's bed when he/she is undertaking treatment in hospital.</li> <li>• Since 2020, Myschoolpulse has switched to e-tutoring to ensure the children's safety.</li> </ul>
<b>Group Classes</b>	<ul style="list-style-type: none"> <li>• Group tutoring of sick children in the same or adjacent school levels, in the hospital's school room.</li> </ul>
<b>Psychological Support</b>	<ul style="list-style-type: none"> <li>• Professional psychological support to help children live a life as normal as possible during the treatment period. This includes keeping a school focus.</li> <li>• Art therapy provides support through the arts for mental well-being.</li> </ul>
<b>Extracurricular Activities</b>	<ul style="list-style-type: none"> <li>• Individual and group activities, such as computer, logic games, story telling and arts and crafts with an art therapist.</li> </ul>
<b>Social Support</b>	<ul style="list-style-type: none"> <li>• When necessary, Myschoolpulse will extend scholarships to its students and their siblings.</li> </ul>

## Rationale and Benefits

- ✓ Ensure children keep up with their school work when they are in hospital for a long treatment period

- ✓ Ensure learning continues uninterrupted, in hospital and online
- ✓ Allow sick children to interact within a group

- ✓ Improve children's well-being

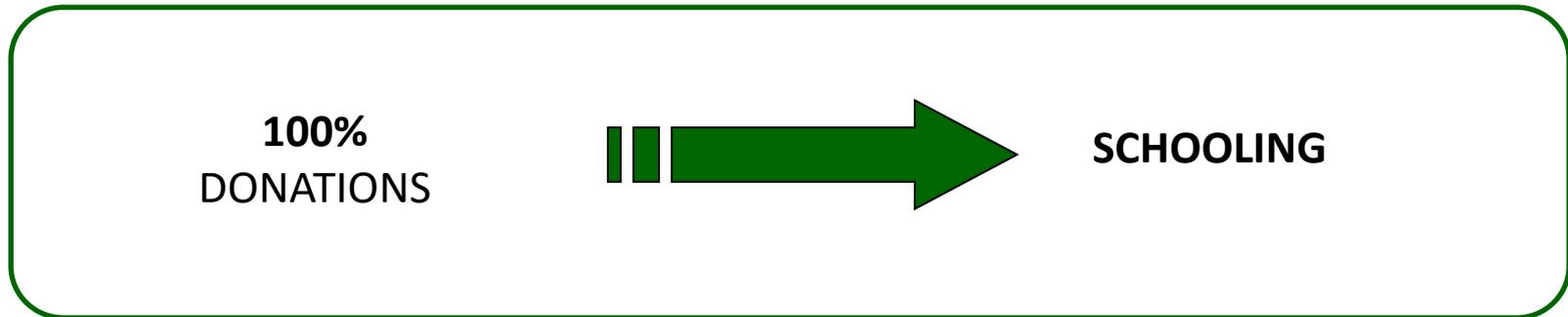
- ✓ Reduce anxiety
- ✓ Develop children's creativity
- ✓ Build self-confidence & social skills

- ✓ Medical expenses of a sick child can affect a family's financial condition and put education on the back burner

# Our Impact

# Our 100% Model

- We aim that 100% of donations go to the tutorship of sick children.
- We aim to cover 100% of operational expenses by events revenues (\*).
- We report online on our activities and audited accounts.



*(\*) 100% of operational expenses were covered by the co-founder Mireille Nassif during the first 2.5 years. On a cumulative basis from 2010 to 2020, net fundraising more than covered operating expenses by 109%.*

# Our Presence

Myschoolpulse has currently schools up and running in five hospitals in Lebanon.

DATE	MILESTONES
June 2010	Birth of Myschoolpulse.
June 2010	<b>1<sup>st</sup> School</b> at Oumnia Center ( <i>closed</i> ).
Oct. 2010	<b>2<sup>nd</sup> School</b> at the Lebanese Hospital Geitaoui.
Oct. 2011	<b>3<sup>rd</sup> School</b> at Rafic Hariri Hospital ( <i>closed</i> ).
Oct. 2012	<b>4<sup>th</sup> School</b> at Saint George Hospital University Medical Center.
Mar. 2013	<b>5<sup>th</sup> School</b> at Centre Hospitalier Notre Dame des Secours.
Mar. 2014	<b>6<sup>th</sup> School</b> at Hôtel-Dieu de France.
Mar. 2015	<b>7<sup>th</sup> School</b> at Makassed General Hospital.

# Children Schooled

Since inception, Myschoolpulse schooled 667 children, providing 32,734 hours of tutorship.

Teaching Centers	Schooled now	Cumulative
Hospital Lebanese Geitaoui	14	120
Rafic Hariri University Hospital	0	88
St-George Hospital University Medical Center	9	118
Centre Hospitalier Notre-Dame de Secours	29	131
Hôtel-Dieu de France	7	151
Makassed General Hospital	6	51
Oumnia Center	0	19
Home	1	11
<hr/> TOTAL	66	689

# Statistics

As of December 2021, we school 66 children, of which:

**100%** of children passed in June 2021.

**53%** are oncologists patients\*.

**61%** are 11 year old and below.

**77%** live outside of Beirut and Mount Lebanon.

**12%** have never gone to school.

\* Non-Oncology patients suffer from Hemodialysis and acute and chronic diseases.



# Our Teachers

Myschoolpulse employs 12 teachers. Below are the head teachers in the five hospitals.



**Nadine El Rayess  
Geitaoui**



**Manal Abi Abdallah  
Makassed**



**Gaby Abdel Karim  
Notre Dame des Secours**



**Dalal Nassif  
Hôtel Dieu de France**



**Michele Albina  
Saint George**

# Art Therapy

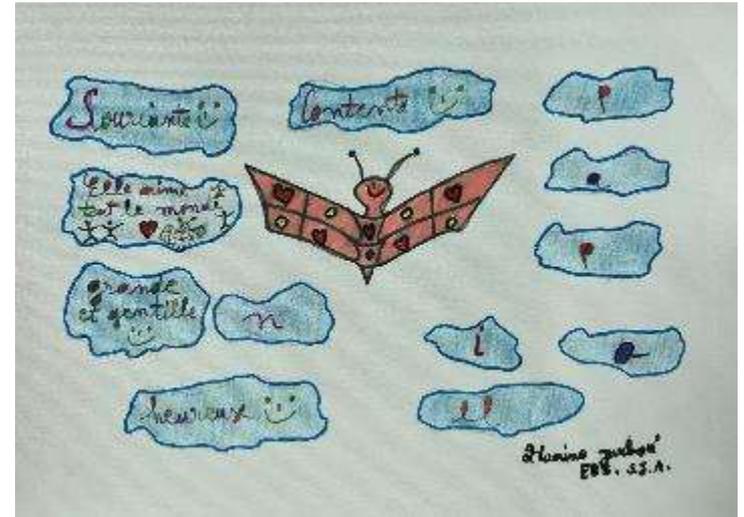
In partnership with **The Red Pencil International**, Myschoolpulse offers Art therapy sessions to improve the emotional well-being of the sick child.

Art therapy helps children:

- ✓ Express fear and worry.
- ✓ Deal with anger and frustration.
- ✓ Deal with all the physical changes.
- ✓ Communicate better with parents and siblings.
- ✓ Improve self-confidence and positive self-talk.
- ✓ Find inner strength and nurture it.

*"Gina has mood swings. She expresses her feelings through art-making that provides her a form of inner stability."*

Soraya Obeid, Art Therapist  
NDS hospital



*Art Therapy exhibition  
at Notre Dame du Secours Hospital in Jbeil*

# Testimonials

*“80% of children heal from cancer. Myschoolpulse enables them to attain the next class level as they return to mainstream school”.*

**Dr. Peter Noun, head oncologist  
Geitaoui Hospital**



*“Myschoolpulse allowed my son to forget his sickness during the lessons. This was a priceless psychological help to my kid”.*

**Parent**

Nom de l'élève: **Jean-marko Marko-Antonio SAYEGH**  
N°: **23**

Classe de: **EB3/B**  
Bilan scolaire: **2020-2021**

Matières		Contrôle			Moyenne
		Contr 1	Contr 2	Contr 3	Moy Contr
<b>Education Religieuse</b>	<b>10</b>				
<b>Français</b>	<b>80</b>	<b>69.00</b>	<b>69.50</b>	<b>67.50</b>	<b>68.67</b>
Comp. et Exp. Orales	20	15.50	15.50	16.00	15.67
Comp. de l'écrit	20	17.00	17.00	16.00	16.67
Conn. de la langue	20	20.00	20.00	19.50	19.83
Expression Ecrite	20	16.50	17.00	16.00	16.50
<b>Arabe</b>	<b>80</b>	<b>69.00</b>	<b>70.00</b>	<b>70.50</b>	<b>69.83</b>
Comp. et Exp. Orales	20	15.50	16.00	16.00	15.83
Comp. de l'écrit	20	18.00	18.00	17.50	17.83
Conn. de la Langue	20	20.00	19.00	20.00	19.67
Expression Ecrite	20	15.50	17.00	17.00	16.50
<b>Anglais</b>	<b>20</b>	<b>18.50</b>	<b>18.00</b>	<b>16.00</b>	<b>17.50</b>
<b>Matières Scientifiques</b>	<b>50</b>	<b>43.25</b>	<b>46.00</b>	<b>48.00</b>	<b>45.75</b>
Mathématiques	30	23.25	27.00	30.00	26.75
Sciences	20	20.00	19.00	18.00	19.00
<b>Sciences Sociales</b>	<b>20</b>	<b>19.00</b>	<b>20.00</b>	<b>20.00</b>	<b>19.67</b>
Education Civique	10	09.00	10.00	10.00	09.67
Géographie	10	10.00	10.00	10.00	10.00
<b>Activités</b>	<b>25</b>				
Informatique	10				
Education Sportive	5				
Education Musicale	5				
Education Artistique	5				
<b>Vie Scolaire</b>	<b>19</b>	<b>09.00</b>	<b>10.00</b>	<b>10.00</b>	<b>09.67</b>
<b>Total général</b>	<b>260</b>	<b>227.75</b>	<b>233.50</b>	<b>232.00</b>	<b>231.09</b>
<b>Moyenne Générale</b>	<b>20</b>	<b>17.52</b>	<b>17.96</b>	<b>17.85</b>	<b>17.78</b>
Jours d'absence	--				

Nom de l'élève: <b>Jean-marko Marko-Antonio SAYEGH</b>	Date: <b>09/07/2021</b>
Appréciations: Admis(s)e en EB4.	Classe de: <b>EB3/B</b>
	Signature des parents

Couper à rendre à la direction dans un délai de trois jours

# Chemotherapy Fund in 2020

## Cancer treatment medication (*one-off action post explosion*)

The 4 August 2020 explosion in Beirut destroyed two main hospitals in which Myschoolpulse operates, interrupting the treatment of 120 children. The blast also destroyed the stockpiles of medicine in St-George Hospital.

In agreement with its top donors, Myschoolpulse immediately pledged USD 100'000 to buy chemotherapy medications, enabling children to continue their treatment one week after the blast.

This initiative was a one-off action in 2020 given the exceptional circumstances Lebanon went through.

Our focus is and will remain our main mission, school in hospitals.

# Initiatives beyond 2021

## Scaling up operations in Lebanon

- ✓ Expand tutoring in hospitals, if and when required, by hiring more teachers.
- ✓ Expand e-learning in all hospitals and from home while the pandemic lasts.
- ✓ Offer Art Therapy sessions in all hospitals.
- ✓ Expand operations to other hospitals in Lebanon.

## A holistic approach

- ✓ Improve the well-being of children during their medical stay including but not limited to providing psychological support as well art therapy lessons.
- ✓ Provide financial assistance to underprivileged sick children as well as their siblings especially where the sickness put financial pressure on their families. Indeed, education might become the sole long-term victim of a disease.
- ✓ Ensure reasonable financial safety for Myschoolpulse employees.

# Fundraising Events

# Yearly Fundraising Events

## Pulse 5K & 1K



It is our major fundraising event in the year, started in 2010, and gathering 2'000 participants each August. There are 2 races (5K & 1K) with various age categories, and a 5K fun run.

The event is organized in partnership with Faqra Club, Beirut Marathon Association and The Lebanese Athletics Federation.

# Other Fundraising Events

## Concerts



Concerts were organized in London and Beirut to exclusively fundraise for Myschoolpulse.

## Sports day



Sports day for Myschoolpulse was organized by L'Ecole Bilingue at Saint Mary's Terrace in London.

# Crowd Fundraising

Myschoolpulse has developed a fundraising platform on:

[www.myschoolpulsefundraising.com](http://www.myschoolpulsefundraising.com)

- It allows anyone to help raise funds for sick children, anytime and anywhere.
- Fundraising feels great and can be a joint activity with colleagues, friends or family.
- You can fundraise for many events (run, graduation, wedding, birthday, concert).
- It's easy, fun, and takes 2mns to create your own page online. You then shares the page link to your contacts who may sponsor you by paying online.



*Farid Habib fundraised for Myschoolpulse at :*

- 1) *The Zurich Ironman 5150 Triathlon (July 18, 2015)*
- 2) *The Ironman Mallorca (Sep 26, 2015)*

*Total amount raised:  
**Over \$10,000***



*Micky Chebli fundraised for Myschoolpulse by cycling from Paris to Beirut in May 2016.*

*Total amount raised:  
**Over \$45,000***

# Our Team

# Our Board of Directors



## **Mireille Nassif** - Co-Founder & President

Mireille is the co-founder of Myschoolpulse, a foundation created in memory of her son Paul. She works at UBP Geneva, previously at Credit Suisse Geneva, Brevan Howard and BNP Paribas in London. She holds a Masters in Business Administration from the Sloan School of Management (MIT).



## **Daniele Diab** - Co-Founder & Vice-President

Daniele is the co-founder of Myschoolpulse. She works at Morgan Stanley, in New York. She holds bachelor degrees in mathematics and economics from the Massachusetts Institute of Technology (MIT) and a Masters in Business Administration from Harvard Business School (HBS).



## **Philippe Yared**

Philippe is Paul's father. He holds a BA in economics from AUB and a Masters in Business Administration from Concordia University.



## **Dr. Aimee Karam**

Aimee is a professional psychologist and heads the department of PSS at St. Georges hospital in Beirut.

## Our Team - Most are volunteers



**Mireille Nassif**

[mireille.nassif@myschoolpulse.com](mailto:mireille.nassif@myschoolpulse.com)

Volunteer

Treasury, fundraising, management.



**Nathalie Diab**

[nathaliediab@hotmail.com](mailto:nathaliediab@hotmail.com)

Volunteer

Fundraising



**Daniele Diab**

[daniele.diab@myschoolpulse.com](mailto:daniele.diab@myschoolpulse.com)

Volunteer

Development, fundraising, communication.



**Lara Hage**

[lara.hage@myschoolpulse.com](mailto:lara.hage@myschoolpulse.com)

Volunteer

Deputy Manager



**Philippe Yared**

[phyared@gmail.com](mailto:phyared@gmail.com)

Volunteer

Strategy, communication



**Josiane Deghel**

[Josiane.deghel@myschoolpulse.com](mailto:Josiane.deghel@myschoolpulse.com)

Employee

Financial Aid Coordinator

Accounting Manager

Digital learning support

Website Manager

## Our Team (Cont'd)



**Monique Saikali**

[monique.saikali@myschoolpulse.com](mailto:monique.saikali@myschoolpulse.com)

Employee

Event & Fundraising Manager, Hospital Coordinator

# Contact information

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**Telephone:** +961 70 115475



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