



مؤسسة الملكة رانيا

QUEEN RANIA FOUNDATION

# 2025 IMPACT REPORT

QUEEN RANIA FOUNDATION

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**"We must do better for all our children. Every girl and every boy at every age. It's their right and our responsibility."**

**Rania Al Abdullah**



# EDU- CAT- ION



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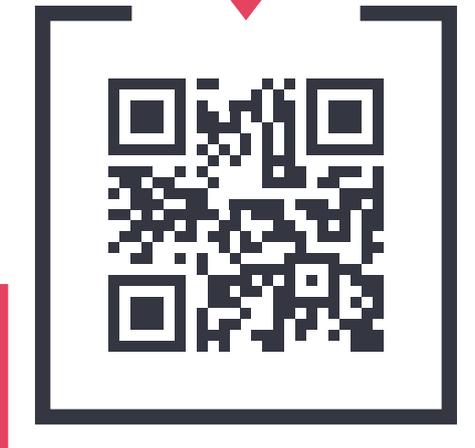
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**This document is available in a digital, interactive format and includes QR codes throughout that can be scanned to access additional videos and online resources.**

## Dear friends and partners,

This past year, we carried forward the momentum of our past achievements with renewed conviction and deeper purpose. At the Queen Rania Foundation, we remain dedicated to our belief: every child deserves the opportunity to discover the joy and power of reading. Literacy is not just a skill; it is a gateway to curiosity, confidence, and lifelong learning.

Across Jordan and the region, our programs continued to open doors to language, books, and meaningful learning. With every library corner built, every book shared, and every conversation sparked between a parent and child, we drew closer to our vision: for every child to read fluently in Arabic, with comprehension.

This year, we also took a thoughtful look inward; assessing our impact and sharpening our focus. We expanded our reach, deepened our evidence base, and strengthened our commitment to fostering a love of reading in homes, classrooms, and communities. At every level of the system, our work is now more grounded than ever in evidence that drives smarter, more effective decisions.

Our flagship program, **Iqrani**, exemplifies this spirit. In 2025, it supported over 12,700 parents and distributed more than 30,000 books, helping families nurture reading habits from the earliest years. Iqrani's global recognition as a WISE Prize second-place winner, selected from over 420 EdTech initiatives, reaffirmed its potential and promise.

In schools across the country, our **Read** program continued to reimagine what a library can be. By the end of 2025, we had established 80 school libraries, creating spaces where over 40,000 students explore stories, grow their skills, and feed their imaginations. We also established 360 classroom reading corners and a mobile library model—ensuring that books are within every child's reach, every day.

Through our **Parent Education Program**, over 30,000 parents received practical, trusted guidance—empowering them in their essential role as their child's first teacher. With the help of digital tools and trained educators, we are seeing more parents take an active role in their children's learning journeys.

And at the heart of everything we do lies our commitment to learning—not just for students, but for the system itself. Through partnerships with researchers, educators, and decision makers, we continue to generate knowledge and insights that guide impactful, evidence-based decisions.

Thank you for walking alongside us. Together, we are nurturing a generation of readers, building not only stronger learners, but a stronger, more resilient Jordan.



With gratitude,  
**Bassem Saad**  
CEO, Queen Rania Foundation

A handwritten signature in blue ink, consisting of stylized initials 'BS' followed by a long horizontal stroke.

# OVERVIEW

At the Queen Rania Foundation (QRF), our vision is clear: **Every child in Jordan and the Arab world reading fluently in Arabic with comprehension.**

To bring this vision to reality, we focus on identifying gaps, designing scalable solutions, and generating rigorous evidence to guide decision-making inside and outside the classroom.

To bring this vision to life, we focus on identifying educational gaps, designing effective solutions, and generating high-quality evidence to guide better decisions—inside classrooms and beyond.

Through strong local partnerships and global collaboration, we use **innovation, behavioral insights, and rigorous research** to develop scalable, high-impact interventions.

We recognize that the journey to literacy begins long before a child enters the classroom—and continues far beyond it. That’s why our work follows a holistic path:

- **Starting Early, at Home** – We empower parents with the tools and confidence to support their children’s learning from the earliest years. Iqrabi, our national behavior change program, supports thousands of families in building strong literacy habits through book distribution, digital engagement, and storytelling routines.
- **Growing in School** – We work with educators and schools to bring books and reading to life in the classroom. Through the Read program, we’ve established school and classroom libraries, mobile reading models, and professional development to help create vibrant, literacy-rich environments.
- **Scaling with Evidence** – We partner with leading institutions to conduct research that drives stronger educational decisions and practice. We are committed to generating insights that strengthen learning outcomes at scale.

The following pages spotlight some of these efforts—illustrating how, together, we are building a generation of confident readers, lifelong learners, and hopeful futures.

# **BELIEF**

EVERY CHILD IN JORDAN AND THE ARAB WORLD  
DESERVES A QUALITY EDUCATION.

# **MISSION**

WE IDENTIFY EDUCATIONAL GAPS, DESIGN SOLUTIONS,  
AND PROVIDE DATA AND EVIDENCE FOR  
DECISION-MAKING IN AND BEYOND THE CLASSROOM.

# **VISION**

EVERY CHILD IS READING FLUENTLY IN  
ARABIC WITH COMPREHENSION.

# **VALUES**

COLLABORATION \* TRUST \* INNOVATION  
EXCELLENCE \* EMPOWERMENT





# **AN OVERVIEW OF OUR WORK**



# IQRALI

## GROWING A NATIONAL MOVEMENT FOR EARLY LITERACY

In 2025, Iqrali continued to establish itself as one of Jordan's leading early literacy interventions—supporting parents to become active participants in their children's learning journey. Designed as a national behavior change program, Iqrali promotes simple but powerful daily habits like reading, talking, and storytelling with young children.

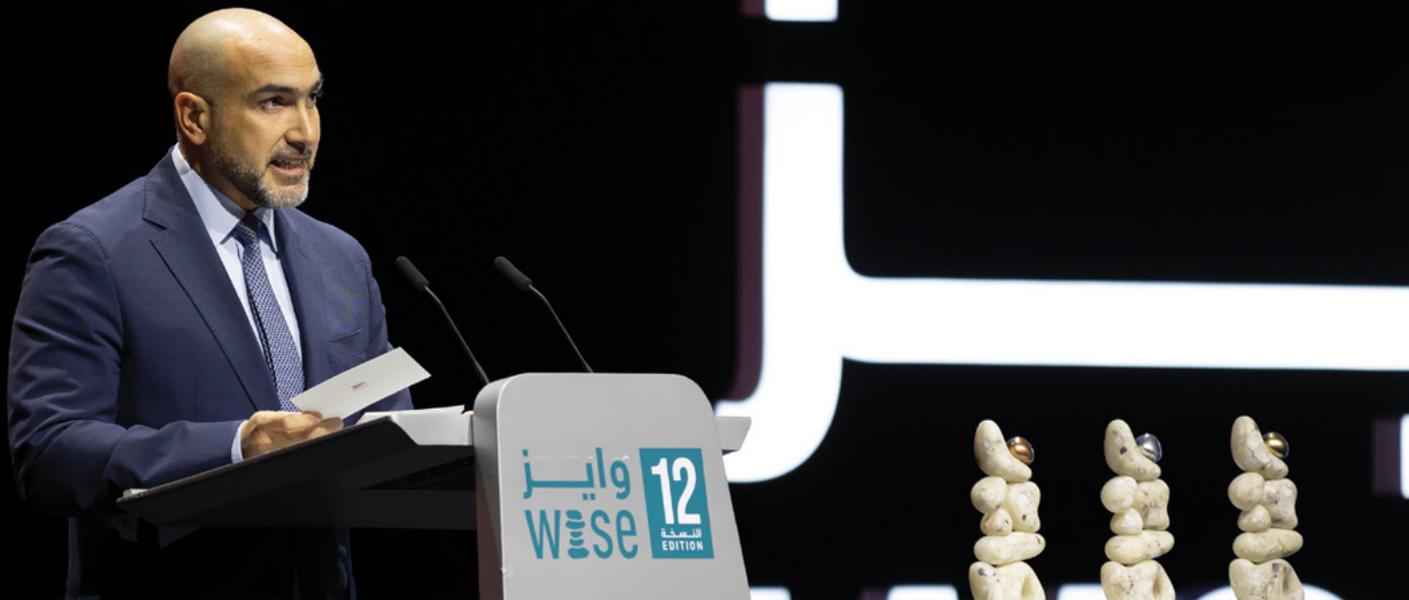
This year marked a major step forward as **Aqaba became the first governorate to host a full-scale rollout** of the program. A pilot phase was launched in five health centers, embedding Iqrali's messaging and book distribution within routine vaccination visits. This innovative integration brings literacy support directly to families at critical moments in a child's development, setting the stage for wider scale-up in the coming year.

Our reach also grew through key strategic collaborations. A new collaboration with UNICEF enables Iqrali to be embedded within Makani, a well-established national parenting program. This integration opens the door to reaching thousands more families across the Kingdom with consistent, evidence-based literacy support.

With over **12,700 parents reached** and more than **30,000 books distributed** in 2025 alone, Iqrali continues to grow as a national movement—fostering stronger learning environments in homes across Jordan.



Full Story  
on WISE  
Prize



## **IQRALI WINS WISE PRIZE FOR INNOVATION IN EDUCATION**

The Queen Rania Foundation proudly received second place at the 2025 WISE Prize for Education for its innovative early literacy initiative, Iqrali. This recognition celebrates the program's impact in helping parents across Jordan and the region foster strong reading habits with their children from birth to age six.

"Iqrali," which means "Read to Me," is a behavior change program designed to support parents in reading regularly with their children aged 0 to 6. At its core is the Iqrali app, a free Arabic-language digital platform offering age-appropriate books, interactive tips, and an AI-powered assistant.

The Iqrali AI-Assistant is one of the app's most innovative features. It uses the child's name, age, and interests to generate unique personalized stories for each child. These stories help children see themselves in the content they read, bringing joy, excitement, and emotional connection while encouraging a lifelong love of reading. The AI assistant serves as a guide for parents, suggesting reading activities, offering tips, and answering their questions on everything related to reading and literacy learning.

The impact is already visible: %52 of participating parents began reading with their children after engaging with Iqrali, demonstrating the program's potential to transform home learning environments.

QRF also brings innovation to unexpected spaces, such as vaccine centers, where parents are gifted Arabic storybooks and encouraged to set simple reading goals during routine health visits. By meeting families where they are, Iqrali embeds literacy into everyday life in ways that are natural, sustainable, and deeply human.

The recognition at WISE reflects the global relevance and promise of Iqrali's work. The World Innovation Summit for Education (WISE), established by Qatar Foundation, is one of the world's most influential platforms for championing bold, evidence-based solutions to educational challenges. The WISE Prize honors initiatives that demonstrate innovation, impact, and scalability, selecting finalists from over 400 projects worldwide.

At the 12th WISE Summit held in Doha in November 2025, QRF stood among leading global education innovators, sharing its vision to ensure that every child grows up with the joy and power of reading—starting from the very first years of life.

# IQRALI IMPACT IN NUMBERS

**SINCE THE START OF IQRALI PROGRAM:**

**32K**

books  
distributed  
to families

**52%**

parents started reading  
after IqrAli program

**3**

governorates:  
Balqa, Irbid,  
and Aqaba

**15K+**

children  
reached



**48%**

of parents reported building a routine for reading with their children

**40%**

of parents reported improved reading frequency compared to before the intervention

**26K+**

stories read on the Iqrالي platform

# READ!

The Read program continues to grow, reaching more schools across Jordan each year. At its core, the program delivers on its promise to transform school libraries into vibrant hubs for reading and learning.

Working with hundreds of schools, we have renovated libraries and reading corners, revitalizing their infrastructure, redesigning their spaces, equipping them with diverse collections of books, and providing training for librarians and teachers to sustain meaningful reading experiences.

## Read Models:

**Full-Scale Libraries:** Comprehensive libraries fully equipped with diverse book collections and comfortable reading spaces that inspire students to explore and learn.

**Classroom Reading Corners:** Cozy reading corners created within classrooms, stocked with a curated selection of books to make reading an everyday experience.

**Mobile Libraries:** Portable systems that bring books to schools and communities, especially in underserved areas, ensuring that every child has access to reading opportunities.

Classroom Reading Corners



Full-Scale Libraries

Before and After Image



# READ! IMPACT IN NUMBERS

**112K+**

books distributed,  
with over 247,000  
book checkouts  
recorded

**83K**

book copies  
supplied to  
schools

**370**

reading  
corners  
established

**55K**

students  
directly  
reached

**141**

schools engaged  
across all  
program models

**80**

school  
libraries  
renovated

**9**

governorates:  
Amman, Balqa,  
Jerash, Ajloun,  
Madaba, Karak,  
Tafileh, Ma'an,  
and Aqaba

# READ! STORIES

**Princes Rahma Bint  
Al Hasan School  
(Amman)**



Video

**Kadijah Bint  
Khwaitid School  
(Karak)**



Video

**Kufranjah School  
(Ajloun)**



Video

**How Educators  
Viewed READ!**



Video





# PARENT EDUCATION PROGRAM

The Parent Education Program is an innovative initiative designed to empower parents of children from birth to age five with the tools and knowledge to nurture their child's early learning and development. Rooted in the globally recognized Early Years Foundation Stage (EYFS) framework, the program offers practical, interactive guidance to help parents support essential developmental milestones at home.

We strengthened our commitment to improving completion rates through two dynamic delivery models:

## **Self-Led Chatbot Experience:**

Delivered via WhatsApp, this model enables parents to engage with the content at their own pace, fostering flexibility and accessibility.

## **Guided WhatsApp Groups:**

Led by 36 trained educators from the Ministry of Islamic Affairs, these groups offer structured learning, ongoing support, and a sense of community among participants.



# PARENT EDUCATION PROGRAM IN NUMBERS

**14K+**

mothers  
completed  
courses

**36K**

total  
registrants

**750K**

followers  
on Facebook

Video



facebook

"I encourage every parent to join the program and learn more effective ways to support and connect with their children."

"It's an opportunity for all mothers to understand their children more."

Testimonials from Educators



At the Queen Rania Foundation, we believe that effective solutions must be rooted in strong evidence. Through our research portfolio, we aim to uncover what works in education, especially in Arabic literacy, and ensure that data and insights directly inform how education decisions are shaped, programs are designed, and classrooms are transformed.

In 2025, we expanded our efforts to generate high-quality, context-specific evidence through strategic research partnerships. These include our ongoing partnership in the Education Research in Conflict and Protracted Crisis (ERICC) initiative, where we are guiding national studies in Jordan, and our participation in the Brookings Institution's Network for Education Systems Transformation, focused on transforming education systems for holistic learning.

These and other initiatives help ensure that decisions in and beyond the classroom are guided by what children truly need to learn, grow, and thrive.

# RESEARCH PROJECTS

# EDUCATION RESEARCH IN CONFLICT AND PROTRACTED CRISIS (ERICC)

As the Jordan lead for the Education Research in Conflict and Protracted Crisis (ERICC) program, QRF continued to support the Ministry of Education through a series of evidence-focused studies and policy engagements. In early 2025, QRF held a national dissemination event for two completed studies—one on temporary contract teachers and another on students at risk of dropping out—and later convened a two-day policy dialogue on Syrian refugee education, which drew strong participation from MoE officials and development partners and further reinforced QRF’s reputation as a trusted, evidence-driven institution. During Q4, QRF completed quantitative data collection for the multi-country “Pathways for Learning” study across 80 schools in Amman, Irbid, Mafraq, and refugee camps, surveying nearly 7,500 students, 800 teachers, and interviewing 80 principals.

QRF also contributed to the consortium’s wider dissemination efforts by participating in an INEE/ERICC knowledge-sharing workshop in London, presenting findings to FCDO teams globally, submitting two abstracts to the 2026 CIES Conference, and providing editorial support to ERICC partners.

# NETWORK FOR EDUCATION SYSTEMS TRANSFORMATION (NEST) LED BY THE BROOKINGS INSTITUTION

As part of the Network for Education Systems Transformation (NEST), a global coalition advancing holistic learning, QRF completed Jordan’s Phase I research, examining the new Arabic curriculum and its role in supporting a broad set of student skills. The findings were launched alongside NEST partners at a UN General Assembly side event led by the Brookings Institution, highlighting shared lessons from ten participating countries.

Building on this work, QRF began Phase II research focused on youth agency in education, in collaboration with partners from Malawi and Pakistan. To ensure the study reflects lived realities, QRF established a youth advisory group that is contributing to the design, analysis, and communication of the research, helping shape more meaningful and youth-centered insights.



# PRACTICE GUIDES AND RESOURCES

This year, we published a range of practice guides and resources offering educators and education researchers high-quality, practical support. Our teaching and learning toolkits translate research insights into actionable guidance, enabling evidence-based decision-making in Jordan and across the region. All materials are aligned with global standards and informed by prior research.

## THE TEACHING AND LEARNING TOOLKIT

The Teaching and Learning Toolkit offers a concise and accessible summary of education research. It is designed to support teachers, school leaders, and policymakers in making informed decisions to improve learning outcomes, particularly for disadvantaged children and youth.

The Toolkit highlights 30 approaches to enhancing teaching and learning, with each approach summarized in terms of:

- Average impact on student attainment
- Associated costs
- Strength and reliability of the supporting evidence

## PRACTICE GUIDES

Practice Guides provide practical, research-informed strategies to help educators improve classroom teaching and enrich student learning experiences. Drawing on the latest educational research and global best practices, these guides equip teachers with tools and approaches to create effective, engaging, and impactful learning environments.

- **Metacognition and Self-Regulation Guide**

The topic of metacognition and self-regulation has received considerable attention in contemporary educational research and literature. Although its implementation cost is relatively low compared to its significant impact—as supported by extensive studies and large-scale evidence—it often appears challenging to apply effectively in classroom settings.



This guide aims to support teachers and educators in exploring key questions while offering actionable, evidence-based recommendations grounded in credible research. It equips them with practical tools to effectively embed metacognitive and self-regulation skills within their classrooms, enhancing both teaching and learning outcomes.

- **Summative Pilot Evaluation Report – Let’s Read Fluently!**

Let’s Read Fluently! (LRF!) is an evidence-based literacy intervention that strengthens Arabic reading skills through a structured, phonics-based approach developed by cognitive psychologist Dr. Helen Abadzi.

In 2025, QRF released the summative report for the LRF program, capturing findings from two pilot evaluations conducted between 2021 and 2024. The report provides key insights into the program’s effectiveness, lessons learned from implementation, and recommendations to inform future literacy interventions across the region.



PDF

- **Transforming Earliest Years Literacy Programs – A Guide for Evidence-Informed Strategies, Collaborative Partnerships, and Sustainable Impact**

This guide turns Iqrali’s experience into a simple five-step checklist for using evidence effectively, included in the annex. It helps organizations plan, run, and improve their literacy programs while continuing to learn and adapt.

The appendix also includes extra tools and templates to support this process. Designed for those implementing evidence-based and culturally responsive strategies, the guide helps organizations create practical, locally relevant approaches that support parents, strengthen children’s reading skills, and build lasting learning opportunities.



PDF

# **BUILDING GLOBAL CONNECTIONS - EDUCATION NETWORKS**

At QRF, we collaborate closely with global education networks, leveraging these partnerships to enhance the impact of data and insights on education both regionally and worldwide. Our work focuses on contextualizing and localizing global initiatives, supporting the broader movement to advance education systems.



**BROOKINGS**



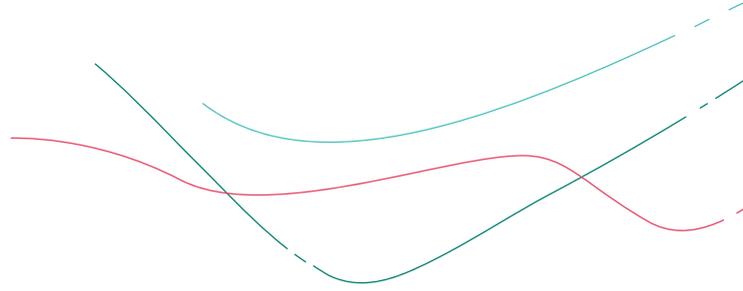


# **EVENTS AND CONFERENCES**



# WORLD LITERACY SUMMIT UK

April 6



QRF presented at the World Literacy Summit in the UK, World's largest gathering of international literacy specialists, NGO leaders, researchers, academics, literacy entrepreneurs, education companies, publishers, practitioners, and government representatives. QRF presented the Read program, in partnership with Room to Read, which supports Arabic literacy through school libraries, teacher training, and access to age-appropriate books for students in grades 1 to 6. In a separate panel, QRF shared its national behavior change campaign Iqrali, which promotes early literacy by encouraging parents to read and talk with their children from birth. Both programs reflect QRF's focus on improving Arabic literacy at home and in schools.

## TRANSFORMING EARLIEST YEARS: A GUIDE FOR EVIDENCE-INFORMED STRATEGIES, COLLABORATIVE PARTNERSHIPS, AND SUSTAINABLE IMPACT

28 May



launched a new practical resource titled Transforming Earliest Years: A Guide for Evidence-Informed Strategies, Collaborative Partnerships, and Sustainable Impact. This guide is designed to help organizations improve early literacy programs through actionable strategies grounded in evidence and experience.

Based on the work of QRF's flagship early childhood initiative, Iqrali, the guide provides a clear, five-step framework for designing, implementing, and refining literacy programs. It emphasizes the use of real-world data and continuous learning to ensure programs are responsive and effective.

# UNITED NATIONS GENERAL ASSEMBLY SIDE EVENTS

September 24



Strengthening QRF's global presence and international relevance, we participated in this year's United Nations General Assembly (UNGA) in New York—an influential global convening that brings together world leaders and partners to shape priorities across development and education. On September 24, QRF co-hosted a session with the Brookings Institution on “Pathways to Scale for Early Years Interventions,”

providing an opportunity to present Iqrali alongside sector experts, including a representative from the LEGO Foundation.

QRF also joined a panel convened by Room to Read, which brought together leaders across philanthropy, foundations, and the private sector to ask a bold question: How can private philanthropy drive lasting, systemic change in education and support quality learning at scale?

## WISE 12TH EDITION

23 Nov



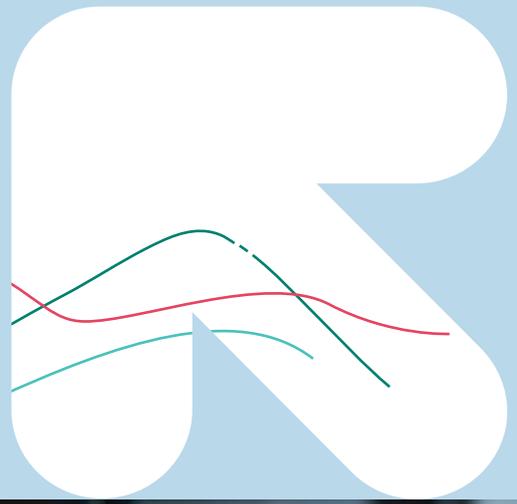
At the 2025 WISE Summit, held in November, QRF was awarded second place for its national early literacy initiative, “Iqrali,” an achievement that places Jordan at the forefront of global educational innovation.

QRF's recognition at WISE is not only a moment of pride for Jordan, but also a powerful reminder that ambitious, evidence-based, and locally rooted solutions can gain global relevance. As education systems around the world navigate how to balance innovation with equity, Iqrali shows what is possible when we put families, research, and local context at the center of learning.



The Yidan Prize is one of the world's leading education awards and platforms, convening global education leaders, researchers, and practitioners to share evidence and scale what works. QRF participated in a panel focused on cultivating leaders at every level and exploring the challenges and opportunities that drive meaningful transformation in education. Challenging traditional, hierarchical notions of leadership. In the panel, QRF CEO Bassem Saad emphasized that leadership is not confined to titles or authority—it is often demonstrated through the everyday actions of teachers, parents, and students. He also underscored the importance of recognizing and supporting individuals who show initiative and positive influence, even without formal roles.

# EDRAAK - REACHING **10** MILLION LEARNERS



Founded in 2014 by Her Majesty Queen Rania Al Abdullah, Edraak was built on the belief that education is a right for all, not a privilege for a few. Since then, it has worked to break social and economic barriers by making high-quality learning accessible in Arabic.

In 2025, Edraak celebrates a major milestone – 10 million learners who have joined the platform, each representing a unique story of curiosity, growth, and opportunity.

**Read more about this in Edraak's 2025 Impact Report**



PDF

## EDRAAK'S 2025 HIGHLIGHTS



**Digital and Technical Skills for Palestinian Youth:** In partnership with Gaza Sky Geeks, Edraak launched new courses to equip Palestinian youth with advanced digital and technical skills, linking education to employability and supporting a resilient, future-ready workforce.



**AI training specialisation With Crescent Petroleum:** Crescent Petroleum partnered with Edraak to develop an AI training specialization that will equip young people with practical workplace AI skills. Building on the success of the Career Compass Pathway, which has reached 1.3 million learners across the Arab world, the programme will offer four online courses delivered through Edraak's platform.



**Financial Literacy Specialization:** In collaboration with Capital Bank of Jordan, Edraak launched the Fundamental Financial Skills Specialization, a three-course series covering money management, investment basics, and FinTech. The program includes live sessions with finance experts and an in-person workshop to deepen learners' understanding, continuing into 2026.

# EDRAAK IMPACT IN NUMBERS

**10 MILLION+**  
registered users

**26.5 MILLION**  
total course enrolments

**300+**  
courses offered

**47% MALE**  
**53% FEMALE**  
learner gender distribution

إدراك  
EDRAAK

إدراك  
EDRAAK



# OUR PARTNERS AND SUPPORTERS

At QRF, we are honored to work alongside passionate partners who share our belief in the transformative power of education. Together, we are building stronger foundations for lifelong learning—strengthening early childhood development and advancing Arabic literacy as essential pathways to a brighter future.

By expanding access to meaningful learning opportunities, we empower children to unlock their potential—equipping them with the tools to thrive, lead, and shape the world around them.

As we celebrate a decade of impact, we remain deeply committed to fostering dialogue, championing innovation, and amplifying our reach. We are excited to continue this journey hand in hand with our partners—creating lasting change for children, families, and educators across Jordan and the region.

## **TRANSFORMATIONAL PARTNERS AND SUPPORTERS**

- HH Sheikh Mohammed Bin Zayed Al Nahyan
- Abu Dhabi Fund for Development
- Arab Bank
- Arab Potash Company
- Google
- Hikma
- Jack Ma Foundation

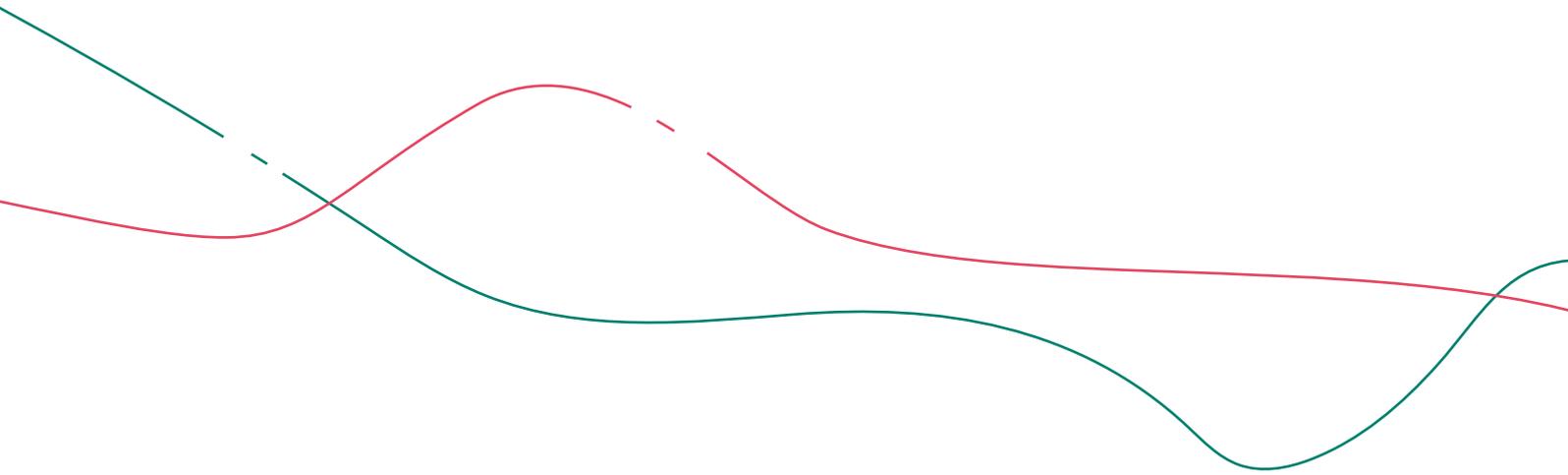
## **STRATEGIC PARTNERS**

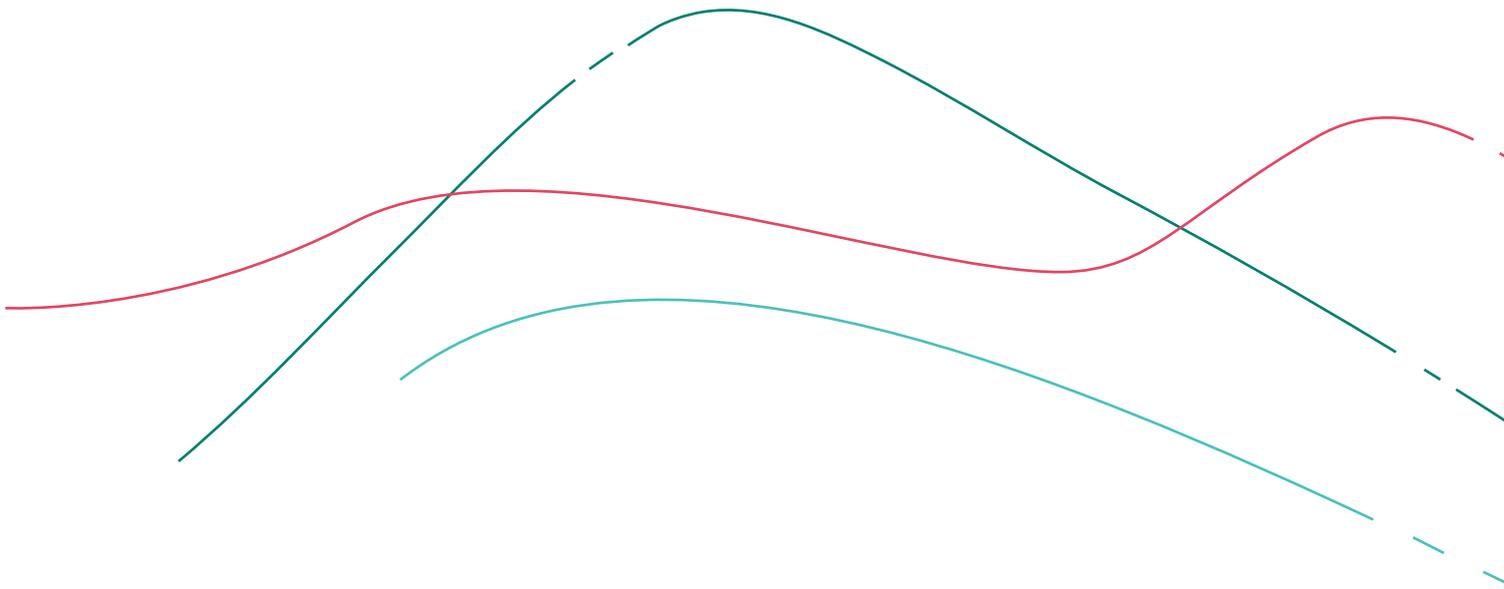
- ABC Bank
- Aqaba Container Terminal
- Aqaba Development Corporation
- Bank Al Etihad
- Bank of Jordan
- Brookings Institution
- Capital Bank
- Crescent Petroleum
- Darwazah Foundation
- Education Endowment Foundation
- Foreign, Commonwealth & Development Office
- German Development Agency (GIZ)
- International Academy Amman
- International Rescue Committee
- Jordan Ahli Bank
- Jordan Phosphate Mines Company
- Kemapco
- Prof. Mamoun Alhamadsheh and Dr. Shuchi Gupta
- The Levant Foundation
- Van Leer Foundation
- World Bank
- World Innovation Summit for Education (WISE)





***THANK YOU***





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