

# Transforming Educational Landscapes



"THE WORLD WAITS FOR  
NO ONE - THOSE WHO DO  
NOT LEARN AND EVOLVE  
CAN STUMBLE AND  
OFTEN FALL".



# OUR VISION

In a world of disruption and of reconfigurations of the tried and tested, providing youngsters with an education that interweaves skills, knowledge, wellbeing, legacies and future preparedness, is the only sure step that can transform the educational landscape of today.

Al Futtaim Education Foundation was set up to support the UAE government in achieving its Centennial Vision, which has education at its very core, and to put schooling, as the world has known it, onto a redefined trajectory.

Through investing thought, time, physical and financial resources, in addition to decades of business expertise into our existing portfolio of successful and prestigious schools in Dubai, Al Futtaim Education Foundation will move forward by consolidating its position as a key player within the UAE education scene.

Our vision is punctuated by the three guiding principles for Al Futtaim Education Foundation; Legacy, Community and Future.

We are passionate about education and committed to providing the necessary tools to as many of our children as possible, to prepare them for a bright and productive future.

**Omar A. Al Futtaim**  
Chairman  
Al Futtaim Education Foundation



# OUR IMPACT

Al Futtaim Education Foundation is strategically focused on expanding its social and educational footprints in the UAE, the region and beyond. We are proud of our existing schools and of the education that they have provided to more than 40,000 alumni over nearly two decades. Looking ahead, the next phase in the development of the Foundation will see the opening of the first truly bilingual early childhood education centre in Dubai. Jusoor Bilingual ECC is set to open in 2023 and will provide a unique educational programme in Arabic and English that will capitalise on the research, teaching tools and ground-breaking resources developed by our Centre for Excellence in Arabic. The Foundation is also planning expansion outside the UAE, with a new school set to open in 2025.

We are also looking to extend our offerings that prepare students for a nebulous future job market. Our collaboration with the School of Humanity and other avantgarde education entities would certainly be a key driver in the Foundation's journey from this point onwards. Al Futtaim Education Foundation believes in disruption as the only sure approach to the longevity of any endeavour. Therefore, the Foundation will continue to work in close partnership with likeminded organisations whose mission is to bring about a paradigm change to the educational landscape.

Our experiential learning programme, the first of its kind in terms of scale and substance, will continue to grow as we offer more school-aged students the opportunity to experience working life through placements at the diverse and varied businesses within Al-Futtaim Group. The programme has been augmented year on year and now includes psychometric testing and guidance to raise students' self-awareness and support them in making/validating higher education and career choices.

Corporate social responsibility and pro bono projects are quintessential to the Foundation's identity. As we develop our existing scholarship programmes and extend their reach, we hope to support more Emirati nationals and exceptionally talented students from expatriate families to receive the world-class education that our schools offer. We are proud to have recently signed, in partnership with Al Futtaim Group, an agreement with the world-renowned Paris II Panthéon-Assass University to grant 20 scholarships to Emirati and expatriate students looking to pursue the Bachelor of Laws (LLB) programme.

The Foundation will continue to bridge the gap between potential and opportunity by making a number of special scholarships available to meritorious underprivileged refugee children. We are also proud to have partnered with World Class Scholars, a classroom without borders initiative, to engage our students in cross-cultural dialogue through joint online lessons with peers across the globe. This partnership was launched and piloted at Expo 2020 Dubai and will soon relocate and re-launch as an Expo 2020 legacy initiative.

Al Futtaim Education Foundation is proud to have you as partners in its journey of giving back to the community.

## **Fadi Hammadeh**

Board Member - Al Futtaim Education Foundation

Chairman - Deira International School & Universal American School



# OUR FUTURE

Al Futtaim Education Foundation is invested in the future. We realise that humanity has taken massive strides in recent years, and we have seen exponential growth in multiple areas of our lives, particularly in communication and technology.

There are many things around us today that would have appeared inconceivable only a few decades ago. As such, it is almost impossible to sketch out the future with clear details. Therefore, in order to equip young people with the tools that can support them succeed in a world that we cannot claim we know for certain, Al Futtaim Education Foundation believes in an education rooted in skills.

We do not see future preparedness as an outcome of academics alone; the mindsets that we cultivate, the focus on wellbeing, the technologies that we introduce to support personal growth, are all integral to our vision for the future.

We take well-being very seriously and we realise that there are clear links between a wholesome state of mind and enhanced learning.

As education has remained fairly static in its approach for a couple of centuries, we see that the personalisation of learning is the only way forward. To enable such personalisation, we invest in people, technologies and communities and we embrace the paradigm shift that has occurred in the education sphere, and we are ready for any further shifts that can take place.

Forward-thinking, foresight-focused and adaptable to change are the three main pillars of our approach to Education Futures.

## **Mira Al Futtaim**

Board Member - Al Futtaim Education Foundation

Director of Education Futures

# FOUNDATION

Al Futtaim Education Foundation (AFEF) was launched by Al Futtaim family as a not-for-profit initiative with the aim of meaningfully impacting the education scene in the UAE, the region, and beyond.

The Foundation's vision is one of excellence. Through our commitment to celebrating legacy, solidifying our links with the community and embracing the future, we approach education as the foundational principle of human progress.

For this purpose, we dedicate time, resources and capabilities to support the realisation of the UAE vision of building a solid knowledge-based economy that can withstand the test of disruption.



## LEGACY

Our trajectory is anchored in legacy.

## COMMUNITY

Contributions to the community multiply connections and drive exponential progress.

## FUTURE

Preparedness is our key to embracing the future.

# SCHOOL GOVERNANCE



The Foundation contributes to its schools in a number of areas, as follows:

- 1. Academic Excellence:** The Foundation sets the strategic direction, goals and tone for its schools. Through the Al-Futtaim School Management Company (AFSMC), AFEF also quality assures the schools' academic performance. Academic excellence is deeply rooted in the belief that all students at our schools should be offered tailored opportunities to allow them to excel and grow. Our schools offer pathways that cater for diverse student needs, from the most traditionally academic, through the vocationally academic, to the most progressive and bespoke qualifications that open doors for success and further study options. Al Futtaim Education Foundation focuses within its long and medium-term planning on enhancing, augmenting and transforming education in the UAE and beyond.
- 2. Operational Excellence and Synergies:** AFEF, through its foundational links to Al-Futtaim businesses, provides its schools with administrative assistance in procurement, HR, facilities, finance

and other areas of school operation, as required. The Foundation, through its not-for-profit operation model, funds school facility expansion and upgrade in ways that ensure keeping up with the best educational practice in learning environment and learning space design. Our schools are operationally managed by a Shared Services Centre for Excellence that brings quality, efficiency and consistency to the day-to-day running of our schools.

- 3. Sponsorships and Partnerships:** AFEF offers sponsorships of school-based initiatives and activities that can further enrich the learning experience of school students, contribute positively to the community, or break new educational grounds in terms of innovation and creativity. AFEF capitalises on links within the community and beyond to bring the schools expertise from distinguished educationalists and thought leaders in the field, be that through consultancy, specialist training and development events or through collaborations. In addition, AFEF supports initiatives in education that aim to enhance curricular and extended curricular provision.

# AL-FUTTAIM SCHOOL MANAGEMENT COMPANY



Established in 2020, the relentless pursuit of excellent performance is the core purpose of the Al-Futtaim School Management Company (AFSMC).

The AFSMC works in partnership with the Al Futtaim Education Foundation (AFEF) schools, collaborating and supporting these schools to implement solutions and improvements right for students, staff, and the wider community.

## Excellence as Standard

The AFSMC is responsible for the overall quality assurance of the AFEF schools. Both schools are currently rated 'Very Good' by KHDA, and Deira International School is rated 'Outstanding' as a British School Overseas (BSO).

The AFSMC works with the school leadership to achieve the AFEF aspiration to become

'outstanding' and achieve excellence in everything they do.

## Shared Operational and Support Services

The AFSMC has developed high-quality support services for the AFEF schools. The operational support allows the AFEF schools to concentrate on their core activities of teaching and learning and leverages the capabilities and expertise within the Al-Futtaim Group. These established operational and support services include:

- Advice and support on admissions
- Access to high-quality marketing
- Providing support in operational areas like finance, human resources, and IT so the schools can benefit from insight and efficiency
- Advice and support on all governance matters
- A wide range of AFEF-level policies which are developed and continually reviewed

## AFEF Programmes

The AFSMC administers and works directly on several AFEF Programmes across the schools.

These well-known programmes include:

- Experiential Learning (internship) opportunities for senior students at AFEF schools
- Providing scholarships to students at AFEF schools for Academic Excellence, Talent based scholarships, and scholarships for Emirati students demonstrating excellence
- Community outreach
- Leadership and day to day running of the AFEF Centre for Excellence in Arabic

## Research and Development

The AFSMC plans to launch a dedicated unit for action research to support the development of innovative and creative approaches to teaching and learning which inspire the students - creating a culture of lifelong learning amongst the AFEF school staff.

## Managing Future Projects

The AFSMC supports the AFEF by placing schools on a redefined trajectory. This currently involves several key projects, including building a bilingual Early Childhood Centre (ECC), innovative learning environments and the use of cutting-edge technology.





# CENTRE FOR EXCELLENCE IN ARABIC

The AFEF Centre for Excellence in Arabic was founded to support the UAE Vision of ensuring that students have a solid knowledge of the Arabic language and can use it as a language for thought and life.

Through its innovative research-based tools, strategies and instruments, the AFEF Centre for Excellence in Arabic supports Arabic teaching and learning with the curriculum at the centre of attention. The Centre cultivates interest in the Arabic language through a focus on literature, on developing a wealth of curriculum resources, and on providing a platform for action research into the language. The Centre works with publishers to improve reading materials in schools and offers professional development programs for the Arabic teaching community in UAE.

It has also developed content for various EdTech partnerships and a model of phonics instruction that will be used to develop a scaffolded learning game for students to effectively learn Arabic phonics.

The Centre has completed research into the High Frequency Words of the Arabic language. The study, based on a corpus of a representative sample of Arabic school curricula from around the Arab World, is the first of its kind.

The Centre has also completed the development of a Reading Age Assessment tool that has raised the standards of reading amongst school-age children within our community.

## Foundation Partners



# EDUCATION FUTURES



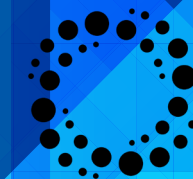
Al Futtaim Education Foundation, in line with the UAE Centennial Vision 2071, is committed to the foresight and future-facing approach to education. As part of its Education Futures initiative, Al Futtaim Education Foundation offers a scholarship-based, supplemental educational programme powered by the School of Humanity, founded by Raya Bidshahri. Raya Bidshahri, listed in the BBC's 100 Women for 2019, has previously founded the multi-award-winning Awecademy and run a similar programme with the Foundation.

The School of Humanity, an online-first high school with an interdisciplinary curriculum and progressive hybrid learning model, shares the Foundation's vision to reinvent education.

Through its collaboration with School of Humanity, Al Futtaim Education Foundation aims to ensure that students are offered opportunities to develop and enhance their future fluencies through a reflective, wisdom-based and future educational provision developed by thought leaders in science, social science, technology, innovation, business and industry.

The Future Fluencies Programme exposes students to real-life challenges and up-to-date cross-disciplinary thinking around global issues, human progress and human prosperity. It allows participating learners to embark on interdisciplinary learning paths, such as Future of Money, Future of Healthcare, Future of Art, and Future of Well-being.

The Foundation constantly seeks opportunities to provide novel ways of educating children through collaborations with like-minded individuals and organisations, regionally and globally.



**School of Humanity**

# SCHOLARSHIPS



The Al Futtaim Education Foundation offers a generous scholarship programme to support our parent community. The scholarship programme allows us to give back to the community, an integral part of who we are and of the values that we embrace. The scholarships also allow us to recognise and reward academic achievement, sporting, artistic and performing talent, and to promote a diverse culture of personal bests to our stakeholders.

Al Futtaim Education Foundation is committed to actively bridging the gap between potential and opportunity by making a number of scholarships available, on an annual basis, to cover up to a maximum of 100% for Emirati scholarships and up to 50% of the tuition fees for academic and talent scholarships for students at Deira International School and Universal American School.

## STUDENT EXPERIENCE – SCHOLARSHIPS

### Samhita, IB1 academic scholarship student at UAS

“Al Futtaim offers many opportunities for their students to excel. I’m so grateful for the opportunities that I’ve had because I study at UAS, for example being able to apply for scholarships or do internships with Al Futtaim. This scholarship is both an incentive and proof for me and my studies. It’s an incentive for me to continue to work hard to keep my scholarship, and it proves how my hard work pays off. I applied for this scholarship because I wanted to challenge myself. Applying gave me a goal, another reason, to keep up my grades throughout the year. And if I didn’t get in, I didn’t see it as a loss but rather I made it a goal again to apply next year because I would’ve tried my best in school either way (if I got it or didn’t). I never quite needed reasons to study or work hard but having goals keeps me more organized and focused on the specifics of what I want to achieve.”

### Mohsin, Year 9 talent scholarship student at DIS

“I joined the DIS family in 2019, and my journey of talent took off from there! It all began when applied and became Head Boy of DIS. However, this was just the start of a journey that led me to opportunities for me to take on, such as joining debates, doing weekly assemblies in front of year 6 & 5. Most importantly, I got the lead role in the school production (Horton the Elephant in Cat in the Hat) which revealed the pathway to performing arts and got me to where I am today. Receiving this scholarship pushes me to further develop my skills in various areas of performing arts such as acting, miming, public speaking, and so on. When I found out I had been awarded a scholarship, I was full of joy and grateful that I got recognised for my accomplishments. The Al Futtaim Education Foundation not only motivated me to develop my performing arts skills more, but it also encouraged me to put in a lot of effort in academics. As a result of this, I received the COBIS award. Thanks to these recognitions, I feel honoured and motivated to continue to strive for success and grow my confidence even more.”

## COMMUNITY ENGAGEMENT

With community being one of the main guiding principles for the Foundation, Al Futtaim Education Foundation actively supports socially responsible causes designed to promote issues that are relevant in our communities. Meaningful education is one of such key components of community development. Our Foundation promotes education, development and progress through its active community engagement and through strategic partnerships with pioneering educational platforms in the UAE and beyond.

In 2020, Al Futtaim Education Foundation launched its financial support programme with a dedicated relief fund as part of its commitment to the families of its two schools. The goal is to emerge as a unified community brought together by a firm foundation of care and support.

Our Emirati student scholarships are offered to Emirati students for academic excellence and awarded up to 100% of the tuition fee. These scholarships aim to empower Emirati students to reach their true potential through high-quality education.

Al Futtaim Education Foundation offers full merit-based scholarships to 32 learners, aged 18-13, from Universal American School and Deira International School to participate in The School of Humanity and Awecademy programmes. Future Fluencies is a -6month program where learners develop the skills of the future while solving global challenges and receiving mentorship from industry leaders.

Al Futtaim Education Foundation also engages Arabic teachers from the community for best practice and knowledge-sharing.

# EXPERIENTIAL LEARNING

The Foundation believes that the best approach to the future comes through preparedness and “learning by doing”, therefore, we offer students at Universal American School and Deira International School a variety of real-life experiential learning programmes to help them enhance their employability and validate their higher education choices.

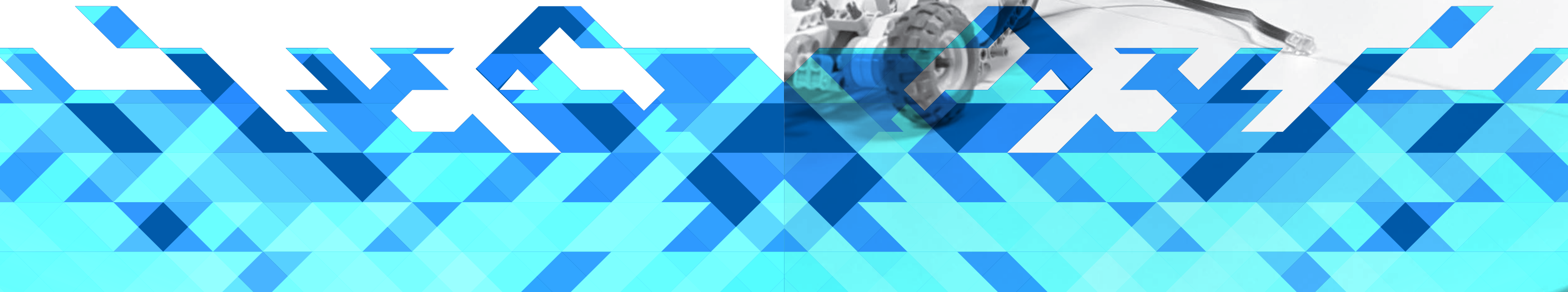
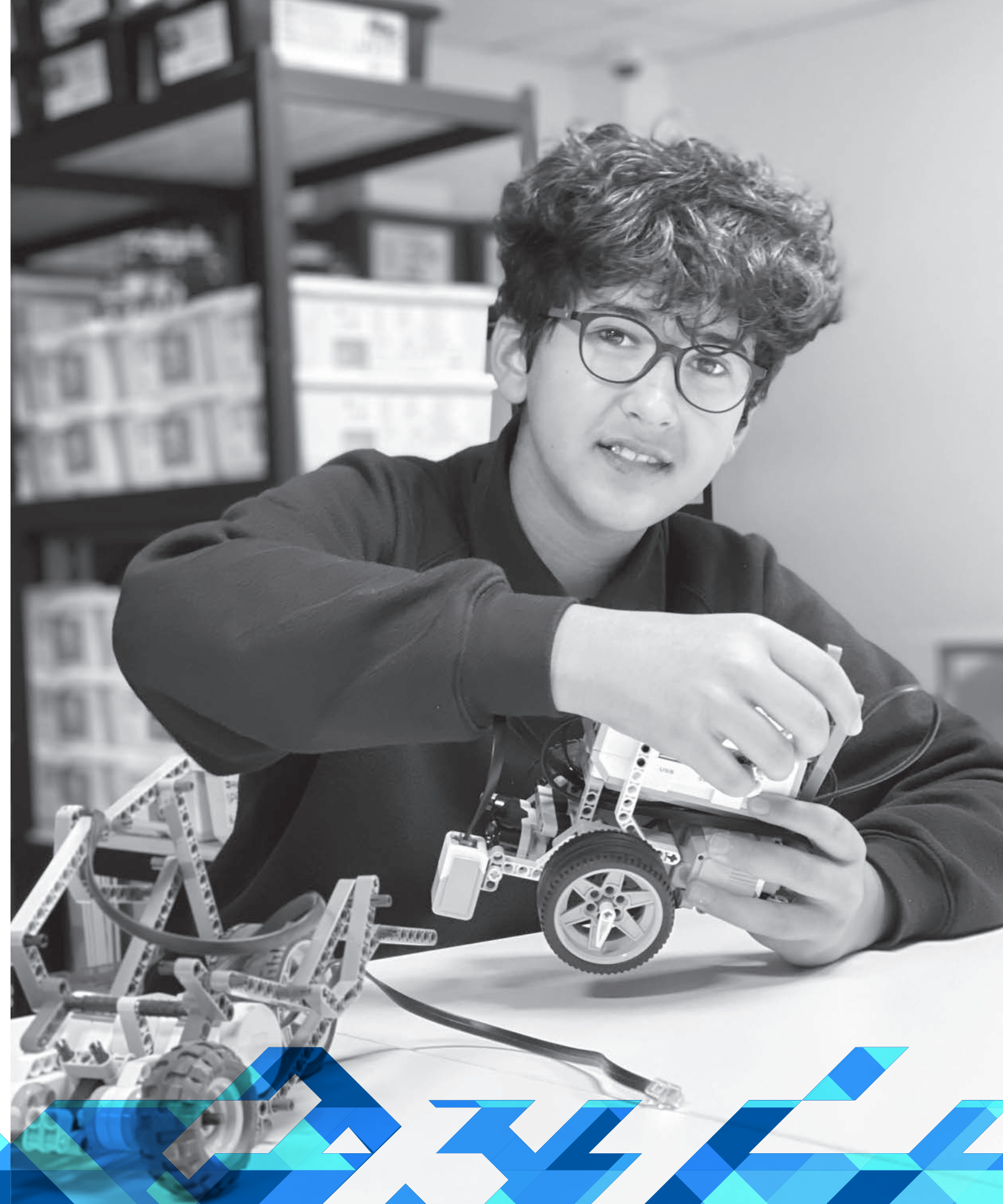
We facilitate this by leveraging the Foundation’s association with Al-Futtaim Group, which operates hundreds of businesses in over thirty countries worldwide. These personalised experiential learning opportunities give students exposure to a wide range of business functions and industries, that most suit their inclination and higher education choices.

## Student experience - experiential learning - quotes:

“The internship has been such an enriching and enjoyable experience, and it has helped me develop an idea of a professional career path I would like to follow in addition to learning from the amazing industry experts who were very welcoming and helpful.”

“I would recommend the internship as it is great to learn how to work with new people and become friends. Moreover, working with a company such as Al-Futtaim Group opens more opportunities, and I personally loved my experience here.”

“I would recommend the Summer Internship to other students as it was very helpful in providing an understanding of the professional work life, and in developing professional connections.”



# DEIRA INTERNATIONAL SCHOOL

## A BRITISH CURRICULUM AND IB WORLD SCHOOL



Deira International School (DIS) is one of the two premium schools owned and operated by the Al Futtaim Education Foundation as not-for-profit. The school has been rated 'Outstanding' by the British Schools Overseas (BSO) inspection authority and 'Very Good' by KHDA. Working alongside an organisation like the Al-Futtaim Group means DIS is uniquely positioned to provide real-world experiential learning experiences through internships to its students.

Founded in 2005, Deira International School is renowned for providing an excellent inclusive and holistic education. With a strong focus on academic progress and achievement, and for the significant majority of students continuation to university is their chosen route. Over 80 different nationalities are represented across the school and this diversity is fundamental to the community nature of the school. Exceptional facilities provide wonderful opportunities for a holistic approach to education; sport, performing arts, academic, technological, leadership and creative pathways are all on offer, ensuring students enjoy enriching and varied school experiences within the classrooms and beyond.

The curriculum model is based upon the English National Curriculum, but

goes significantly beyond the minimum expectations, covering a diverse range of subjects. The personalised, play-based and continuous provision in the Early Years ensures that students are rigorously assessed against the prime and specific areas of the Early Years Foundation Stage framework. This focuses on developing key learning skills and the foundations for accessing the Primary Curriculum. In primary, students receive an enriching and broad curriculum offer, which includes the delivery of several non-core subjects.

Senior students take the Cambridge Board IGCSE examinations in Year 11 and move into the authorised International Baccalaureate Diploma Programme (IBDP) or International Baccalaureate Career-Related Programme (IBCP) in Years 12 and 13. These highly regarded and internationally recognised pre-university qualifications enable worldwide university entrance for our students.

The students' success at Deira International School cannot be defined by qualifications alone. The outstanding team of educators ensures that every student is guided and cared for, working hard to ensure that their individual needs are met. Students leave Deira International School accomplished in academic skills and become architects of lives that exceed expectations.



مدرسة ديرة الدولية  
DEIRA INTERNATIONAL SCHOOL  
FESTIVAL CITY

Al-Futtaim Education Foundation



# UNIVERSAL AMERICAN SCHOOL

## AN AMERICAN CURRICULUM AND IB WORLD SCHOOL



Universal American School (UAS) was founded in 2005. Since then, the school has nurtured its students with empathy and care, helping them become compassionate, confident learners who know who they are and what they stand for. UAS is a boutique-style school that dares to go new ways while being driven by its mission: "To Nurture a Community of Integrity and Academic Excellence". The school is rated 'Very Good' by KHDA.

Universal American School is deeply committed to providing students opportunities to identify and achieve a personal best in everything they do. Whether it be through their innovative and future-focused integration of learning technology, their creative arts program, the sports and athletics programming, or through their various opportunities for student advocacy and student agency. Universal American School students know that they matter and belong in our learning community.

UAS is an American international school that adds value to the already rich and challenging International Baccalaureate (IB) curriculum framework. They emphasize the importance of well-being and purpose through relationship building. This is highlighted by their comprehensive student support services as well as through their business partnerships and commitment to developing internship opportunities with Al-Futtaim Group.

Students do not really leave UAS. Rather, they move on with two pieces of paper in their hands. One that says they have accomplished something they are very proud of, and another that says they are going somewhere they want to be. Universal American School knows this because every year, many of their students return to school from their next adventure; appreciating that Universal American School has helped them become the best possible version of who they already were.

UAS offers AP and Common Core courses that run along their IB Diploma Programme for students in Grades 11 and 12. This parallel track empowers the students to make more personalized choices in their education. Moreover, it serves as an opportunity for students to seek alternate routes to post-secondary education.

UAS offers AP and Common Core courses that run along their IB Diploma Programme for students in Grades 11 and 12. This parallel track empowers the students to make more personalized choices in their education. Moreover, it serves as an opportunity for students to seek alternate routes to post-secondary education. The richness of these graduation tracks, offering both the choice of the world-renowned IB Diploma, an American high school track with options of AP courses, is one of the unique strengths of Universal American School.



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