

So much has happened in our first four months that we felt it was time for the first LE•O Newsletter. The value of what we do, and what you support is measured by the doors we open and the scholarships we negotiate and secure for LE•O scholars.

Encouraged by our partners, we established LE•O on August 15, 2015. We took what we learned from our collective years with predecessor organizations and from our grass roots experience to build a new program that carries the mission of preparing students for undergraduate educations and securing scholarships at private American colleges for bright, deserving Palestinian youth.

IN THE FIRST 30 DAYS WE:

- Established Leonard Education Organization as a registered NGO and a Charitable Entity.
- Employed our officers: Deya', Andy and Nancy.
- Engaged Deya's sister, Mona Lentz of Lentz Creative to design our Logo.
- Engaged the crew at Mariner Media to work with us in creating our look, write and create the LE•O website, shape our messaging, platform, brochure and newsletters.
- Accepted and began support for three LE•O Scholars.
- Provided support services for two additional Palestinian students.

IN OUR FIRST FOUR MONTHS we have created new partnerships and engaged America's top private colleges and universities to develop new interest in our students. MIT has already interviewed one of our candidates. We do this by also attending many networking events:

- Harvard Arab Weekend
- Palestinian Solidarity Day, Washington, DC, hosted by the PLO Delegation General
- Jerusalem Fund Holiday Bazaar
- Arab America Day hosted by the League of Arab States
- The farewell party for the Lebanese ambassador
- Meeting privately with numerous leaders of the community, donors and potential donors to spread the LE•O message.

Deya' received recognition and an award from the Rene Moawad Foundation for over fifteen years of Dedicated Service in which LE•O was recognized.

IN THE FIRST FOUR MONTHS WE ALSO:

- Gathered a team of qualified board members and advisors to guide and lead our mission and development. Including engaged academics and Palestinian scholarship graduates.
- Developed and signed Partnership MOU's with ULYP, Al Nayzak and Palestinian Mentors.
- Met with ULYP founder and Palestinian Mentors co-founder while they were visiting the U.S.
- Recruited Ivy League colleges and universities into the LE•O scholarship partnership program.
- Gained recognition and placement in the Arab America Scholarship database.
- Told the LE•O story during an interview (with Deya') on the Arab Community radio station in Virginia.
- Arab America selected and featured LE•O as their Organization of the Week.

We can't stress enough, the importance of matching the right student with the right college. We spent the last three months Skype interviewing qualified candidates for LE•O scholarships and assisting them with the individual colleges essay and application process. The mentoring process involves our partners for proper recruitment and criteria matching, so the students will meet the college's requirements for admission and application deadlines for entry in the fall of 2016. We are currently considering 15 qualified scholars from Lebanon and 3 from The West Bank.

IN THE NEXT 90 DAYS WE WILL:

- Hold our first board meeting and make full application for 501(c)(3) status.
- Continue development of 18 candidates (under consideration) with our partners in the Middle East.
- Run awareness advertising in Washington Report.
- Continue our fundraising campaign to underwrite the costs of promotion, travel and administration of the organization in 2016.

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