



Empowering Women Through Self-Defense

COMPANY PROFILE

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The *SheFighter* story

Came as a result of real situation

Our story began in 2004 when the founder **Lina Khalifeh** was attending a lecture at the University. Lina saw her friend, as she walked into the lecture with bruises on her face. Lina looked at her and she could only see sadness and tears in her eyes, even though she was acting strong. They talked after the lecture, and her friend told her that her brother and father were beating her up, and she couldn't do anything about it. Lina advised her friend to do something about the situation, but her friend refused saying "No" and walked away. Lina understood that her friend could not do much about her situation, and that perhaps her friend felt weak and powerless.

However, Lina believed that women should never be abused in any way, physically and/or emotionally. Women are much more than that! In fact, women are strong; they are capable in making a positive impact in this world.

Since Lina has a background in Martial Arts, she decided to stand up for women. After her friend's incident, she started teaching women self-defense at the basement of her house. She began to teach women how to defend themselves from different types of violence that they can face. To empower them to have a voice, to become leaders, change makers and influencers. With time, many girls became interested in the training that she began, and in 2012 Lina opened her own Self-Defense Studio.

SheFighter was born in Lina's mind in January 2010, however the legal registration and formal birth of *SheFighter* was in April 2010, in Amman, Jordan.

Lina took a risk to open *SheFighter*.

SheFighter is the 1st and only Self-Defense studio for women in Jordan and the Middle East region.



Vision

To end Violence against women globally

Mission

- ✦ To teach women Self-Defense.
- ✦ To Certify 10 thousand trainers by 2030.
- ✦ To empower women to stand up against violence and injustice.
- ✦ To Help women find their powerful voices back again.

Core Values

- ✦ Change-Maker
- ✦ Cause Believer
- ✦ Power Driven

Where we have been

SheFighter is growing and becoming recognized locally and internationally for several factors including; its cause, achievements and female empowerment. We have given workshops, attended seminars and certified Training of Trainers (“**TOT**”) all in:

✂ Canada

✂ United States

✂ United Kingdom

✂ Turkey

✂ Czech Republic

✂ Switzerland

✂ Vietnam

✂ Thailand

✂ Palestine

✂ U.A.E

✂ Armenia

✂ Qatar

✂ Lebanon

✂ Sweden

✂ Brazil

✂ Morocco

✂ Italy

✂ France

✂ Pakistan

✂ HongKong

✂ Germany

✂ Kuwait

✂ Egypt

✂ Spain

✂ Mauritius

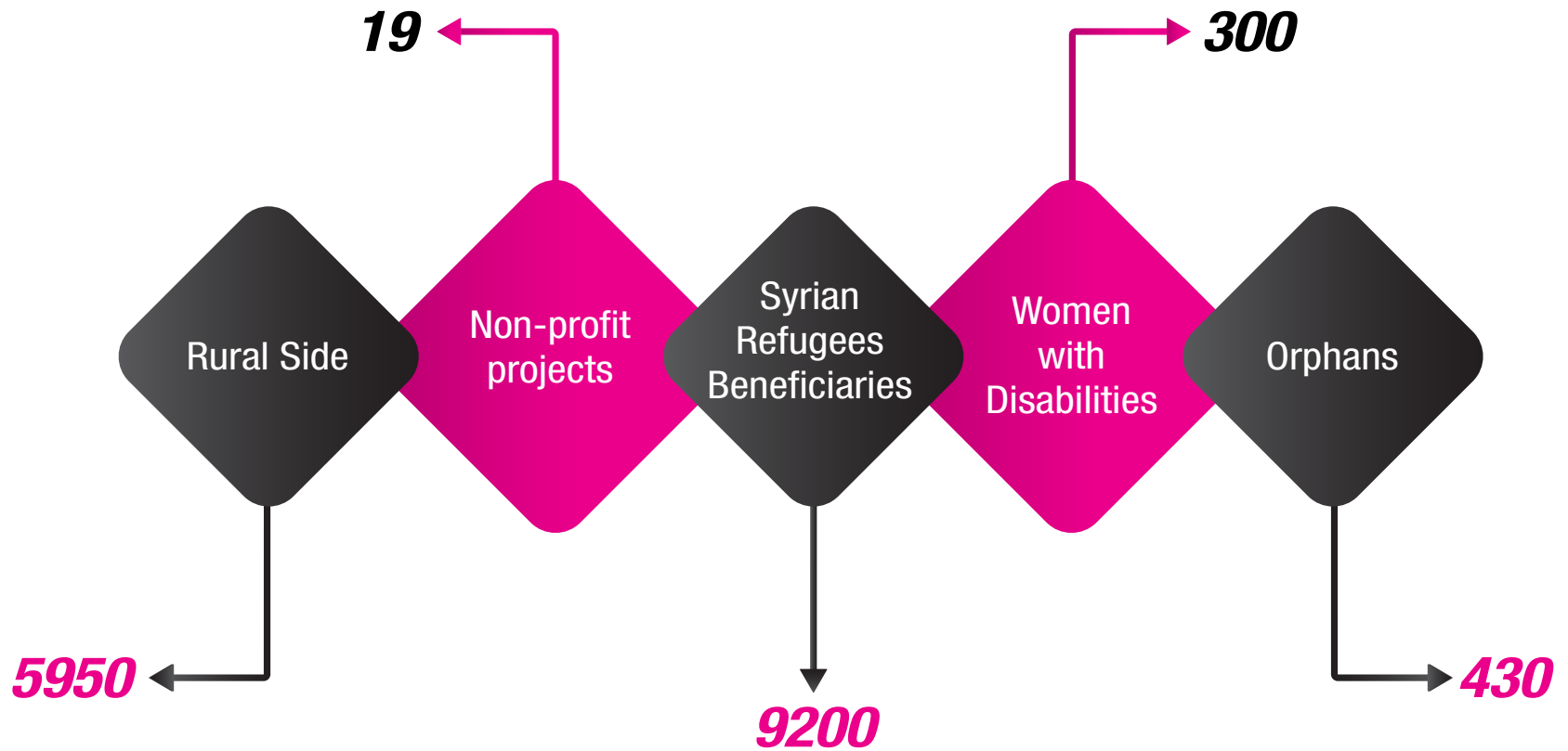


Our Awards & Achievements

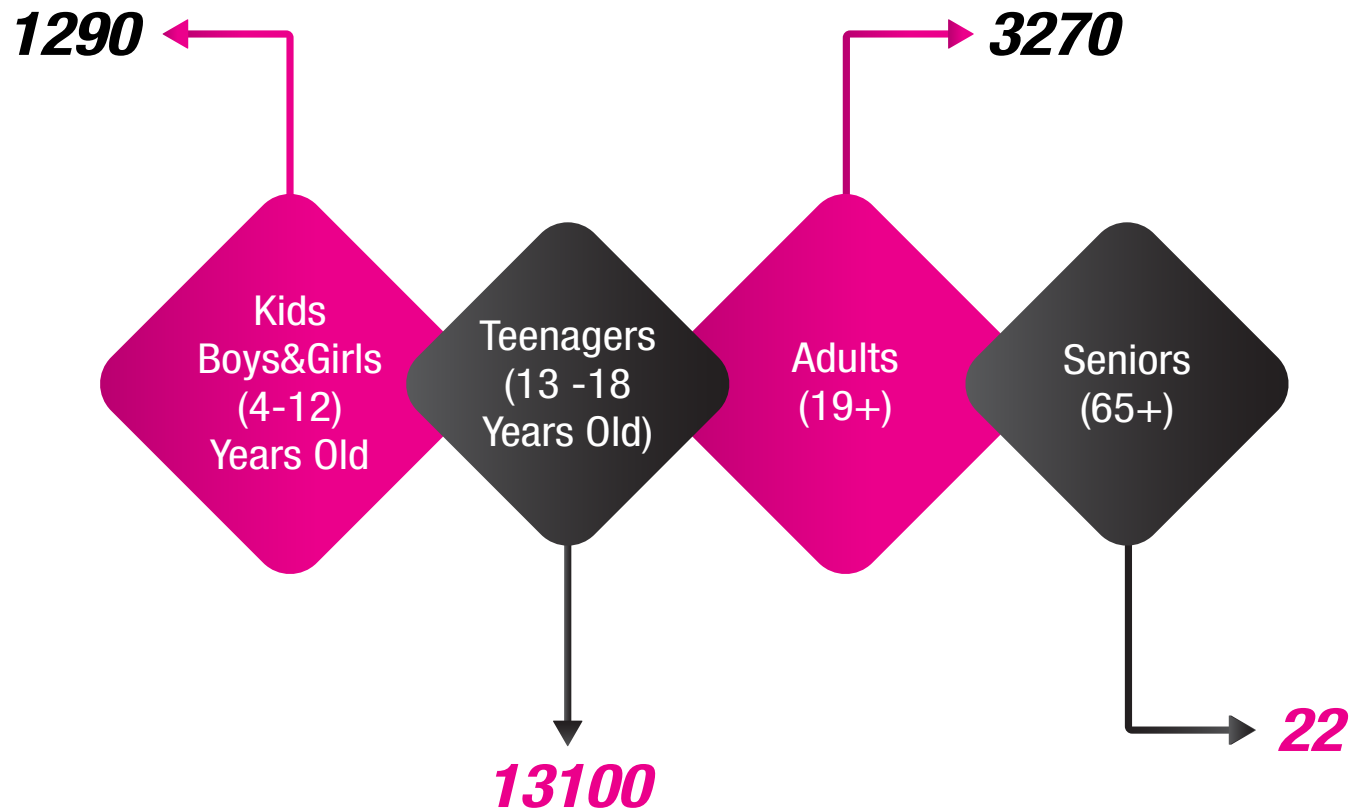
SheFighter has great achievements and has been supported by many countries, businesses and NGO's globally:

- 2019 **ESPN Humanitarian Award (ESPYS Awards)** in Los Angeles, California
- 2018 **Awarded Economic Empowerment Global Award** by Hillary Clinton and Vital Voices
- 2017 Carrying the Torch at the **Olympic Games** in PyeongChang
- 2017 Provided Training to **Kung fu Masters** at the Pyrenees Mountains in Spain
- 2017 Provided presentations to **Universities in Hong Kong**
- 2017 Toured **Italy** for SheFighter awareness and training
- 2016 **FAM2016 Program** in France
- 2016 Spoke at **ONE YOUNG WORLD** in Ottawa
- 2016 **Delivered a workshop and spoke** in Vietnam
- 2016 **Trained Emma Watson** Actor & UN Women Global Goodwill Ambassador
- 2016 Won an award **“Female Entrepreneur of the Year 2016”**
- 2015 **Recognized by President Barak Obama** during his Speech at the White House
- 2015 Spoke at **ONE YOUNG WORLD** in Thailand
- 2014 **EMPRETEC Women in Business Gold Award** (Geneva, Switzerland)
- 2014 Winning the Challenge Cup for **Entrepreneurs** in the MENA Region
- 2014 Invited to speak at the **European Parliament** in Brussels
- 2014 **Women in Business Global Award**
- 2013 **Social Entrepreneurship Award** in Sao Paulo
- 2013 **She Entrepreneurs Program** in Sweden
- 2013 **BADIR** Social Entrepreneurship Program

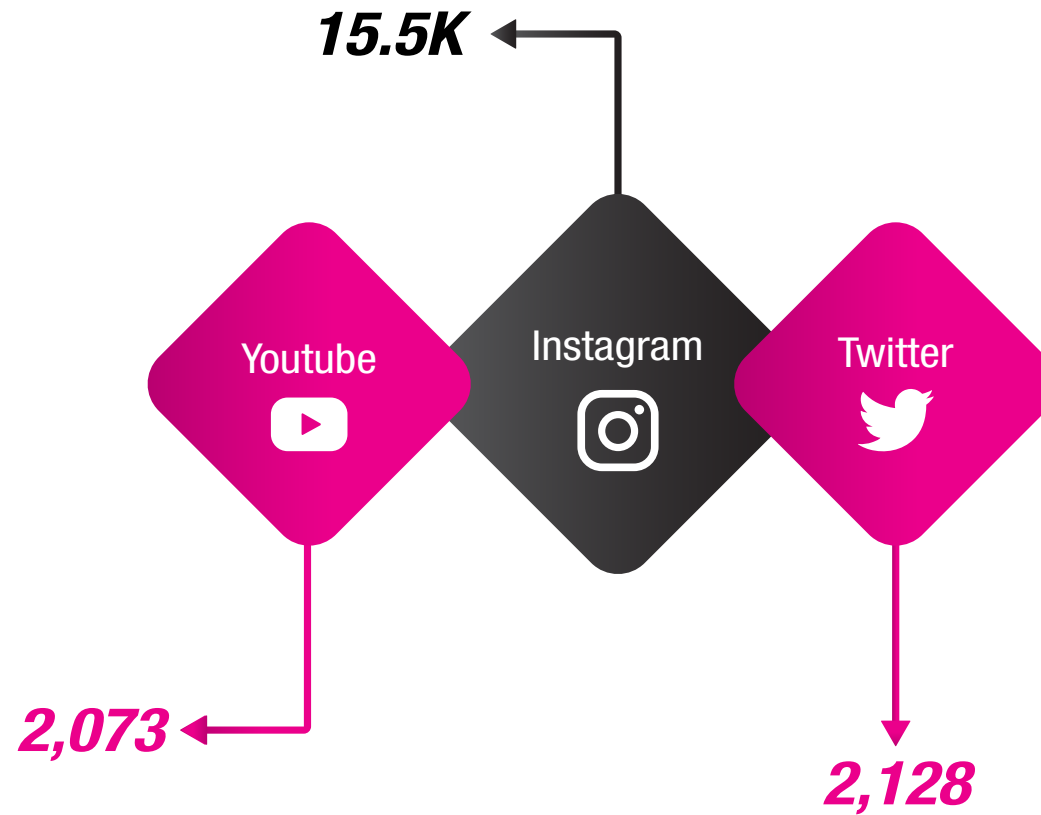
SheFighter Jordan branch 2012-2019



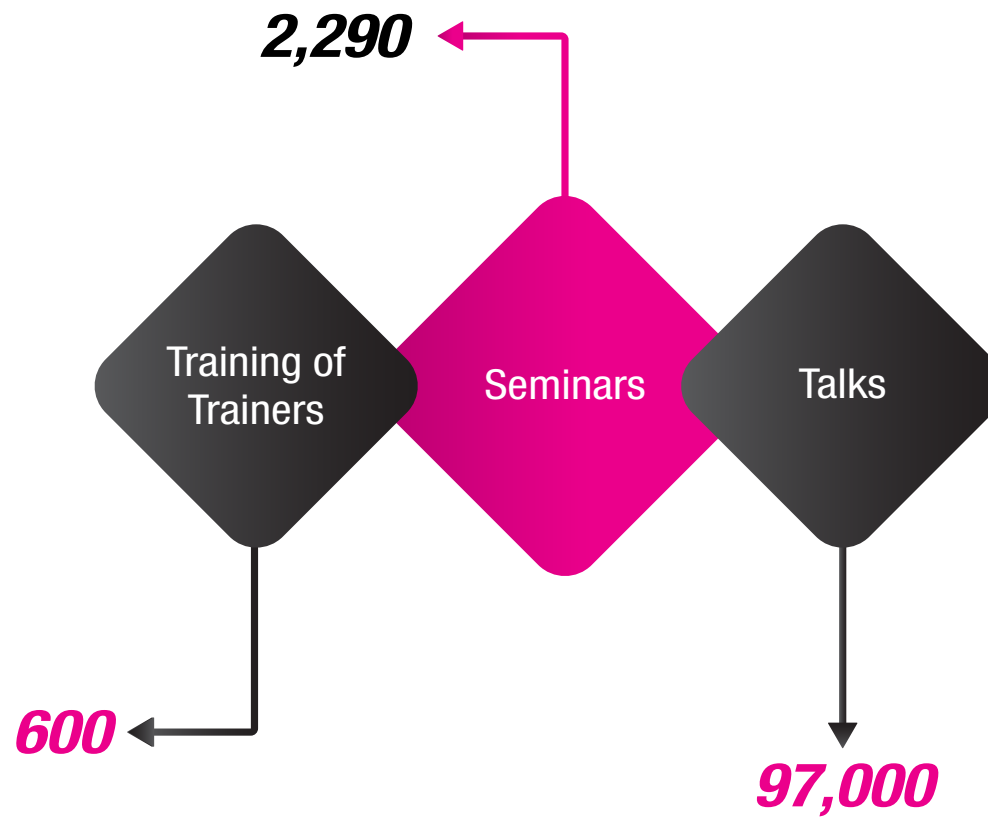
SheFighter Jordan branch 2012-2019



SheFighter Social Media and Online Data 2019



SheFighter Global 2012 -2019



SheFighter Jordan branch 2012 -2019

**Total
Beneficiries
(Direct
Training)**

36403

**Total
Beneficiries
(Indirect)**

101,321

MASTER LEVEL

PREREQUISITES:
Pass Black and Gold Level

TO OBTAIN:
100% Participation in Master Level Course
Pass the test

TO MAINTAIN:
100USD renewal fees every 5 years

BLACK & GOLD LEVEL

PREREQUISITES:
Pass Pink and Silver Level

TO OBTAIN:
100% Participation in Black and Gold Level Course
Pass the test

TO MAINTAIN:
70USD renewal fees every 2 years

PINK & SILVER LEVEL

PREREQUISITES:
None

TO OBTAIN:
100% Participation in Pink and Silver Level Course
Pass the test

TO MAINTAIN:
70USD renewal fees every 1 year

Pink Level [Beginner Level]

SheFighter Pink Level is the beginner Level in **SheFighter** Self-Defense System

Description:

- ✦ Basic Self-Defense Skills.
- ✦ Basic Kicking and Punching.
- ✦ Managing Group Exercise Classes.
- ✦ Program Design.
- ✦ Introduction to Lifestyle Fitness.

Black Level [Advanced Level]

The Black Level is an advanced Level, which qualify you to be a Padvanced Martial Arts and Self-Defense Expert.

Description:

- ✦ Advanced Kicks and Punches.
- ✦ Advanced Escaping Attacks.
- ✦ Defense against 3 to 5 Attackers.
- ✦ Advanced Self-Defense Training.
- ✦ Fight Training and Techniques.
- ✦ How to provide Workshops 102.

Silver Level [Intermediate Level]

In order to register in the Silver Level, you have to pass the Pink Level.

Description:

- ✦ Defenses against Weapons.
- ✦ Ground Attacks.
- ✦ High Speed Kicks.
- ✦ Boxing Combos.
- ✦ Fight Training.
- ✦ How to provide workshops 101.

Gold Level [Professional Level]

The Gold Level is a professional Level in Self-Defense, which qualify you will become faster and you will develop reaction.

Description:

- ✦ Professional and advanced Kicks and Punches.
- ✦ High and fast Kicks.
- ✦ Professional Fighting Techniques.
- ✦ Focus and accurate training.

How do we Work and expand?

- ✦ Training and certifying Trainers.
- ✦ Providing SheFighter Merchandise.

