



Circassian Repatriation Organization

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Circassian Repatriation Organization Annual Report (2019-2023)

Administrative Report

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Circassian Repatriation Organization is nonprofit organization registered under the *Canada Not-for-profit Corporations Act* under registration number **878524-4**, Not-for-profit-humanitarian- charitable and peaceful, with no religious agenda or orientation aiming to To provide aid and support to all Circassians who wish to return to the historic homeland in the North Caucasus; and To relieve distress resulting from the dislocation of persons of Circassian heritage and provide support by establishing, operating and maintaining a center or centers to provide relief, and to provide assistance for relocation and repatriation to safe environments

Contents

Introduction	3
Annual Program for the Electoral Cycle 2019-2023.....	3
Achievements and activities:	4
1. Awareness program and cultural preservation.....	4
2. Small business Support program (SBSP)	8
3. CRO Educational Program	8
4. CRO Charitable and Relief Program	12
5. CRO program for literature and cultural preservation.....	13
6. CRO Awards Program	14
7. Media Committee	15

Introduction

The Circassian Repatriation Organization is a non-profit humanitarian organization with no political orientation. The organization's headquarters is licensed in Canada, where it was registered on February 20, 2014, and there is a branch of the organization licensed in New Jersey in the United States of America, where it was registered in 2017. The number of members of the organization at the time of preparing this report is 359 members from different countries of the world.

Annual Program for the Electoral Cycle 2019-2023

The organization set its annual program for its electoral cycle 2019-2023 as follows:

1. Organization of the second and third International Circassian Conference.
2. Continuation of the Small Business Support Program (SBSP).
3. More time and effort must be invested in the cultural heritage and literature program, especially the "Circassian Library" project.
4. Promotion of the organization's educational program through the two initiatives: "CRO backpack" and "CRO scholarship for higher education".
5. Promotion of the "CRO Awards", which aim to honor Circassian individuals or groups who have made significant contributions in investing their energy and resources, inspiring others, and going above and beyond to support the Circassian people, community, language, or culture.
6. Holding a "Membership Drive" to increase the number of members.
7. Participation in the annual Adiga Day in New Jersey, USA.
8. Pursue the organization's application to the United Nations to be recognized as a non-governmental organization.
9. Identification of financial resources that can provide the organization with self-funding to support the organization and improve its performance.
10. Continued communication with international and civil organizations to build new bridges and establish partnerships and cooperation with them.
11. Opening a branch of the organization in Germany
12. Exploration of the possibility of establishing a branch in Turkey.
13. Focusing on the organization's marketing and global strategies and appointing a team specialized in global affairs.
14. Improving the CRO's website.

Achievements and activities:

1. Awareness program and cultural preservation

Under the framework of collective action to protect the Circassian culture and civilization, the work was to strengthen the bridges between the Circassian bodies in the Diaspora and an attempt to assess the Circassian situation and attempt to develop a strategic plan; the organization worked in its awareness program to hold the second and third Circassian conference and a dialogue symposium.

- **Second International Circassian Conference**

Second International Circassian Conference 2019	<p>The second conference was held in Nuremberg, Germany from 18 to October 20, 2019, under the slogan: "What unites us".</p> <p>The conference consisted of seven sessions and dealt with the following topics:</p> <ul style="list-style-type: none">- The survival of the Circassian language- Circassian culture and traditions in the age of globalization- Circassian mobilization- Challenges for the Circassian Diaspora- Circassian heritage- Projects and activities of Circassian associations to support new refugees from Syria <p>Nearly 200 participants from 14 countries attended the conference. The conference program consisted of approximately 60 contributions, and an entertainment program.</p> <p>One of the main objectives of this conference is to bring together Circassian experts and activists from the homeland and other countries to get to know each other, exchange ideas, and exercise their common role in serving the Circassian cause, away from any political and ideological differences.</p> <p>A Circassian art exhibition was held during the Second Circassian International Conference.</p> <p>It was decided to hold the Third Circassian International Conference in Istanbul, Turkey, from October 9 to 12 of 2020.</p>
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The Chairman of the Board of Directors of the Circassian Repatriation Organization visited Turkey to promote the conference and coordinate with Circassian federations and associations as well as activists to participate in organizing the Third Circassian International Conference together and as a collective work. Dr. Gonsel Şurđum Avci accepted the position of Chairperson of the Local Committee, whose role is to be the main person in organizing the event in Turkey.

The organization could not hold the third conference on time, and it was postponed twice due to the coronavirus pandemic.

- **Joint symposium with the Circassian Women's Association in Turkey**

<p>Joint symposium with the Circassian Women's Association in Turkey</p>	<p>The organization, in cooperation with the Circassian Women's Association in Turkey, held a seminar entitled "Circassians in the Diaspora: Challenges and Solutions" on September 25-26, 2021 in Istanbul, Turkey</p> <p>The symposium received 20 abstracts, translated and published as e-books in three languages (Circassian, English, and Turkish). The symposium consisted of six sessions. The first and second sessions were dedicated to speakers who gave ten-minute presentations. In their presentations, the speakers outlined what they considered to be the most important challenges faced by Circassians in the Diaspora and offered some solutions and recommendations.</p> <p>During the third session, the organizers summarized the challenges and solutions presented by all the speakers. The fourth and fifth sessions were dedicated to discussing the identified difficulties and recommended solutions in depth, and the sixth session was planned to form working groups to follow up on the recommendations proposed by the speakers.</p> <p>Many of the challenges presented by the participants were discussed, and the majority focused on the following points:</p> <ul style="list-style-type: none"> - Rapid assimilation with host communities - Lack of collaboration - Lack of educational materials - Lack of communication with the younger generation - Challenges of language, customs, and traditions (Khabza) <p>The following recommendations and solutions were made:</p> <ul style="list-style-type: none"> - Strengthen cooperation between all organizations and associations in the world. - Create an international organization or coalition in the Diaspora - Develop better measures to communicate with and engage the younger generations - Expanding the concept of customs and traditions to be in line with the requirements of the current era - Building bridges with the Motherland - Repatriation and the "right of return" - Improving the use of media more effectively - Focusing on teaching the Circassian language and preserving Circassian identity and traditions - Improving the census of the Circassian Diaspora <p>Two working groups were formed to follow up on the first and second recommendations, and the symposium organizers were tasked to form the other working groups.</p>
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- **Third International Circassian Conference**

<p>Third International Circassian Conference 2022 "Together for a better future"</p>	<p>The third International Circassian Conference theme was "Together for a better future".</p> <p>The conference was organized via a collaboration between the Circassian Women's Association in Turkey, the Circassian Repatriation Organization, the Circassian Culture Association in Nuremberg, the Cerkes Fed, and many other Circassian associations in Turkey.</p> <p>The organizers exercised their joint role in serving the Circassian cause, away from political and ideological differences, where the cause can be served through the following:</p> <ul style="list-style-type: none"> - Fostering connectivity through the establishment of collaboration and coordination efforts among Circassian intellectuals globally. - Identifying opportunities for cooperation and communication with scientific and educational institutions in the homeland. - Leveraging the expertise of Circassian professionals worldwide and establishing specialized committees to oversee meetings and conferences. - Encouraging enthusiasts of Circassian culture to delve deeper into their heritage and advocate for their children's enrollment in Circassian universities, particularly in humanities programs, to strengthen ties to the homeland. - Collaborating to form a coalition to organize the collective objectives of Circassian activists and institutions, address shared concerns, and collectively seek solutions in line with globalization and advancements in knowledge and communication. - Eliminating barriers hindering collaboration among individuals interested in Circassian affairs and leveraging the experiences of other communities for mutual benefit. <p>The conference program consisted of 17 sessions with approximately 80 lectures. Delegates from more than 12 countries (Turkey, Jordan, United Arab Emirates, Palestine, Kafar Kamma, Germany, Netherlands, Sweden, United Kingdom, Canada, United States of America, and the Russian Federation) participated in the program. The Second Circassian Art Exhibition accompanied the conference. This year's art exhibition was vibrant, with 42 Circassian artists from several countries participating. The highlight of the meeting was the broad participation of young speakers who made valuable contributions.</p> <p>The conference sessions covered the following topics:</p> <ul style="list-style-type: none"> - Circassians around the world and Circassian identity - The role of existing Circassian institutions in preserving the Circassian identity: Activities and cooperation - Circassian-Circassian relations and how to improve cooperation - How to improve Circassian relations and awareness of Circassian identity - The importance of art in Circassian culture and identity
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- Circassians in the Diaspora and the Right of Return: An achievable goal
- How is the right of return realized?
- Circassian youth in the homeland and Diaspora: Awareness of identity
- Circassian Language and Dialogue among Circassian Youth in the Homeland and Diaspora
- Circassian youth: How to support them
- Circassian youth: Potential for a better future

Conference participants took the opportunity to celebrate the centenary of the founding of the Circassian republics in the North Caucasus.

The General Assembly of the Third International Circassian Conference adopted the following recommendations:

1. Continue to organize the International Circassian Conference annually
2. Limit the theme of the conference to one or two topics. This can also be done by organizing a focused meeting on one topic (language, culture, music, art, etc.) every two years.
3. In future conferences, increase the presentation time for some important topics and allow more time for discussion.
4. Forming a working group to address improving the dialogue between Circassian institutions and preserving Circassian identity.
5. Participants emphasized the importance and necessity of collective action for all Circassian communities to make sound and joint decisions that benefit the Circassian nation, especially in times of adversity, such as wars and epidemics in this turbulent world.
6. Forming a working group of intellectuals and academics to address critical issues and develop strategies.
7. Forming a working group to address the right of return.
8. Forming a working group to discuss the necessity of establishing an international Circassian organization in the Diaspora. All participants agreed on the need to develop an international Circassian diaspora organization that includes all Circassian associations/organizations worldwide.
9. Forming a working group to address the importance of forming the International Circassian Youth Organization.
10. Forming a working group to study the formation of an International Union of Circassian Arts.
11. The participation of the younger generation is highly valued and necessary and needs to be further developed by encouraging more Circassian youth to participate.
12. Participants discussed the deteriorating situation of Circassians in Syria. Moreover, the participants urged the President of Adygea to consider helping families who want to return to the Motherland realize their dream by escaping the miserable situation in Syria and establishing a new life in the Motherland.

	<p>13. The Organizing Committee has received several offers to host the next meeting, but no decision has been made yet. Once a decision is made, a public announcement will be made immediately.</p> <p>14. Involving local and international media in all upcoming meetings is essential.</p> <p>15. Supporting the Circassian Art Exhibition and making all efforts to develop it.</p>
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During the conference, one of the attendees made a request to show a video featuring a Ukrainian parliamentarian. However, upon reviewing the content of the video, which conveyed a message of hostility and war, the organizers decided to deny the request as it did not align with the conference's objectives. Despite this decision, following the conference's conclusion, the organization faced a vicious campaign of falsehoods and misinformation on social media platforms due to its refusal to showcase the video message. Consequently, the organizing committee felt compelled to clarify the organization's page regarding the incident and elucidate its stance. Subsequent events confirmed the validity of the decision made by the conference's organizing committee. However, those who instigated the unethical attack on the organization failed to muster the courage to apologize even after the exposure of the aforementioned parliamentarian and their president, along with their policies that ran counter to the interests of the Circassian nation.

2. Small business Support program (SBSP)

Within the framework of this program, the Circassian Repatriation Organization was able to support 35 small projects in the Circassian Republics at a total cost of \$79,854. Mr. Deeb Katt and Mr. Osama Lebzo, the organization's representatives in the Republic of Kabardina-Balkaria and the Republic of Adygei, respectively, worked on this program. Eleven (11) loans were repaid, and the funds were used to finance other projects and to finance the last student project. Applications were submitted to the organization with an economic feasibility assessment of the project, and based on the organization's economic committee's study of the submitted papers and communication with the applicant, the following loans were granted in 2019-2023:

Amount	Project
2	Taxi cab
2	Store
1	Carpentry
1	Cow raising
1	Fast food restaurant
2	Pastry shop
1	Hairdresser
1	Tissue paper factory
6	Small student loans
40	Revolving loans (security deposit)

3. CRO Educational Program

The organization places significant emphasis on education and has implemented a program to support this cause, comprising two key initiatives:

1. School Bag Program: Designed to assist students from preschool through high school, this initiative aims to support students at various educational levels.
2. Higher Education Scholarship Program: Geared towards aiding university students with their tuition expenses, this program was initially scheduled to commence in 2020 but was postponed due to limited available funds.

a. School Backpack Program

In 2019, the organization launched the backpack program as a pilot project. The program has been tested in the Republic of Adygea and the Republic of Kabardino-Balkaria. This program aims to help families cope with the costs associated with the start of the school year, which can be very high, especially for families with many children. Under this program, the organization assisted 178 students, with 104 from Kabardino-Balkaria and 74 from Adygea (34 Maykop + 40 Panakhas).

The total cost of this program was \$12,600.

A memorandum of understanding was also signed with the Perit Association in Nalchik, an organization concerned with assisting returnees and managing their finances. It was responsible for distributing the funds to the students.

Due to the pilot project's success, the board of directors decided to make this initiative a permanent program and continue it in the following years.

- **School Backpack Program 2020**

The organization contributed \$17,000 to provide school bag supplies for 768 students distributed as follows:

One hundred forty-one (141) students in the Republic of Adygea.

One hundred and seven (107) students in Kabardino-Balkaria.

Five hundred twenty (502) students in the Circassian villages of Homs and Hama.

It is worth mentioning that the campaign this year witnessed a distinctive development on several levels. On the one hand, the campaign budget increased by 42% compared to last year's budget (\$12,600); on the other hand, the number of students covered by the campaign increased four times the number of the previous year (178 students), and the campaign expanded the geographical coverage, as this year it covered the Circassian villages of Homs and Hama, in addition to the Republics of Adygea and Kabardino-Balkaria.

- **School Backpack Program 2021**

An amount of \$3,400 was collected for the program and was distributed, mainly due to the poor economic conditions, where 25,000 SP were distributed for each student in each of the following areas: Bareqa, Ber Ajam, Qahtaniyeh, Baath City, Eastern Kisweh, Western Kisweh, Marj Al-Sultan, Jdeidat Artouz, Jdeidat Al-Fadl and Al-Khashniyeh. The total number of students benefiting from the school bag program for this year reached 460 students.

The program cooperated with the Circassian Benevolent Association in Damascus to collect names and distribute and document the receipt of payments.

- **School Backpack Program 2022**

The Backpack Program was temporarily paused this year as efforts were decided to focus on the scholarship program.

The table below summarises the results of the school backpack program:

Year	Amount	Number of students	Location
2019	12,600	178	Adygea republic, Kabardino-Balkaria republic
2020	17,000	768	Adygea Republic, Kabardino-Balkaria Republic, Circassian villages in Homs and Hama
2021	3,400	460	Bareqa, Ber Ajam, Qahtaniyeh, Baath City, Eastern Kisweh, Western Kisweh, Marj Al-Sultan, Jdeidat Artouz, Jdeidat Al-Fadl and Al-Khashniyeh
2022	0	0	(Scholarship program took priority this year)
2023	1,270	22	Adygea Republic (Panakhas)

b. University level scholarships

The Higher Education Scholarship Program aims to support Circassian students in their education. Students with the highest score (total school grades, essay or video submission score on "Maikop Civilization" and volunteer activities score) receive a \$1,000 scholarship.

In 2020, one student received a \$1,000 scholarship, and two received a partial scholarship of \$250 each. Dr. Jabagh Qablo supervised and evaluated the applications and selected the winners.

Five students were awarded scholarships outside of the initiative in different amounts.

In 2021, the organization started an initiative for graduate students with several goals, including creating a scholarship program, a relief program, a resettlement program, building bridges, and cooperation with Circassian associations worldwide.

- **Student Initiative in cooperation with the Circassian Coalition**

In cooperation with Circassian associations worldwide and several individuals interested in Circassian affairs, the CRO launched a one-year pilot program (Scholarship Initiative) to allow students to study in the Circassian republics. The initiative covered:

- Academic expenses, including university fees, accommodation and living expenses
- Expenses related to document submission and translation, as well as visa and airfare fees
- Financial and personal support to help fully integrate the students into their new environment, including assistance in applying for a residence permit

Objectives achieved:

- Provide a real opportunity for students to realize their dreams and shape their future
- Promote international cooperation between different Circassian associations
- Return to the Motherland

Number of students awarded scholarships for the three academic years:

Academic year	Number of students
2021-2022	46
2022-2023	33
2023-2024	26

Committees were formed for this work as follows:

Student registration committee: Coordinate scholarship applications and facilitate the translation of high school certificates and passports. Document management. Overseeing student affairs and ensuring smooth procedures at the Russian Embassy. Coordinating travel arrangements.

University liaison committee: Liaison with universities in Maykop, Nalchik, and Krasnodar. Facilitating the registration process. Reception of students upon arrival. Assistance in securing suitable housing. Monitoring academic progress in Nalchik and Krasnodar.

Economic committee: Securing funding for the project from various sources from associations, individuals, and groups. Travel expenses. Tuition fees. Accommodation expenses. Living expenses during the academic year.

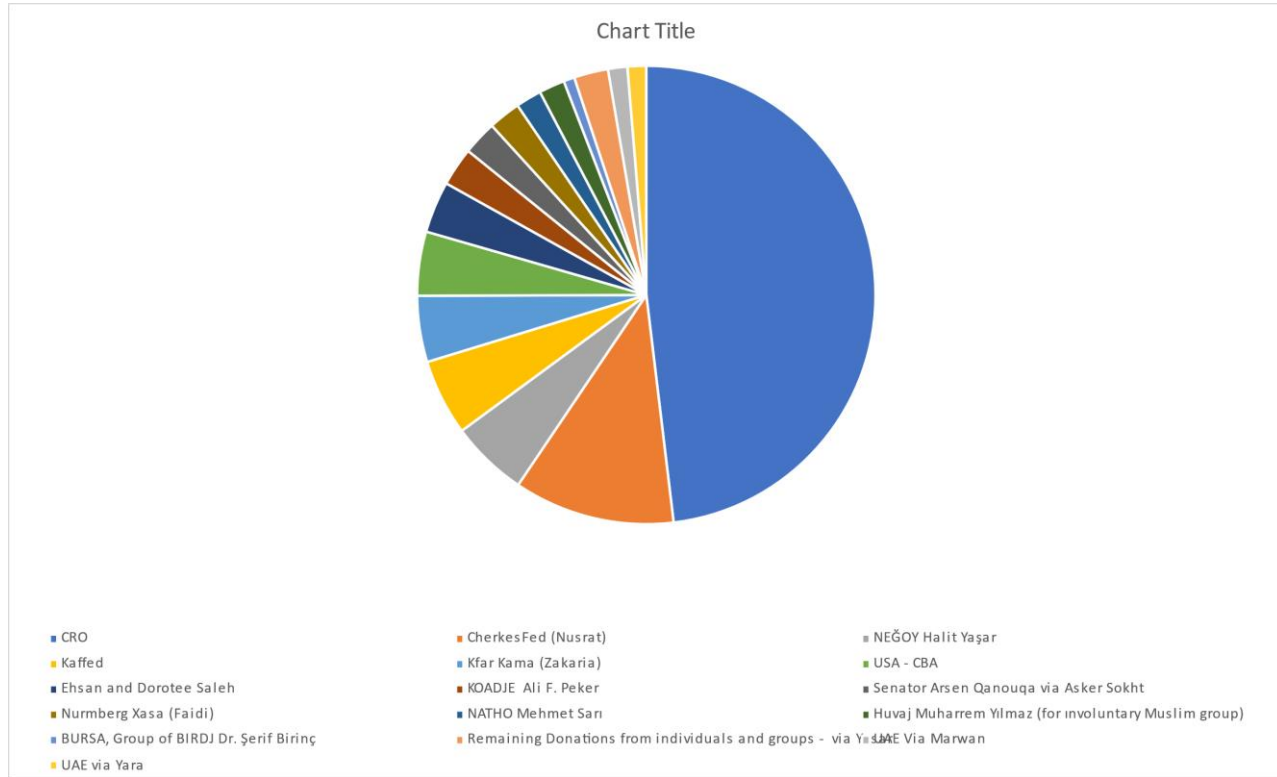
Contributors to the initiative:

- CRO main branch
- CRO, USA chapter
- Cherkessfed, Turkey
- KaFed, Turkey
- Circassian Heritage Center, Kafar Kamma
- Circassian Benevolent Association, New Jersey
- Dr. Ihsan Saleh
- Dr. Dorothy Saleh
- Circassian Association in Nuremberg, Germany
- Senator Arsen Kanouka
- Circassian Association in Krasnodar, Russia
- Circassian Women's Association, Turkey
- Parit Khasa in Nalchik, Russia
- Mr. Farouq Tamzouk
- Circassian Democratic Party
- Circassian Culture Association in Bursa, Turkey
- A group of donors from various countries of the Circassian Diaspora and republics
- The Ha'esh social media group
- A group of donors from the United Arab Emirates
- Satanay Women's Group, United Arab Emirates

Costs of the initiative:

The total amount spent by the Circassian Coalition: \$220,024 (Two hundred and twenty thousand and twenty-four dollars)

Contribution of the CRO: \$105,822 (One hundred and five thousand eight hundred and twenty-two dollars).



4. CRO Charitable and Relief Program

The CRO functions as a humanitarian organization with a relief program encompassing three primary areas:

1. Addressing urgent humanitarian cases and extraordinary illnesses.
2. Organizing annual aid campaigns and delivering aid to recipients.
3. Offering complimentary medical services through collaboration and coordination with both Circassian and non-Circassian organizations worldwide.

In 2019, a distinctive logo was developed for the committee, and media arrangements were made to publicize and document the relief efforts. The Relief Committee team was assembled, comprising Sawsan Napsou, Nada Abda, Yara Lebzo, Nart Tamzouk, and Sibay Shawjan.

The Relief Committee undertakes various activities, including:

- Initiating fundraising campaigns to assist those in need and distributing food parcels.
- Facilitating the acquisition of financial support necessary for critical surgeries.
- Covering the expenses associated with treatments and costly medications.

- Organizing an annual Zakat al-Fitr fundraising campaign.
- Offering complimentary medical consultations conducted by volunteer physicians.
- Providing medical grants for treatments offered by medical and charitable organizations.

Below is a report on the committee's works:

In collaboration with the Solidarity Association in Al-Kisweh and Mr. Radwan Bardouka, President of the Circassian Association in Damascus, the committee distributed food baskets to assist 125 families lacking a breadwinner. Additionally, \$1,800 in cash rations was disbursed to families in Homs, equivalent to \$40 per family. Mr. Rami Othman oversaw the distribution, aided by members and local leaders of Circassian villages in Homs.

In 2021, the committee provided separate aid in food baskets, Zakat al-Fitr, and student assistance, totaling \$35,665.00.

During Ramadan in 2022, the relief committee distributed food baskets and provided Zakat al-Fitr to families below the poverty line. They also offered assistance to individuals facing various medical challenges, including cancer treatment, accidents resulting in fractures, acquisition of medical equipment, medication procurement, and financial support for heart surgery. The committee also contributed to repairing a damaged house and covering rent for an orphaned family. Moreover, they funded a woman's medical operation with a collected amount of \$10,500, supported a person needing a heart operation with \$4,000 for a specialized device, and aided a child in Turkey with \$2,000 for eye-saving surgery, among other medical cases.

Following earthquakes in Turkey and Syria, the relief committee collaborated with Kafed, Cherkess Fed, and the Circassian Women's Association in Istanbul to gather aid for affected communities.

The relief team also sponsored a student monthly, with assistance provided by Dina Daoud, Dr. Ghassan Shura, and Baslan Kabartay.

In 2022, the relief team successfully distributed \$73,480.00 in aid.

The relief team's diligent efforts in securing support for individuals with diverse needs and their positive standing and reputation within the Circassian community have allowed them to provide aid that may not have received adequate publicity or recognition.

The following table summarizes the work of the relief committee at the CRO:

Year	Type of aid	Amount
2019	Formation of the aid committee	
2020	Medical assistance, Zakat, relief aid, food baskets	\$30,000.00
2021	Medical assistance, Zakat, relief aid, food baskets	\$35,665.00
2022	Medical assistance, earthquake relief	\$73,480.00
2023	Medical assistance, relief aid, in kind assistance	\$36,634.00
Total		\$175,779.00

5. CRO program for literature and cultural preservation

The organization started the "Circassian Library" project. This project is one of the main recommendations of the First International Circassian Conference. A team of volunteers worked on this project. Unfortunately, the web design

team experienced some technical difficulties, data was lost, and time and effort had to be reinvested, so the program was set back several months.

Short Story Competition

The organization held three short story competitions in the Circassian language for adolescents and young people:

1. The short story competition in the Jamkoy dialect named after the late Circassian author and activist "Qweyqwa Nalbi" (Къуекъо Налбый) in cooperation between the organization and the Adyghe Republic Institute for Humanitarian Studies, named after T.M Kerasheva and registered in the Adyghe Republic.
2. short story competition in the Kabardian dialect named after the late Circassian author and activist " Kadir Natho (Натхъо Къадыр)", in cooperation between the organization and the Association of Teachers of Circassian Language and Literature, named after Kazi Atazhukin and registered in the Republic of Kabardina-Balkaria.
3. A competition with the Circassian Language Association (cooperation between the organization and the Association of Teachers of Circassian Language and Literature, named after Kazi Atazhukin and registered in the Republic of Kabardina-Balkaria).

The objectives of the competition are as follows:

- Promoting awareness among younger generations about the significance of their mother tongue and fostering a positive attitude toward it as a fundamental spiritual value of the Circassian people.
- Identifying and acknowledging talented adolescents and youth, thereby enhancing their capacity to harness the richness of the Circassian language.
- Strengthening the language skills of adolescents and young individuals in Circassian while nurturing their literary and storytelling abilities.

The organization's cultural initiatives are crucial in preserving Circassian literature and heritage while facilitating connections between the Diaspora and the homeland. Specifically, the organization has supported the Circassian Film Festival from its inception, providing moral and financial backing. Moreover, it has actively participated as a guests in conferences organized by the association in Germany and Turkey, furthering cultural exchange and collaboration.

6. CRO Awards Program

The CRO's awards program includes four types as follows:

- The organization's Lifetime Achievement Award: For personalities who have made exceptional contributions to Circassian public affairs, language or culture for at least 25 years.
- Person of the Year Award: For outstanding individuals or groups, aged 18 years or older, who have made exceptional contributions to the Circassian community, language or culture in the previous calendar year.
- Satanay Award: For outstanding individuals or groups of women, aged 18 years or older, who have made exceptional contributions to the Circassian community in the previous calendar year
- Project of the Year Award: For outstanding ideas or projects, implemented in the previous two calendar years, to preserve the Circassian language or culture.

The CRO Awards Committee was formed in 2019 and consisted of the following members:

- Mr. Mohammad Hamzouk, Chair
- Ms. Zarina Qanouqa
- Mr. Nouredine Barsbay
- Mr. Bassam Haj Hassan Lebsrouqa
- Mr. Mamdouh Ceylan
- Dr. Orfan Soukar Stash as "Coordinator"

Designer of the awards (medals): Ms. Zhanna Shogenova. Jeweler, craftsman, and artist: Mr. Zalim Tuzemovich Tumov, goldsmith, member of the Union of Artists of the Russian Federation of the International Association of Fine Arts AIAP UNESCO.

Logo designer: Mr. Khalid Shiq

In 2020, changes were made to the Awards Selection Committee, with Dr. Günsel Avcı replacing Mr. Mamdouh Ceylan.

The following table summarizes the recipients of the organization's awards from 2019 to 2023:

Year	Lifetime Achievement Award Recipient	Person of the Year Award Recipient	Satanay Award Recipient	Project of the Year Award Recipient
2019	Kadir Natho and Qweqwa Nalby	Dr. Günsel Avcı	Raya Hatsouk	
2020	Almaz & Ayesha Dishk and Nalo Zaver	Arsen Qanoqa	Mariet Wojoukh	
2021	Halit Yaşar Nogay and Ismael Barqouq			People's hostel (Yalmez Tsay) (Cherkes Fed)
2022	Aslan Jarma and Shhankari Hakourta	Askar Soukhat, Atila Ghansar and Ghazi Balkar	Raya Wenarouqa	Skill improvement program for younger generations (Kaffed)
2023	Mohammed Kher Mamser and Hadlaghala Askar	Zarina Qanoqa	Nadia Harbi Khonakhwa	Labsa (Roots)
2024	Ameen Samkhogh	Zakaria Napso		Circassian Library in Kafar Kamma and Adiga Winna in Jordan

7. Media Committee

In 2020, a media committee was established to enhance the organization's media performance and effectively portray its size and diverse activities. The committee's objectives include:

- Executing the media and marketing recommendations of the Board of Directors

- Crafting a comprehensive media strategy
- Promoting the organization and its goals
- Highlighting the organization's various activities through marketing efforts
- Securing media coverage for the organization's endeavors
- Thorough documentation of the organization's activities
- Coordination of media-centric events
- Oversight of the organization's website and social media channels
- Conducting research and preparatory work
- Issuing press releases and informational bulletins
- Collaborating with other entities for joint media initiatives
- Monitoring and responding to all publications concerning the organization
- Attracting skilled professionals and talent to bolster the organization's media capabilities

The committee prioritized enhancing the organization's image and credibility and showcasing its activities and accomplishments from the past year. This effort involved collaboration with a team comprising editors, translators, and young creative designers and encompassed the following initiatives:

- Formulating an annual media work plan that accounts for multilingualism and geographical diversity.
- Launching a quarterly English-language periodical named "Mafa," with its inaugural edition released in the final quarter of 2020.
- Undertaking a membership expansion campaign with the membership increase committee led by Zaver Barsbay and Nihal Habj Bey, Nihad Soukar, Muwaffaq Stass, and Sabah Tsey. This campaign involved sending letters to members and creating videos to elucidate the organization's goals and programs, resulting in a membership increase of 64 new members.
- Collaborating with a designer from the Caucasus to produce the 2020 calendar, distributed with the assistance of organization members in America, Europe, and Jordan. Despite announcing a calendar design competition for 2021, none of the submissions met the necessary technical or quality standards, leading to the cancellation of the competition.
- Launching a diverse online talk show titled "Insight," featuring guests from the Circassian community to spotlight the organization's programs, activities, and events and those of other Circassian institutions worldwide. Although two episodes were produced—one focusing on the relief committee's work and the other on the scholarship program—the program's further development was halted due to the COVID-19 pandemic. Plans are underway for its resumption in the upcoming annual plan.
- Initiating a talk show named "From the Heart" showcases notable Circassian personalities who have made significant contributions to Circassian culture. Presented in collaboration with journalist Sveta Tash and conducted in the Circassian language, the program has hosted 19 prominent figures thus far.
- Partnering with the Union of Caucasian Associations in Turkey to organize a Circassian New Year video competition for children, conducted in the Circassian language. Participants from Syria, Jordan, and Turkey submitted 20 videos, with winners selected across two age groups (5-10 and 11-14). Four children from Jordan, Syria, and Turkey emerged victorious, each receiving a prize of \$500.

End of the Report