



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives



دبي العطاء  
Dubai Cares



# STUDENTS FOR STUDENTS

## IMPACT REPORT 2025

# OVERVIEW

In line with the UAE's **Year of Community**, Dubai Cares hosted the second edition of its flagship community engagement initiative, Students for Students, in 2025. Designed to inspire youth-led change, the initiative empowers students across the UAE to raise funds in support of their peers from low-income families. In addition to fundraising, students also volunteer by packing school bags with essential supplies, helping ensure children are fully prepared for the new academic year.

Through their fundraising efforts, 17 schools across the UAE collectively raised more than AED 672,000, activating the support of the entire Dubai school community. This was followed by volunteering activities that brought together 2,112 student volunteers, along with teachers, parents, and family members, during dedicated "Volunteer Days" held between 21 April and 16 May 2025.



**17** Participating Schools



**2,112** Student Volunteers



**₹ 672,000** Raised





Students for Students goes beyond providing school supplies, it nurtures a spirit of empathy, generosity, and active citizenship among young people. We are incredibly proud of the dedication shown by all participating schools and deeply grateful to our partners for helping us scale our impact in 2025. Together, we're not only supporting students from low-income families, but also inspiring the next generation to lead with compassion and purpose.

**ABDULLA AHMED ALSHEHHI**  
CHIEF OPERATING OFFICER  
DUBAI CARES



# PARTICIPATING SCHOOLS



# VOICES FROM SCHOOLS



At Dubai English Speaking School (DESS), which caters to children aged 3 to 18, we are always looking for meaningful charity initiatives. While many of these initiatives tend to focus mainly on raising funds, we wanted to offer our students the opportunity to witness firsthand the real outcomes and impact of charitable work through Dubai Cares' Students for Students initiative.



**DEPUTY HEADTEACHER**  
DUBAI ENGLISH SPEAKING SCHOOL (DESS)  
DUBAI



I am truly excited to take part in this charitable initiative to support underprivileged children. The experience was both enjoyable and fulfilling, bringing me great happiness. As a young person, opportunities to give back to the community are rare, and I feel privileged to be part of such a meaningful cause.



**STUDENT**  
DELHI PRIVATE SCHOOL  
DUBAI

# PARTNERSHIPS DRIVING IMPACT

## SKECHERS EMPOWERS STUDENTS WITH 10,000 SCHOOL BAGS

To further amplify the initiative's reach and impact, **Skechers**, a globally recognized lifestyle and performance footwear brand operated in the region by Apparel Group, came on board as a key partner. Demonstrating their strong commitment to supporting education, Skechers generously donated 10,000 high-quality school kits, ensuring that thousands of students have the essential resources they need to start their academic journey with confidence.



At Apparel Group, we deeply believe in the power of giving back, and in the role we play as a connector between global brands and local communities. Through Skechers, we are honored to support Students for Students, a remarkable initiative that not only provides school supplies, but also inspires empathy, unity, and purpose among youth. This is how we build a better future together.

**NEERAJ TECKCHANDANI**  
CHIEF EXECUTIVE OFFICER  
APPAREL GROUP



## EMX ENSURING EVERY BAG REACHES THE RIGHT HANDS

Once the school kits were secured, the focus shifted to their safe and efficient distribution. Supporting this critical phase of this nationwide campaign, 7X, the initiative's Logistics Partner, through its logistics arm **EMX**, played a pivotal role in ensuring the smooth and timely delivery of school kits to participating schools ahead of the packing days.

7X involvement extended beyond transportation, as they also stored all school kits and later oversaw their distribution to charity schools and organizations across the UAE, ensuring they reached students just in time for the start of the new academic year.



As the logistics arm of 7X, EMX is proud to contribute to this impactful initiative by Dubai Cares, particularly in a year dedicated to fostering community spirit. By managing the storage, movement, and delivery of school kits, we supported the operational aspects to help ensure that the students' efforts translated into meaningful impact on the ground. It is truly inspiring to witness young people step forward to support one another, and we remain committed to playing our part in initiatives that reflect the values of compassion, collaboration, and shared responsibility.

**LAITH TAHBOUB**  
GENERAL MANAGER  
EMX

## KHDA SUPPORTING INCLUSIVE LEARNING

The **Knowledge and Human Development Authority (KHDA)** played a pivotal role as a Strategic Partner, helping Dubai Cares expand the Students for Students initiative and ensuring high levels of participation from schools. By championing inclusive learning, KHDA underscored the power of collective action in advancing educational equity and mobilizing the school community toward meaningful impact.



**المعرفة**  
Knowledge

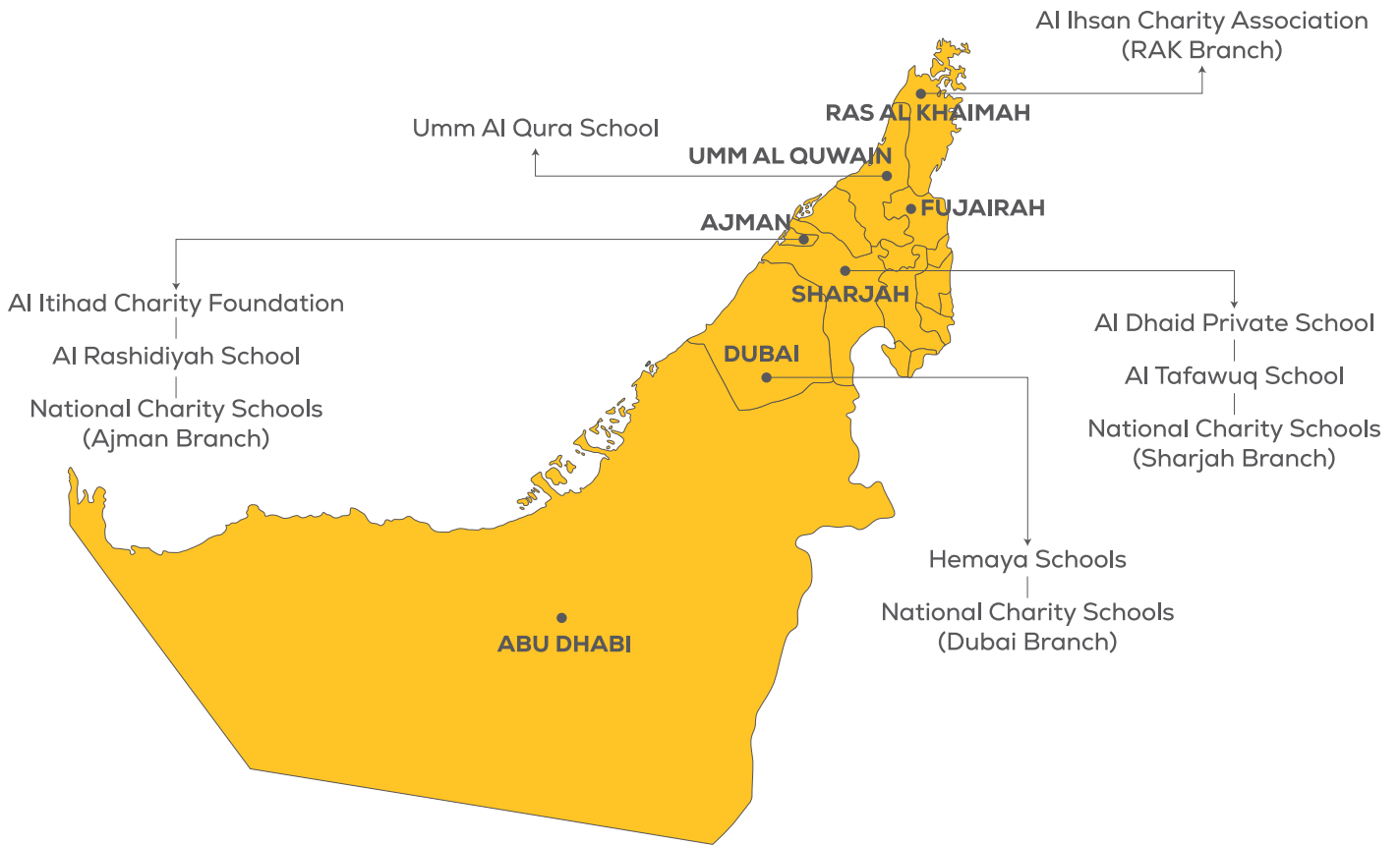


# NATIONWIDE SCHOOL BAG DISTRIBUTION

Just a few days before the start of the 2025–2026 academic year, Dubai Cares, in collaboration with EMX, distributed school kits to eight charity schools across the UAE, covering Dubai, Sharjah, Ajman, Umm Al Quwain and Ras Al Khaimah. This initiative supported 10,000 students, equipping them with the essentials they need to embark on the new school year with confidence and enthusiasm.



# BENEFICIARY CHARITY SCHOOLS



Dubai Cares' initiative went beyond simply distributing school kits, it spread hope and strengthened students' sense of belonging as they embarked on the new academic year. Many of the students are orphans and children of determination, and this support not only eased the financial burden on parents but also motivated students to begin their learning journey with confidence, dignity, and renewed enthusiasm.

**SHADIA YOUSSEF**  
DEPUTY PRINCIPAL  
AL AHLIYA CHARITY PRIMARY  
SCHOOL, DUBAI



Dubai National Charity School extends its heartfelt gratitude to Dubai Cares, its staff, and volunteers for their generous initiative that brought smiles to our students and eased back-to-school costs, helping families begin the academic year with hope and enthusiasm.

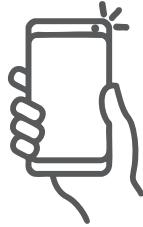
**HASSAN ABDULLA SAWALMEH**  
PRINCIPAL  
DUBAI NATIONAL CHARITY  
SCHOOL, AL-GARAOUD

# PR & SOCIAL MEDIA ENGAGEMENT

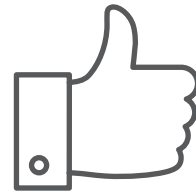
Dubai Cares' Students for Students initiative gained significant media traction, with features and interviews across prominent outlets including Al Arabiya FM, Education UAE, and Al Emarat Al Youm. These placements not only amplified public awareness but also sparked strong community interest. The initiative achieved an Advertising Value Equivalency (AVE) of more than AED 321,000 and generated robust social media engagement, reflecting genuine audience connection and meaningful participation.



**AED 321,000**  
Total AVE



**39,000**  
Views

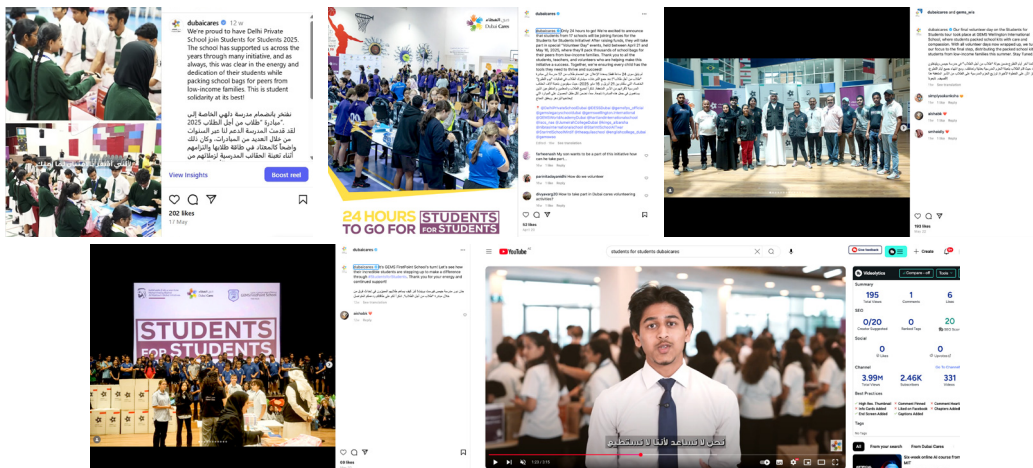


**923**  
Interactions

## PR INSIGHTS



## SOCIAL MEDIA INSIGHTS





A big thank you to all the students, teachers, school staff and parents for their incredible support of Dubai Cares's Students for Students. This initiative stands as a powerful example of community engagement, showing that when young individuals come together for a cause, they not only transform the lives of others but also develop responsibility, empathy, and leadership within themselves.

If you are interested in participating in the next edition of Students for Students, email us at [get.involved@dubaicarees.ae](mailto:get.involved@dubaicarees.ae)