



ALMALAYIKA
S W I T Z E R L A N D



Building cultural
bridges to support
children worldwide

Almalayika Switzerland is non-profit humanitarian organization based in Lugano, Switzerland, founded by Houaida Sekri in 2024, committed to supporting the most vulnerable, especially children and orphans affected by war.

Our vision

We want to build a world in which children everywhere can grow with dignity, safety, and equal opportunities, supported by a global culture of understanding, openness, and solidarity.

Guided by a team of women dedicated to defending children's rights, we work daily to foster mutual respect by promoting authentic knowledge of Arab and Islamic cultures, breaking down prejudice through education, dialogue, and cultural exchange.



Our mission

We provide support to children around the world through humanitarian initiatives promoting cultural awareness by organizing events, conferences, and educational programs.

Our aim is to build an international network of partners committed to cultural and humanitarian projects, while raising global awareness of humanitarian issues, particularly the history and lived reality of Palestine.

We focus on empowering students and young generations, who are essential agents of long-term cultural change.





Our presence

Our presence is tangible all over Ticino, because we actively take part at every event.

We aim to create a bridge of solidarity between local children and those from other nationalities and cultures by piquing their curiosity with plays and activities.

We are expanding our presence fastly all over Switzerland and Europe, targeting also international partnerships.

Humanitarian impact

We promote humanitarian initiatives focused on protecting and supporting children worldwide.

We advocate for children's fundamental rights through the work of a dedicated, women-led team.





Cultural awareness and education

We organize cultural events, conferences, and workshops that highlight the richness of Arab and Islamic cultures.

We produce and distribute educational materials such as books and publications on the true history of Palestine.

We combat stigma and misconceptions by providing accurate, accessible cultural information.

Youth & Academic Engagement

We prioritize talking and engaging with academic students as a key audience to drive long-term cultural change.

With that intention, we reach them directly in their schools and organize events in environment they already attend regularly, as such cinemas and theaters.





Media & Public Outreach

We want to strengthen the association's role as an even more trusted reference point in Ticino and Switzerland while we appear on arabic channels and media.

We are currently engaging with media outlets through interviews, public statements, and awareness campaigns to amplify the association's message and we are willing to amplify our audience.

International Networking & Partnerships

Our goal is to expand a global network of collaborators supporting humanitarian and cultural projects.

In next years we would establish strong partnerships with Gulf countries and organizing major events on Arab and Islamic culture internationally.





Almalayika so far

Provided food and clothes to children and families, ensuring healthcare by building the Almalayika Medical Free Camp in Gaza.

Established a long-distance adoption program.

Created the Almalayika Switzerland school to provide education and schooling support.

Met students from Switzerland's universities and high schools delivering informations about the real history of Palestine.

Organized the first Iftar Street 2025 with more than 1000 participant.

.... **but we did so much more.**

“We have a simple belief: when we build cultural bridges, we open the doors to understanding, dignity, and hope for every child. By sharing knowledge, challenging prejudice, and creating connections across nations and cultures, we shape a world where compassion becomes stronger than division. It's very simple: just let the children live.”

Houaida Sekri