

Sustainable Impact.

Operational Blueprint & Needs Assessment for Al-Maliha Locality



Optimism Charity Organization for Aid and Development (OCOAD)

OCOAD provides a tactical, data-driven response to the Al-Maliha crisis.



Who We Are

A registered, independent Sudanese organization dedicated to urgent relief and long-term self-sufficiency.



Where We Operate

Exclusively focused on North Darfur State, Al-Maliha Locality.



Our Advantage


Deep community trust combined with fresh, granular field data (71 schools and 33 water stations assessed) and a robust operational lifecycle ready for immediate pilot funding.

Three strategic pillars guide our transition from emergency relief to sustainable peace.



Relief & Protection

Urgent food, water, and shelter provision, alongside targeted social protection for vulnerable groups (orphans, widows, elderly, disabled).



Health & Education

Deployment of medical convoys, comprehensive school rehabilitation, and vocational training centers to combat illiteracy and prepare youth for the workforce.

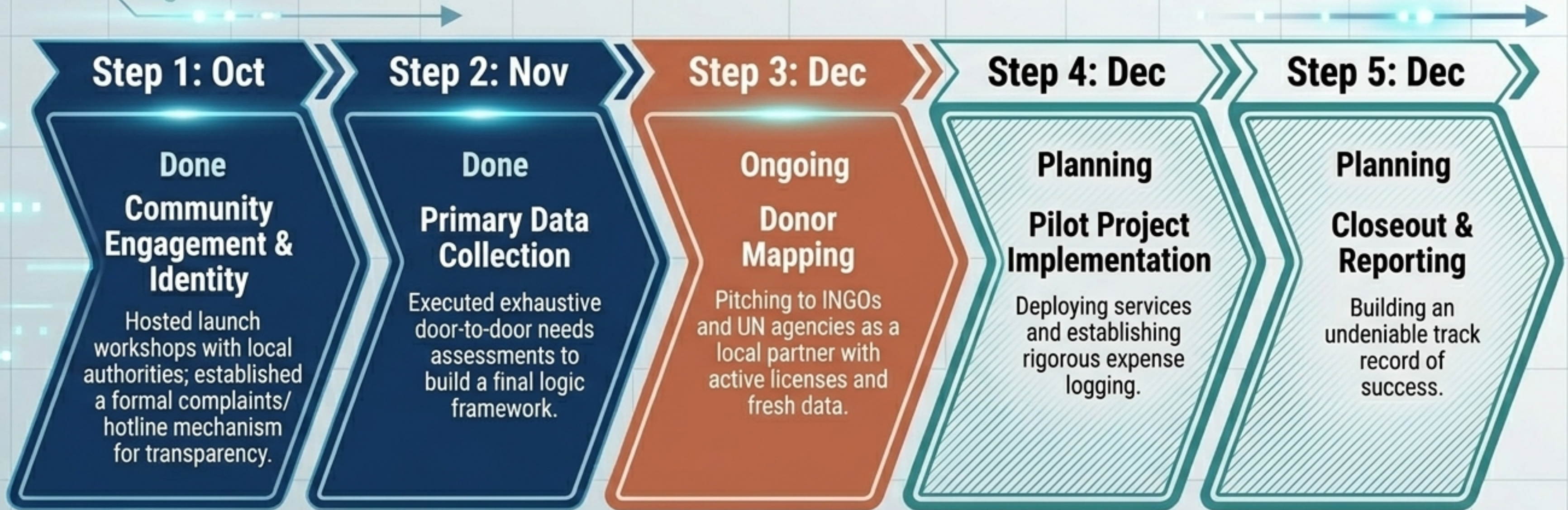


Development & Peace

Microfinance for productive families, sustainable agriculture/seed distribution, distribution, community peacebuilding workshops, and environmental sanitation (afforestation).

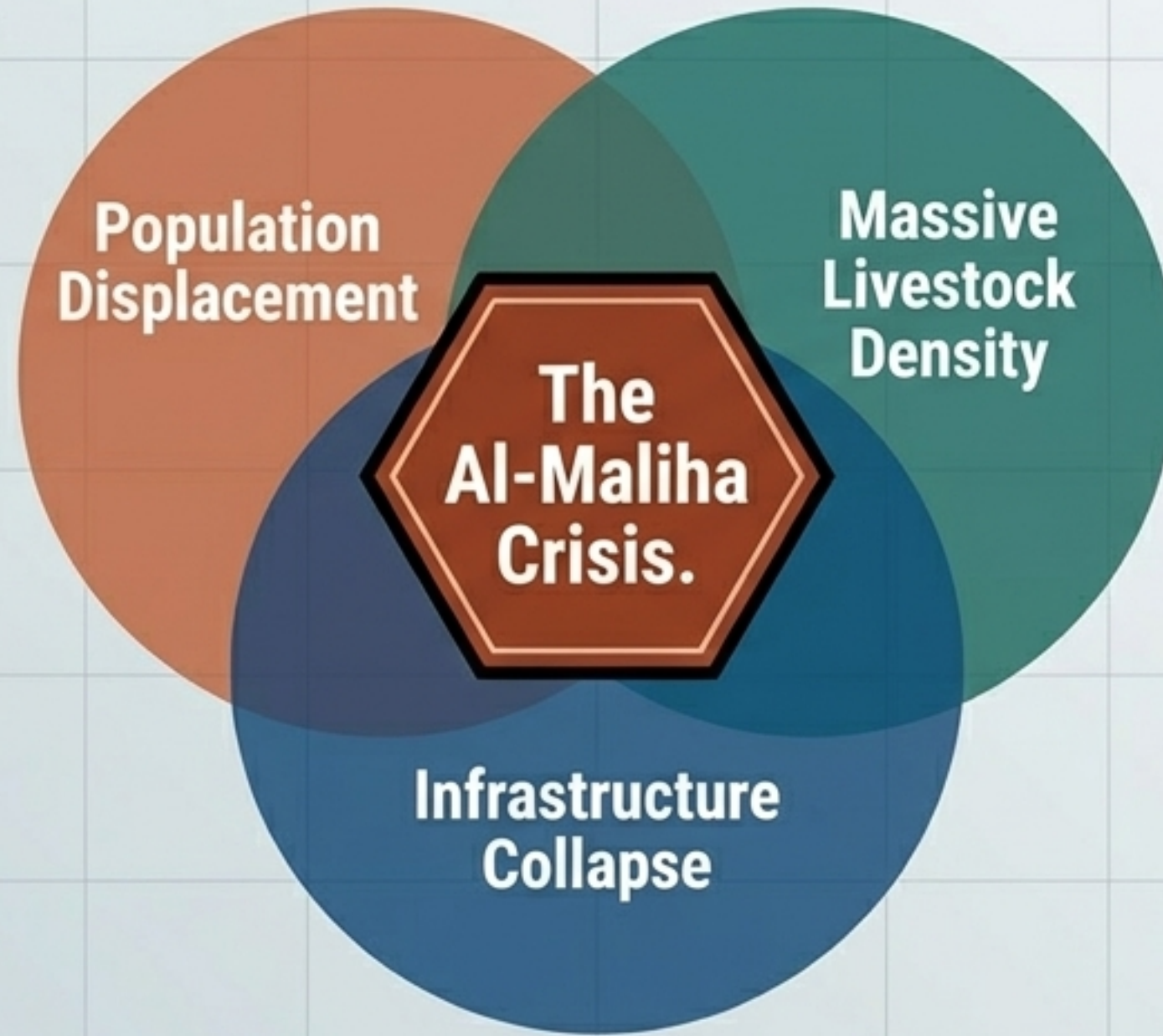


Our operational roadmap transitions from local engagement to pilot execution (Oct–Dec 2025).



Massive displacement and infrastructure collapse intersect to create critical choke points in Al-Maliha.

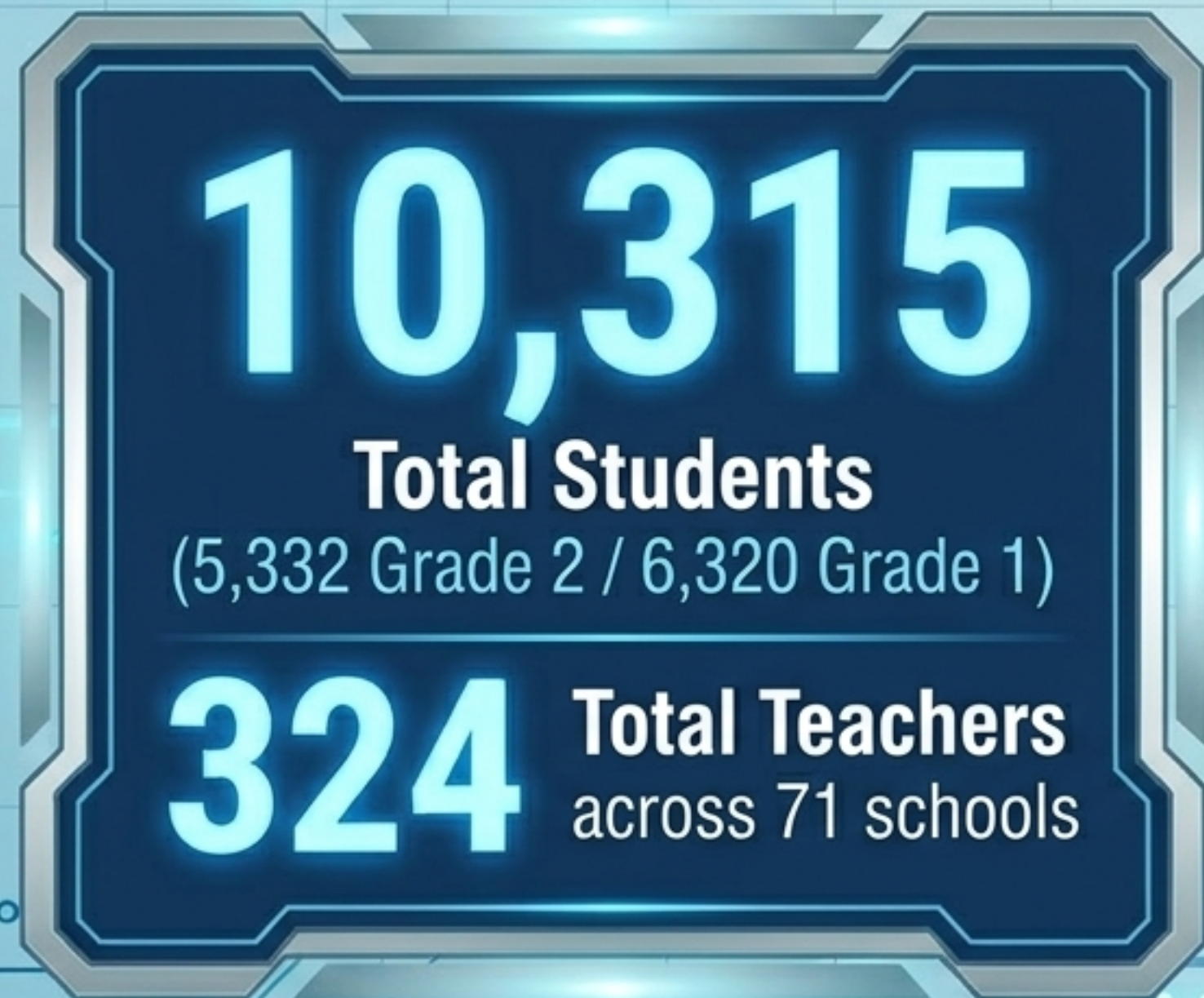
71 
Schools Assessed
Door-to-Door



33 
Water Stations
Audited

OCOAD has synthesized massive raw datasets from the field to pinpoint exact, high-impact intervention points for incoming funding.

Displacement and structural damage have severely disrupted education for over 10,000 students.



Closed

Partially Damaged

Closed & Used as Shelters

A four-quadrant framework targets the most critical educational gaps to restore safe learning environments.



WASH

- Constructing gender-segregated latrines
- Providing continuous hygiene kits
- Installing hand-washing taps



Infrastructure

- Sourcing desks/mats for high-density mixed schools
- Building temporary classrooms
- Installing simple solar lighting for administration



Educational & PSS

- Deploying psychosocial support facilitators for traumatized students
- Conducting emergency teaching training
- Distributing student kits



Protection & Inclusion

- Building local-material fencing for physical security
- Providing dignity kits for girls
- Retrofitting classrooms for students with disabilities

OCOAD has synthesized massive raw datasets from the field to pinpoint exact, high-impact intervention points for incoming funding.

Extreme livestock density and technical failures are overwhelming local water stations.

Warning Tag 1

The Source

Stolen/broken submersible pumps and a lack of dual power units (solar + mechanical).

Warning Tag 2

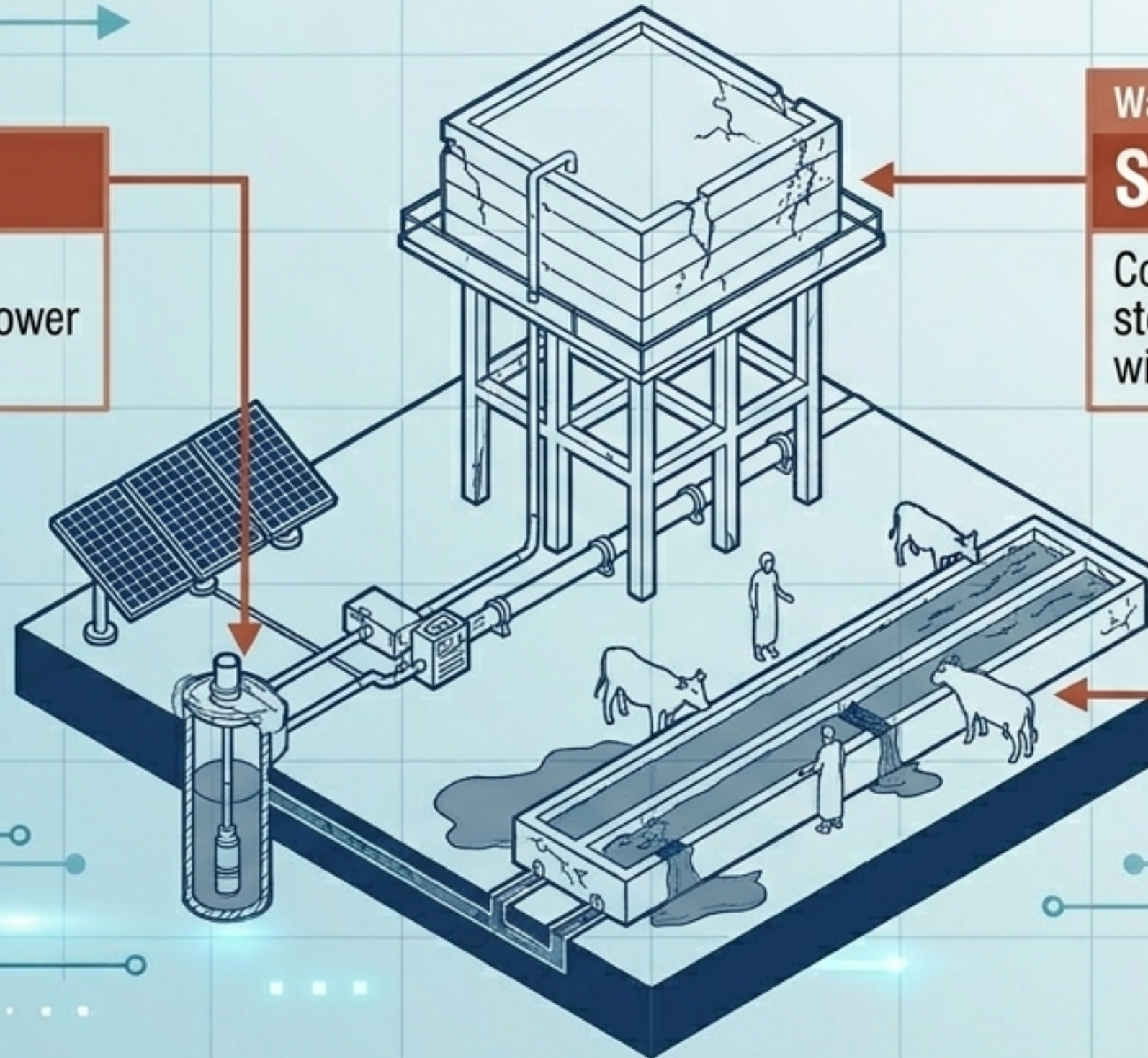
Storage

Collapsed or heavily damaged 50m³ storage tanks leaving communities with zero water reserves.

Warning Tag 3





Sanitation Hazard

Human and animal drinking troughs are completely mixed, creating severe health and contamination risks, exacerbated by stagnant drainage water.





Targeted WASH interventions will separate human and animal infrastructure to restore sanitation.

Current State (Failing)





-  - Relies on broken components
-  - Mixed usage for humans and livestock
-  - No perimeter security
-  - Raw water output with stagnant drainage

OCOAD Target State (Sustainable)

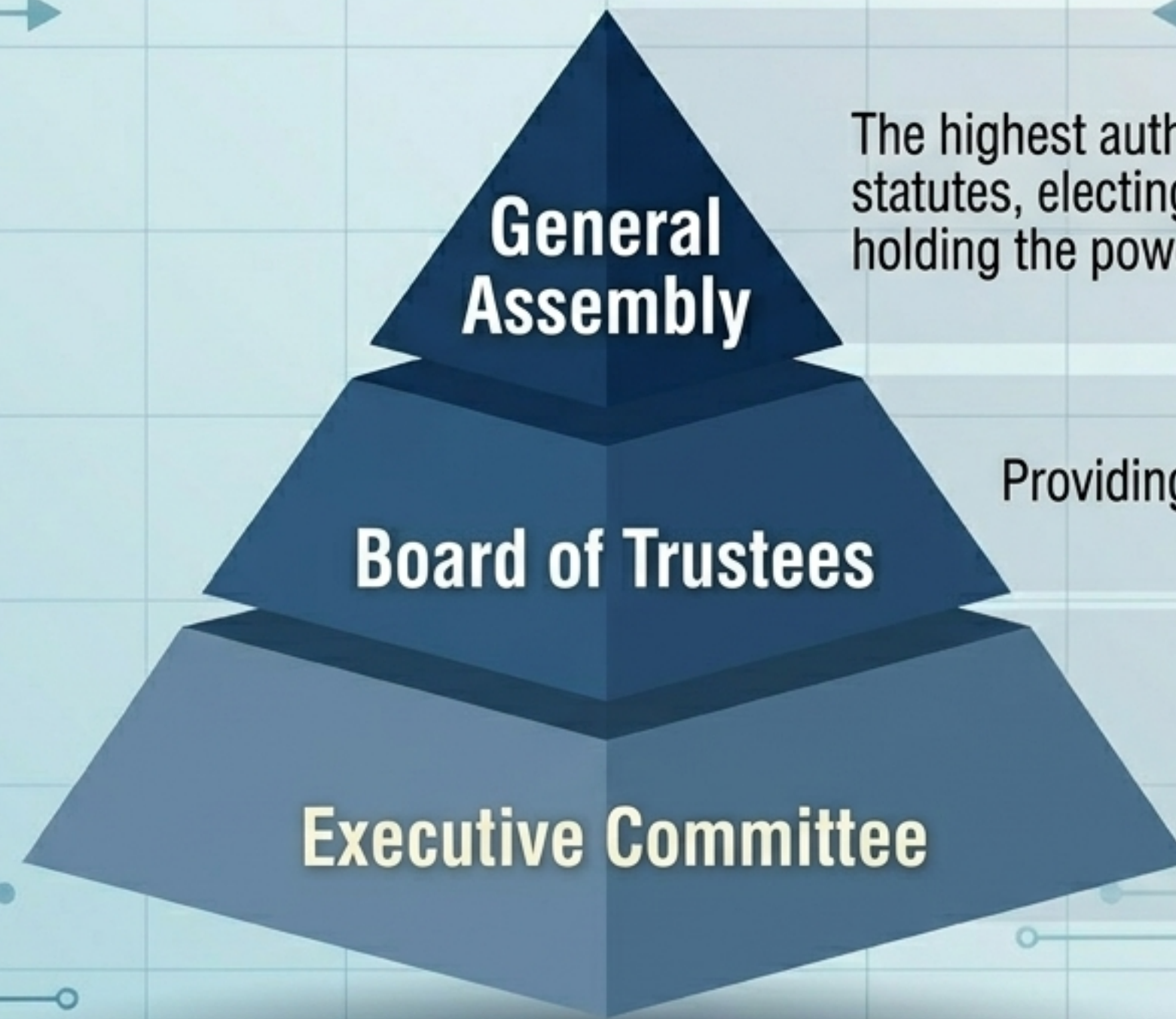
Technical Upgrades:

-  - Installing 7.5kW Solar units paired with 27HP engines (Andaria/Perkins)
-  - Dropping new pipes and restoring 3-inch distribution networks

Environmental Sanitation:

-  - Constructing physical separation fences
-  - Implementing active water chlorination
-  - Building latrines at a safe 70m distance
-  - Forming local sanitation committees to manage stagnant water

A robust governance structure ensures strict accountability from the ground up.



General Assembly

The highest authority, responsible for approving statutes, electing the executive committee, and holding the power to withdraw confidence.

Board of Trustees

Providing high-level advisory oversight.

Executive Committee

A 9-member operational body elected for 4-year terms, featuring dedicated roles for Finance, M&E, Logistics, and Programs to ensure full administrative coverage.

Rigorous financial controls and continuous monitoring guarantee that funding directly drives field impact.



Financial Integrity

All funds are deposited into an official bank account requiring 2 out of 3 key signatures (Director, Treasurer, Secretary-General). Accounts undergo mandatory annual external audits by certified accountants.



M&E Strategy

A dedicated M&E officer conducts continuous timeline monitoring and impact measurement, ensuring total transparency by directly matching financial expenditures with verified field achievements.

An experienced, nine-member executive committee drives our operational capacity.



President

Asmaa Adam Hassan Abdullah



Vice President

Al-Rasheed Abdul Rahman Ali



Secretary-General

Noureddine Ali Abdullah



Deputy Sec-Gen

Dr. Ibrahim Abdullah Saleh



Finance Officer

Anwar Adam Abdullah Hassan



Programs Coordinator

Saleh Mahjoub Adam Jamaa



PR & Comms

Imam Omar Adam Ismail



Logistics & Procurement

Salah Othman Khadra



M&E Officer

Abdul Karim Juma Bakhit Haraz

OCOAD combines the legitimacy of local trust with the rigor of data-driven targeting.



Data-Driven Precision

We do not guess. We hold exact, door-to-door technical specifications and needs assessments for 71 schools and 33 water stations.



Community-Embedded

We operate with legitimized local presence and maintain active, transparent feedback mechanisms (hotlines/complaints boxes) with the population.



Structurally Sound

We are a fully registered entity (2006 Voluntary Work Act) operating under strict financial compliance, dual-signature banking, and dedicated M&E oversight.

**We are actively seeking partners to fund our
December 2025 pilot projects.**



Education Pilot

Focus on rehabilitating schools currently used as shelters. Includes temporary classrooms, latrines, and psychosocial support deployment based on our 71-school dataset.



WASH Pilot

Focus on immediate separation of human/animal water sources. Includes upgrading high-yield stations with 7.5kW solar units and perimeter fencing based on our 33-station dataset.

**Fund a pilot to establish a proof-of-concept for
a long-term, high-impact strategic partnership.**

**Be a Partner in Optimism. Together, we
build a better future for Sudan.**



Website: ocoad.org

Social: Official Facebook Page

Location: North Darfur State, Al-Maliha Locality, Sudan