



# **Gozour Foundation for Development (GFD) 2023 Annual Report**



# Introduction

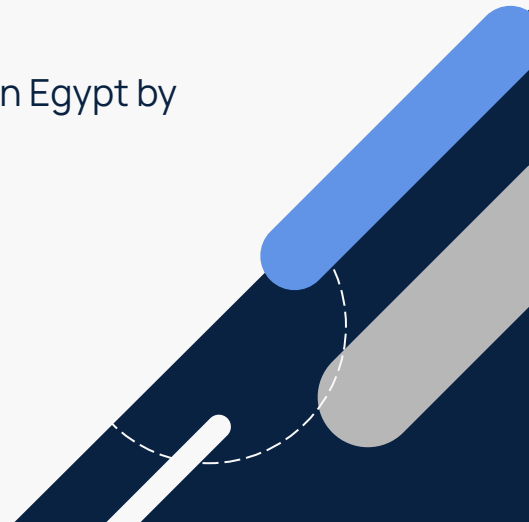
The 2023 annual report highlights the strength of the Gozour Foundation for Development (GFD) and its members, driven by solidarity and commitment to societal improvement. Despite economic challenges, GFD has made significant strides in *sustainability, innovation, and inclusivity*, contributing to national and global development goals. The foundation focuses on empowering young Egyptians, especially women, and enhancing the resilience of vulnerable groups, with a strong emphasis on improving access to quality education and health services for children to build a sustainable future.



# About Us

Gozour Foundation for Development (GFD) is an Egyptian non-profit organization registered under the Ministry of Social Solidarity (No. 7885/2010). Established to tackle the underlying causes of underdevelopment, GFD supports disadvantaged Egyptians, helping them become productive assets in society.

**Mission:** To enhance sustainable livelihoods for disadvantaged groups in Egypt by supporting efforts to alleviate poverty, illiteracy, and diseases



# WHERE WE WORK





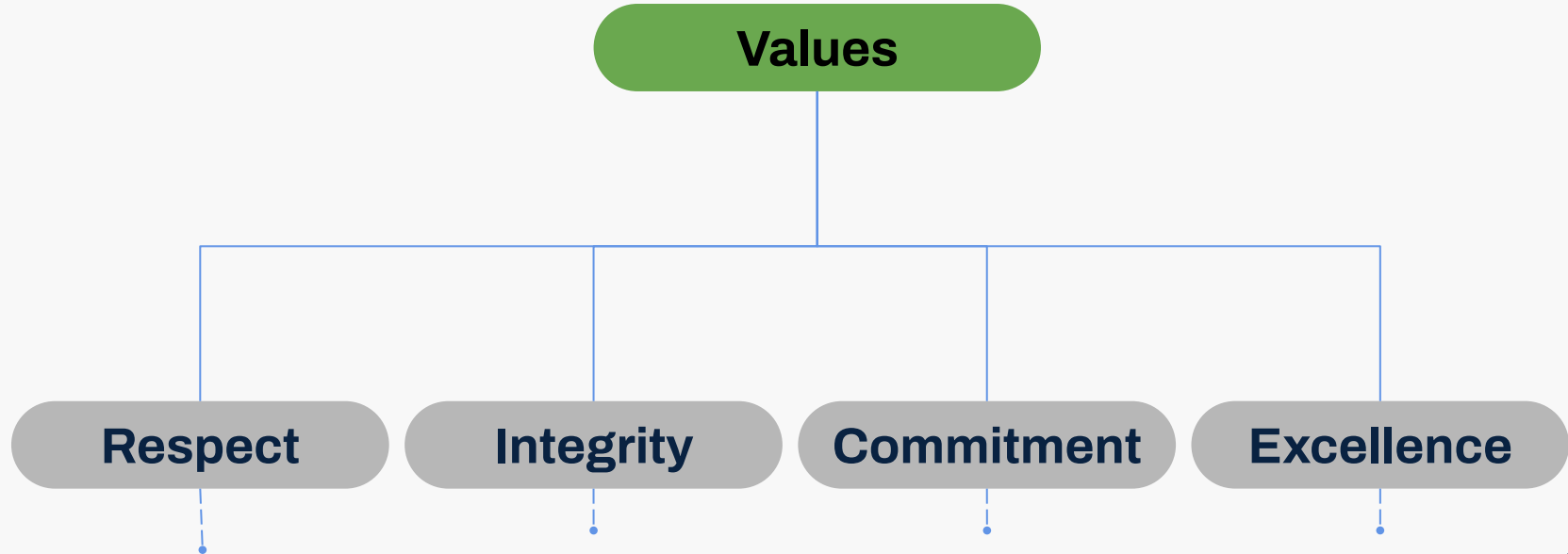
# Objectives

- Address socio-economic challenges like unemployment.
- Focus on underprivileged and disadvantaged groups.
- Promote self-sufficiency and community rejuvenation.
- Improve living conditions sustainably, ensuring individuals become self-sufficient members of their communities.





# Our Values





# Our Approach

GFD is committed to fostering positive change through a comprehensive, tailored approach based on three interrelated pillars: inclusivity, sustainability, and innovation



## Sustainability

- Empowers stakeholders with skills and knowledge.
- Develops a sustainable model with:
  - Training Center
  - Culinary Academy
  - Handicraft Workshop
  - Establish Salil brand and E-store



## Inclusivity

- Adopt the participatory approaches.
- Leverages local knowledge and experience.
- Promotes accessibility and reduces inequalities.
- Ensures gender equality.



## Innovation

- Designs solutions through technology transfer, digitalization, and social innovation.
- Enhances local innovation and strengthens partnerships.
- Focuses on gender-sensitive services and local advocacy through bottom-up innovation.



# Our Focus

GFD has been dedicated to creating positive change and addressing complex political, economic, and social challenges.

## COVID-19 Response:

- **Resilience and Opportunity:** Adapted to pandemic challenges by redesigning development responses.
- **Holistic Approach:** Integrated sustainability, innovation, and inclusivity in all efforts to align with Egypt's Vision 2030.
- **Multisectoral Cooperation:** Strengthened collaboration with public and private sectors, civil society, and local communities.

## Looking Ahead:

- **Decade of Action:** Accelerating sustainable solutions to global challenges.
- **Future Focus:** Maintaining flexibility and adaptability to achieve national development targets and create innovative, sustainable, and inclusive solutions post-COVID-19.





# Key Achievements

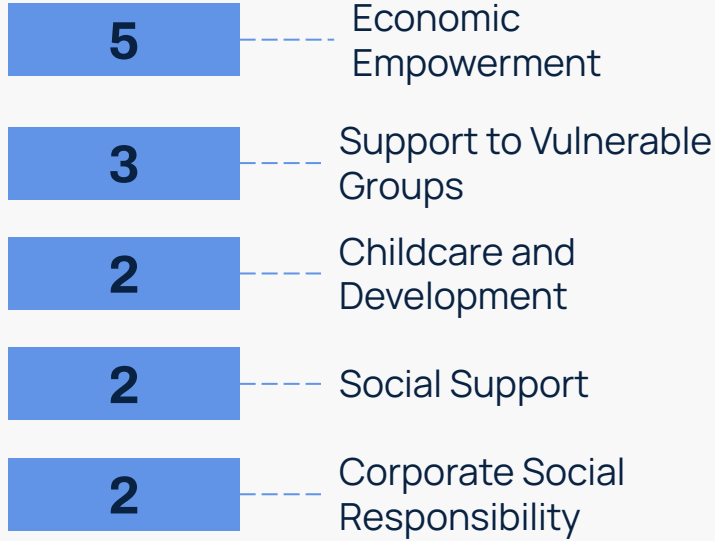
- **Economic Empowerment:** Boosted young Egyptians' and women's socio-economic resilience through sustainable livelihoods.
- **Education and Health:** Enhanced access to quality education and health services for children, investing in early childhood development.
- **Private Sector Engagement:** Promoted CSR initiatives and private sector involvement.



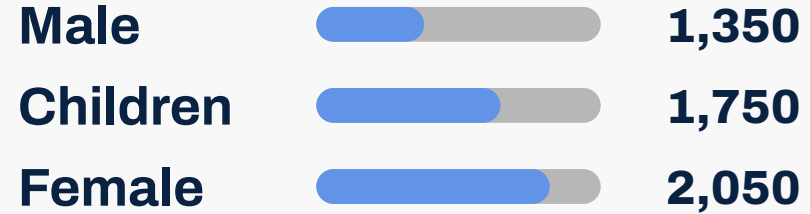
# Achievements Statistics



## Projects



## 5,150 Beneficiaries



## Sustainability Initiatives

- **Offices: 3**
- **Training Center**
- **Kitchen Lab**
- **Salil Handicraft Workshop**



01

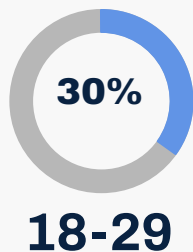
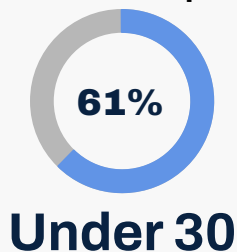
# Economic Empowerment Program



# Economic Context & Challenges

## Economic Context:

- **Resilience & Risks:** Economic resilience, COVID-19 exacerbated poverty and unemployment.
- **Youth Population:**



## Challenges:

- High unemployment
- | Category | Percentage |
|----------|------------|
| Youth    | 62.2%      |
| HE**     | 81.5%      |
| Females  | 15.9%      |
- Mismatch between education outcomes and labor market needs
  - Gender gap in the workforce

HE\*\* : Highly educated youth



# Objectives & Approach

- Equip youth, especially young women, with employability skills.
- Align with *Egypt's Vision 2030* on economic development and education



## Sustainability

- **Training Center:** Language and computer lab for diverse skill training.
- **Kitchen Lab:** Enhancing vocational skills.
- **E-Commerce Platform:** Salil Brand for stable funding.



## Innovation

- **3S Approach:** Self-discovery, social intelligence, and sorting out employment opportunities.

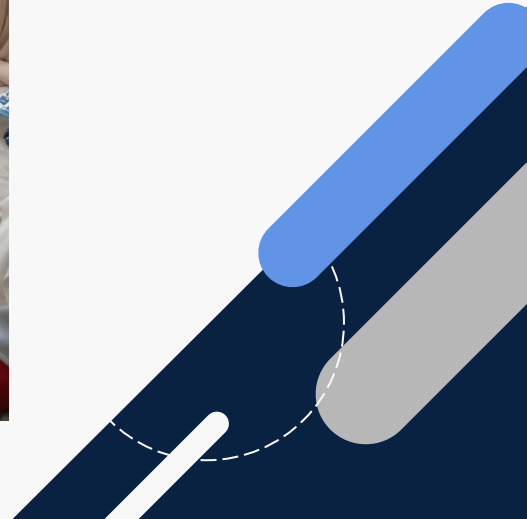


## Inclusivity

- **Integrated Training:** Context-sensitive and needs-based.
- **Gender Mainstreaming:** Promoting gender equality and increasing female representation.

# Services Provided

- Vocational Trainings
- Soft and Business Skills
- Entrepreneurship Skills and In-Kind Grants
- Career Guidance and Coaching
- Job Matching and Placement



# Projects



- Young Women Career Pathway
- Young Women Career Development and Creative Businesses
- Women Skills Development and Empowerment
- Salil Handicraft Training
- CookTech Academy Training



Salil



CookTech







**800**

**Beneficiaries**

**3**

**Governorates**



02

# Childcare & Development Program





# Objectives & Vision



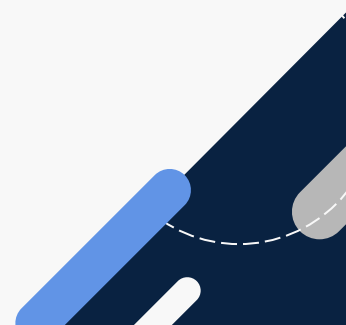
## Objectives

- Develop a comprehensive approach to early childhood development.
- Improve cognitive, physical, and social-emotional development.



## Vision

- Rooted in the belief that "rebuilding communities starts from schools."
- Invest in children to build future leaders for a prosperous future.





# Approach



## Sustainability

- Improve education infrastructure for better learning outcomes and reduced dropout rates.
- Train public school staff to become agents of change with knowledge in financial planning and community initiatives.



## Inclusivity

- Provide eye care and nutrition workshops to promote social equality and academic performance.



## Innovation

- Engage children in creative extracurricular activities, like interactive learning with LEGO, to develop problem-solving, communication, and teamwork skills.



# Areas & Projects



## Health-Based Services:

- Provide medical care, especially optometry services.
- Conduct nutrition and reproductive health workshops for mothers.



## Educational Services:

- Enhance educational infrastructure and facilities.
- Improve school management systems and teachers' skills.



## Projects

- 6/6 Eye Medical Caravans
- "Where is my Treasure?" program









**1,100**

**Beneficiaries**

**6**

**Governorates**

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**03**

# **Support to Vulnerable Groups Program**



# Context & Objectives

## Economic Context:

- **Displacement Crisis:** Ongoing conflicts and persecution have led to significant numbers of refugees and migrants in Egypt, facing high poverty, unemployment, exploitation and abuse, and limited access to basic services, which exacerbated due to COVID-19
- **Current Situation:** As of 2021,

270,000

Refugees and asylum seekers, with nearly half being women and girls



## Objectives:

- **Integration:** Refugees and migrants can positively contribute to host societies and promote social cohesion
- **Empowerment:** Facilitate access to sustainable livelihoods through life, employability, and technical skills.



# Approach



## Sustainability

- **Community Action:** Advocacy and awareness campaigns.
- **Skill Development:** Career guidance and business training for young females.
- **Support Services:** Psychosocial counseling and job market linkage.



## Innovation

- **Technology Use:** Leveraging ICT to improve conditions.
- **Career Key Platform:** Online job matching for refugees and migrants.



## Inclusivity

- **Gender Equality:** Addressing labor market inequalities.
- **Social Cohesion:** Inclusive training programs for diverse groups.





# Projects



- Socio-Economic Resilience of Migrants and Egyptians in Greater Cairo
- Fostering Community Action to Combat Violence Against Women and Promote Gender Equality





1,800

Beneficiaries

5

Governorates





04

# Social Support Program



# Context & Objectives



## Egypt's Vision 2030

Focus on economic and social justice to reduce inequality and promote inclusion



## Advances in Social Development

Expanded public services in healthcare, education, and social safety nets



## Objectives

- Promote social equality: support disadvantaged families
- Prevent harmful coping mechanisms (e.g., school dropouts, child labor, early marriage).





# Approach



## Sustainability

- **Linking Families to Services:** Connecting beneficiaries to service providers and GFD projects.
- **Capacity Building:** Ensuring long-term self-reliance and economic empowerment.



## Innovation

- **COVID-19 Response:** Leveraging digital technologies for communication and service delivery.
- **Digital Access:** Increasing connectivity and access to services.



## Inclusivity

- **Participatory Approach:** Engaging local communities to define and prioritize needs, while focusing on long-term social equality and human dignity
- **Focus on Women:** Empowering female-headed households



# Key Projects



- **Make a Difference:** Comprehensive support for vulnerable families.
- **Seasonal Support:** Distribution of food packages during Ramadan and Eid.

## Forms of Assistance

- School packages.
- Food packages.
- Support for female-headed households to start businesses.



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Families

3

Governorates

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05

# Corporate Social Responsibility (CSR) Program



# Context & Objectives



## Private Sector Role

Key in achieving sustainable development and national priorities.

- Employs 70% of the workforce.
- Contributes 60% to GDP
- Promotes technological innovation and mitigates COVID-19 impacts



## Objectives

- **Enhancing CSR Performance:**  
Improve lives through private sector engagement, leveraging technical and financial resources
- **Collaboration with Private Sector:**
  - Planning, designing, and implementing CSR initiatives
  - Expanding activities and enhancing CSR impact







# Approach



## Sustainability

- **Skill Transfer:** Volunteering programs for skills like financial literacy, communication, and practical skills.
- **Volunteer Benefits:** Enhances commitment, motivation, teamwork, and morale. Develops effective sustainability reports for CSR initiatives.



## Innovation

- **Cost-Efficient Techniques:** Utilizing click funds, social media campaigns, and innovative methodologies.
- Mobilizes financial and technical capacities for community development and encourages employee-led CSR initiatives for cost-effectiveness and team building.



## Inclusivity

- **Employee Engagement:** Encouraging private sector employees to participate in CSR activities.
- **Local Community Participation:** Designing projects based on local needs and priorities.





# Key Projects



- **Back to School Program:** Supporting education.
- **Women Empowering Women:** Empowerment initiatives.
- **The Four Corner Empowerment Space:** Community development



**450**

**Beneficiaries**

**3**

**Governorates**


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# **TOWARDS A MORE SUSTAINABLE BUSINESS MODEL**





GFD is enhancing its resilience by transforming operational and financial models to achieve sustainable funding and self-reliance. Over the past decade, GFD has established several key bodies:

- 1. ICT/English Training Center**
- 2. Handicrafts Workspace and Kitchen Lab for Culinary Training**
- 3. Salil – Online Store**



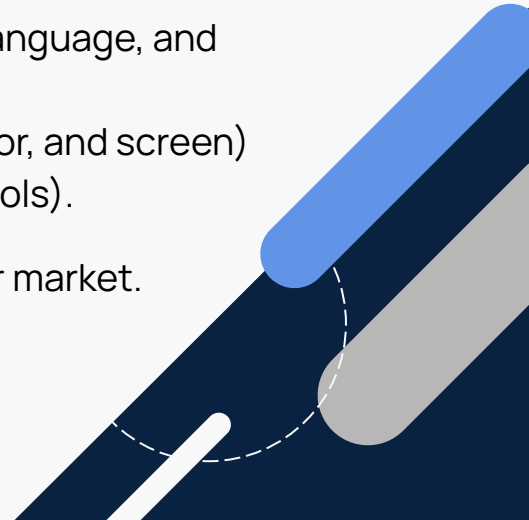
# 1. ICT/English Training Center

**Objective:** Provide comprehensive training programs that cater to the needs of young people and the job market.

**Features:**

- **Integrated Training:** Combines self-discovery, English business language, and ICT for business use into tailored packages.
- **Facilities:** Equipped with a computer lab (12 PCs, a laptop, projector, and screen) and a language lab (hearing aids, chairs, and essential teaching tools).

**Impact:** Enhances employability skills and facilitates access to the labor market.









## 2. Handicrafts Workspace

### Handicrafts Workspace:

- **Development:** Evolved from a small sewing workshop to a medium-sized facility.
- **Equipment:** Features advanced machinery for high-quality product production.
- **Purpose:** Provides hands-on experience and training in producing unique, high-quality handicrafts.





# 3. Kitchen Lab for Culinary Training

## Cook Tech - Educational Kitchen:

- **Tracks Offered:**
  - **Cooking Classes:** For beginners and professionals.
  - **Career Services:** Includes entrepreneurship training, career guidance, and job placement.
  - **Healthy Cooking Workshops:** Focuses on cost-effective, healthy recipes.
  - **Business Solutions:** Kitchen rental, video shooting, food testing, and corporate team building.







## 4. Salil – Online Store



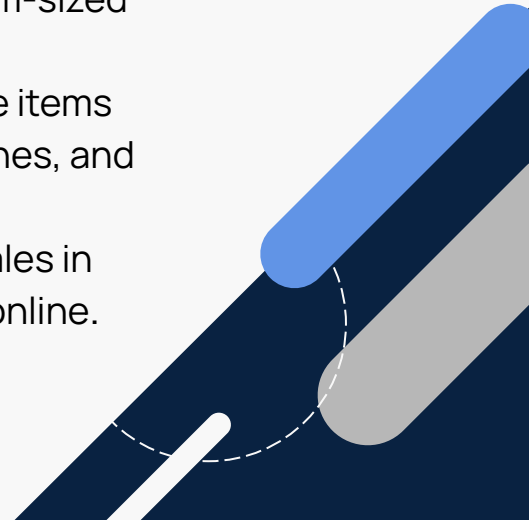
### Overview

- **Establishment:** Created in 2017 as a pilot project in partnership with Attijariwafa Bank.
- **Mission:** Empower women in disadvantaged areas through vocational training and income opportunities.



### Achievements

- **Growth:** From a small workshop to a medium-sized factory.
- **Products:** Handmade items including bags, clutches, and home accessories.
- **Market Presence:** Sales in various bazaars and online.



# 3. Salil – Online Store

## Future Goals

- **Market Positioning:**  
Leverages rising demand for unique Egyptian products to gain international recognition.
- **Cultural Impact:** Aims to spread Egyptian culture globally through authentic and ethnic designs.



## Online Presence:

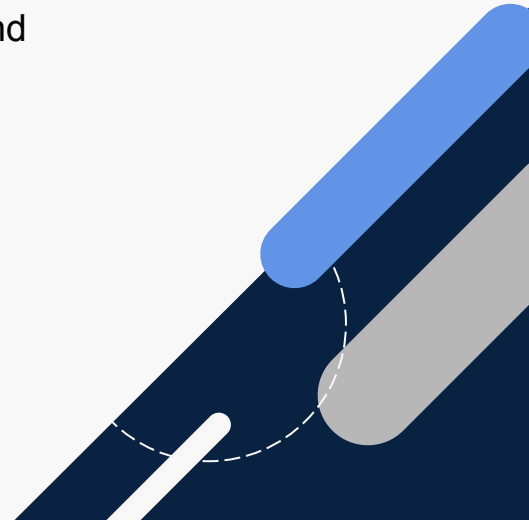
- **Website:**  
<http://www.salilstore.com>



**Facebook:** @Salilbrand



**Instagram:** @salil.egy







# Board of Trustees



**Ali Mokhtar**

*Chairman*



**Passinte Isaak**

*Secretary General*



**Milad Moawad**

*Board Member*



**Rawya El Fouly**

*Board Member*

# Our Staff



**Hesham Khalil**

*Executive Director*



**Hend Ahmed**

*Economic Empowerment  
Program Manager*



**Hesham Salah**

*Education Programme  
Manager*



**Sherif Abdel Moneim**

*Capacity Building  
Programme Manager*

# Our Staff



**Manal Karout**

*Salil/ Arts and Crafts  
Specialist*



**Mina Nabil**

*Youth Engagement  
Programme Manager*



**Enas Soliman**

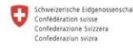
*Salil/ Vocational Training  
Officer*



# Our Supporters



من الشعب الياباني  
From the People of Japan





# THANK YOU!

