



# YEARS ANNIVERSARY

2011-2021  
A Decade of Change

# A DECADE OF CHANGE

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**GOZOUR FOUNDATION**

TENTH ANNIVERSARY REPORT

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## FOREWORD

To mark the Tenth Anniversary of the establishment of Gozour Foundation for Development (GFD), this special report provides an opportunity to take stock of the progress made in translating ambitious Egypt's national development agenda into context-sensitive action.

Since Gozour Foundation was founded in 2010, promoting sustainability, innovation, inclusivity, and changing lives has been the driving force behind all our activities with our beneficiaries and partners. Over the past decade, Egypt has witnessed political instability and an economic slowdown. These challenges are compounded by population growth, high unemployment, informality, and inflation rates. Moreover, the COVID-19 pandemic has further aggravated existing vulnerabilities and disproportionately affected marginalized communities. Although Egyptian society has shown resilience in the face of these shocks, an array of challenges persists.

Mindful of this, the Government of Egypt (GoE) has launched Egypt's Sustainable Development Strategy (SDS), referred to as Vision 2030, which is aligned with the United Nations (UN) 2030 Agenda for Sustainable Development and the African Union's (AU) Agenda 2063.





Amidst the array of challenges that faced Egypt over the past decade, it was imperative to take action to address and mitigate their negative implications and bring about positive change to people's lives. GFD has focused on accelerating progress towards achieving many of the targets set out in the SDGs and Egypt's Vision 2030, by leveraging available resources, human capital, and coordinated action to Build Back Better our society.

Adopting an approach that promotes sustainability, innovation, and inclusivity in line with the 2030 SDG pledge to 'leave no one behind' is more important now than ever as our society is adjusting to the post-COVID-19 New Normal. In this vein, we work diligently, innovatively, and flexibly to address the emerging needs and concerns amidst an ever-changing social, political, and economic environment.

**ALI MOKHTAR**

*Chairman*

# ABOUT GOZOUR FOUNDATION

Gozour Foundation for Development (GFD) is an Egyptian non-profit organization registered under the Ministry of Social Solidarity, No 7885/2010. The Foundation was established to become a catalytic agent in tackling the underlying causes of underdevelopment and supporting the advancement of disadvantaged Egyptians to pave the way for them to become productive assets in society.

GFD aims at tackling the underlying causes of major socio-economic challenges, such as unemployment through working closely with the underprivileged and paying particular attention to disadvantaged groups in the society. We believe that simply addressing the symptoms without addressing the root causes creates more challenges in the long run. We help them discover their roots, reevaluate their identity and capabilities, and work hard to build and rejuvenate themselves and their communities. Our long-term objective is to improve the living conditions of individuals emanating from dire situations sustainably by ensuring that they become self-sufficient actors in their communities.



## OUR MISSION

To enhance sustainable livelihoods of disadvantaged groups in Egypt by supporting their efforts in alleviating poverty, illiteracy, and diseases.



## OUR CORE VALUES

### RESPECT

We value the inputs and contributions of our beneficiaries and all stakeholders.

### INTEGRITY

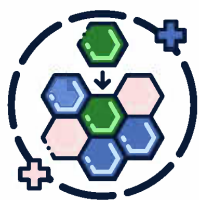
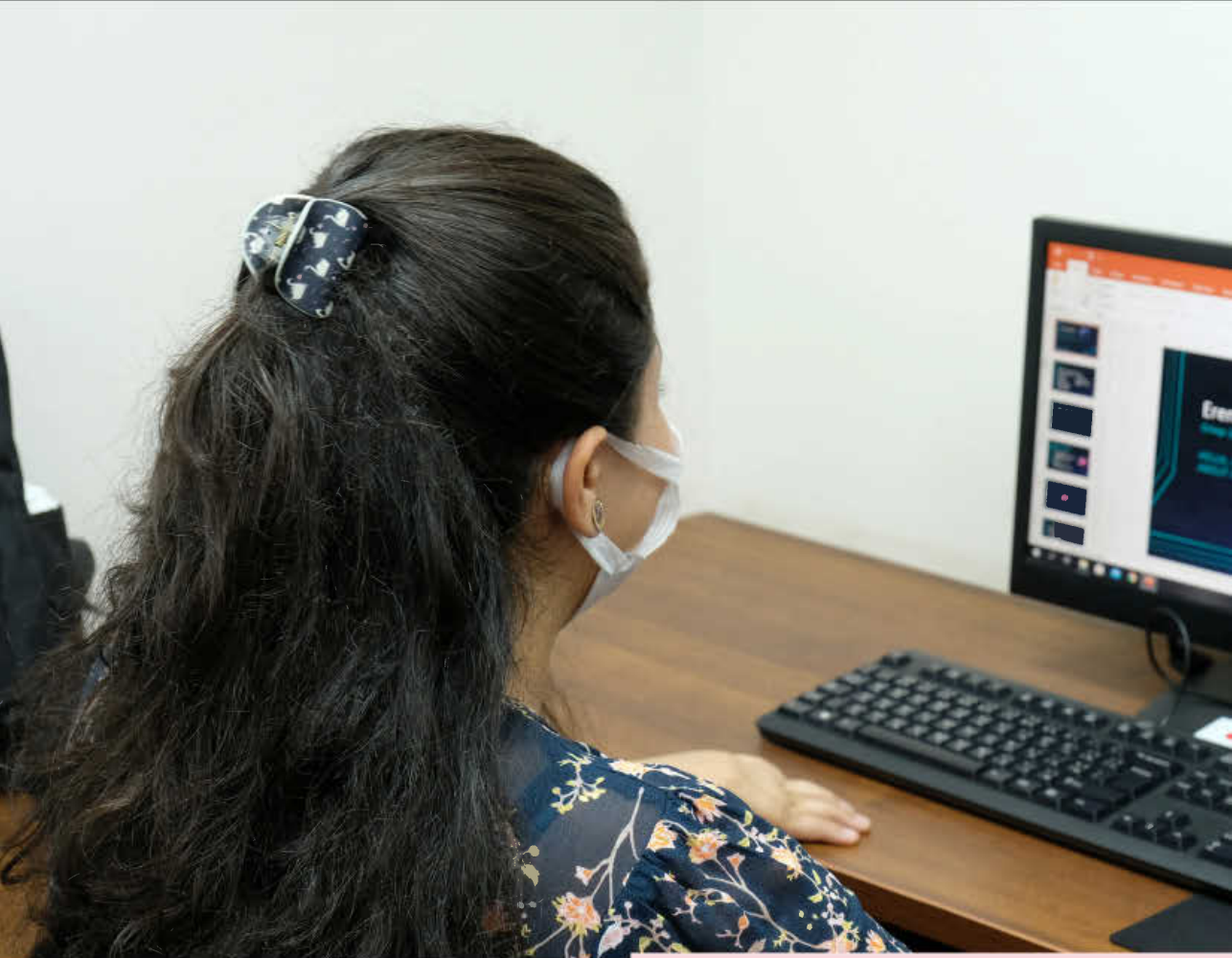
Our actions are consistent with our mission and vision.

### COMMITMENT

We continuously encourage individual and organizational capabilities and creativity and work together to serve the larger community.

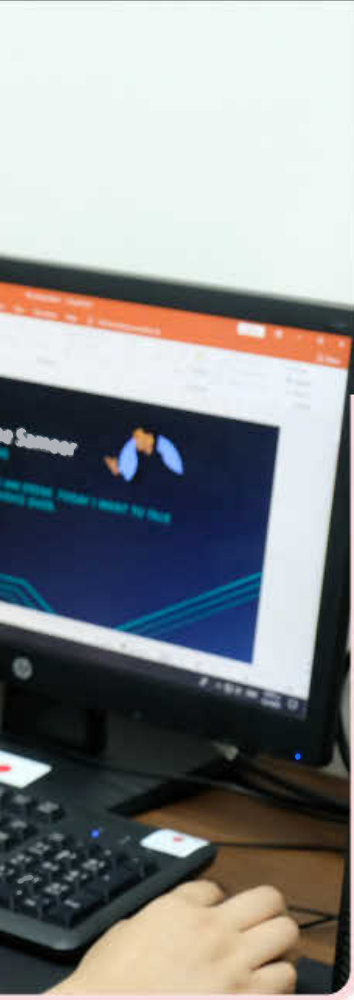
### EXCELLENCE

Our staff is drawn from an impressively wide range of disciplines to meet the immediate needs of the people and achieve greater impact.



## OUR APPROACH

GFD is committed to bringing about positive change to individuals and communities by adopting a comprehensive, tailored approach based on three interrelated pillars: inclusivity, innovation, and sustainability, all of which lie at the heart of national development agendas.



## INCLUSIVITY

GFD is dedicated to utilizing participatory approaches to assist individuals, communities, and organizations in defining their context-specific development priorities and taking meaningful steps toward self-directed, self-sustaining change across its strategic themes. This approach is meant to create value and strengthen the local capacity for sustainable development by capitalizing on local knowledge and experience in designing and implementing project interventions. Additionally, GFD is keen on promoting accessibility and reducing entrenched inequalities by facilitating women and vulnerable populations' access to development opportunities across its projects. Inclusivity is imperative for the sustainability of results over time and offers higher returns for donor resources while getting people to claim a greater say in running their affairs. Likewise, GFD ensures the promotion of gender equality by incorporating gender into its project designs and implementation to enhance women's inclusion and participation.



## SUSTAINABILITY

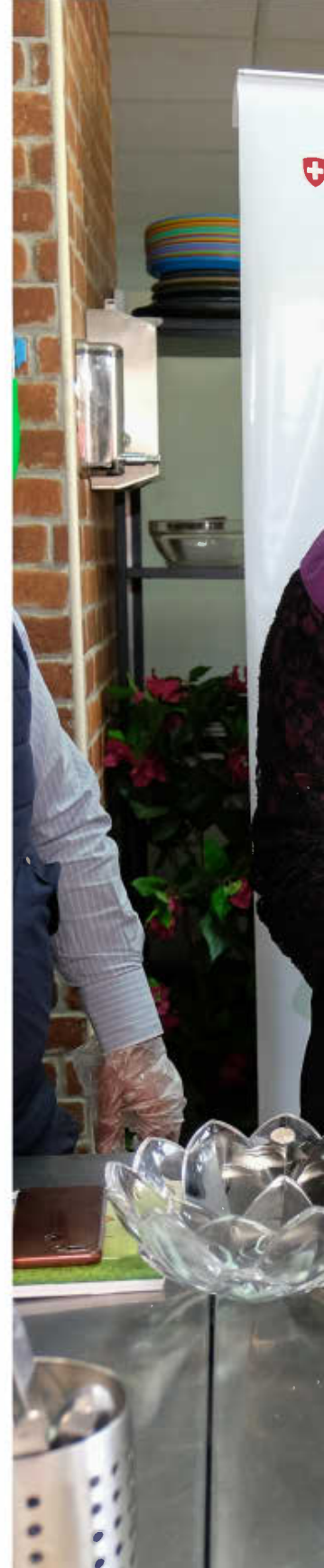
GFD implements a plethora of development interventions that treat stakeholders as active agents of sustainable development and growth rather than as passive recipients of services. In this vein, it aims to equip its stakeholders with the necessary skills and knowledge to bring about positive change in their respective communities. Similarly, GFD has been keen on transforming its model to become more sustainable and self-sufficient by establishing its own training center, culinary academy, and online store (Salil). This, in turn, generates a more stable and independent flow of funds for executing its projects.



## INNOVATION

Innovation and flexibility play a key role in designing innovative solutions to address dynamic developmental challenges. The transfer and adaptation of technologies, digitalization, and social innovation are key to accelerating progress towards achieving national development targets. Innovation often entails strengthened multi-stakeholder partnerships to generate these much-needed solutions, especially in light of the outbreak of the COVID-19 pandemic and the unprecedented challenges that followed. Sharpening local innovation capacities has played a central role in the design of GFD programmes and services. Nowadays, the role of bottom-up innovation in designing and delivering gender-sensitive services to disadvantaged groups is key to achieving development targets, especially when based on local acceptance and advocacy campaigns.

This comprehensive approach, in the hands of highly qualified teams of professionals, helps address the challenges facing development and boosts the well-being of thousands of people all over Egypt. Our team is always keen on engaging with diverse stakeholders in painstaking processes of planning, management, and feedback.





Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Embassy of Switzerland in Egypt



*Nowadays, the role of bottom-up innovation in designing and delivering gender-sensitive services to disadvantaged groups is key to achieving development targets, especially when based on local acceptance and advocacy campaigns.*

2021-2021

## OUR FOCUS: A DECADE OF CHANGE

Over the past decade, GFD has strived to bring about positive change in people's lives and developed innovative solutions and robust partnerships to address a multitude of cross-cutting political, economic, and social challenges. We worked diligently to promote the economic empowerment of young Egyptians, especially women, and improve the self-reliance and socio-economic resilience of vulnerable groups by facilitating their access to sustainable livelihoods. Additionally, from its inception, GFD has been dedicated to expanding and enhancing children's access to quality education and health-based services. This stems from the belief that investing in early childhood development lays the foundation for a prosperous and sustainable society. Moreover, GFD has been at the forefront of promoting the private sector's engagement through assisting them in planning, designing, and undertaking corporate social responsibility (CSR) initiatives. All of these efforts serve Gozour's overarching goal of fostering Egypt's pathway towards achieving sustainable development.

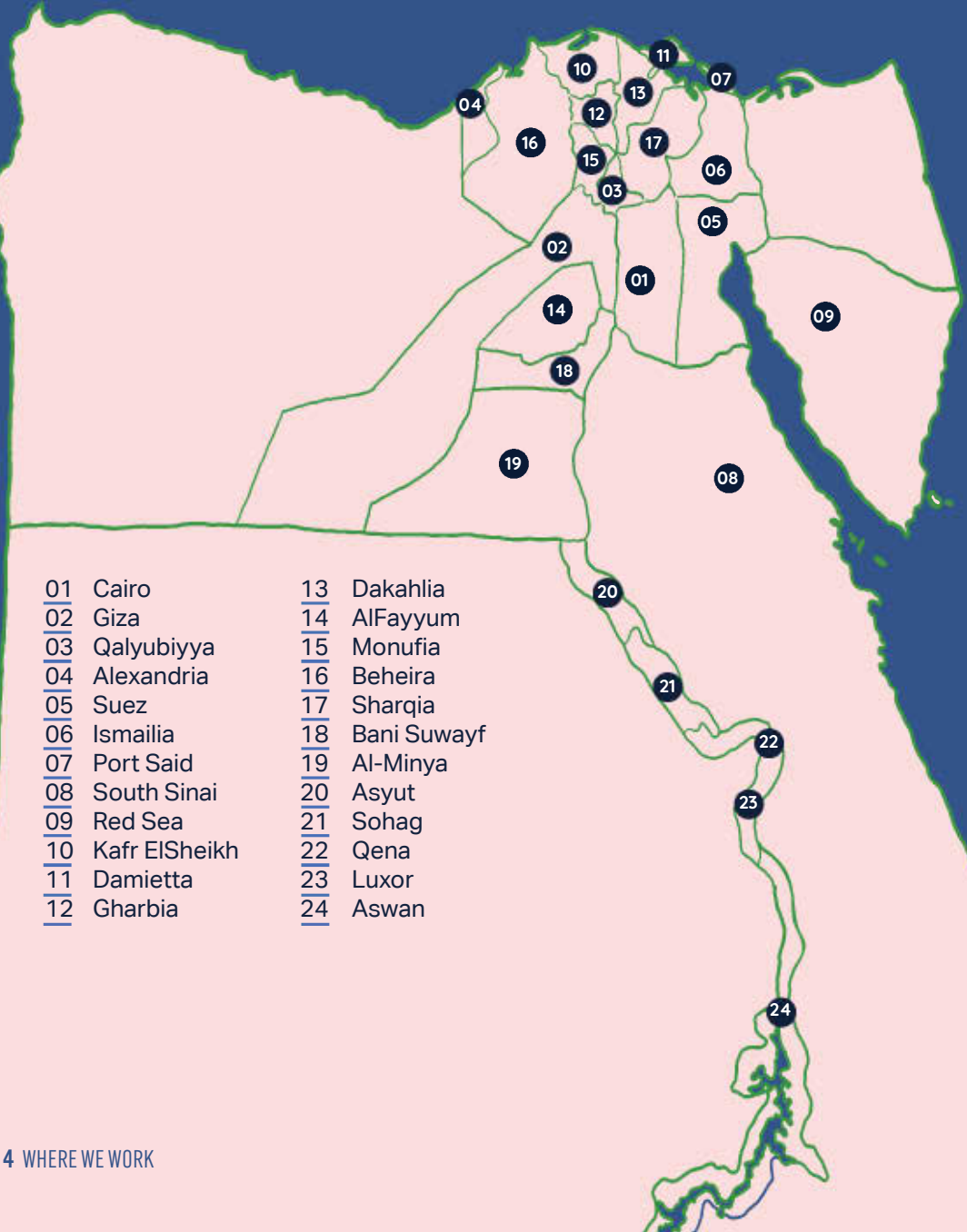
While the enormous scale of the COVID-19 pandemic and its far-reaching repercussions on development brought about unprecedented and multilayered challenges, it also presented ample opportunities to redesign and enhance develop-

ment responses and build back better. In this vein, we adopted a holistic and tailored approach to address the interconnectedness between our beneficiaries' pre-existing socioeconomic vulnerabilities and today's heightened risks stemming from the pandemic. We worked on incorporating sustainability, innovation, and inclusivity into all our endeavors to achieve sustainable development and meet the goals of Egypt's Vision 2030 through an effective and coordinated implementation on the ground. We also promoted collective action by enhancing multisectoral cooperation with various stakeholders, including the public and private sectors, as well as civil society organizations and local communities.

As we move into the Decade of Action, which calls for "accelerating sustainable solutions to all the world's biggest challenges," we are committed to continuing our work for transformative positive change. At a time of multiple and intersecting crises, our keenness to show the utmost degree of flexibility, adaptability, and resilience persists. To rebuild better post COVID-19, GFD will not lose sight of its mission to accelerate efforts towards a strong recovery by achieving its national development targets and mobilizing efforts to generate forward-looking, innovative, sustainable, and inclusive solutions to sustainable development challenges.



# WHERE WE WORK



01 Cairo  
02 Giza  
03 Qalyubiyah  
04 Alexandria  
05 Suez  
06 Ismailia  
07 Port Said  
08 South Sinai  
09 Red Sea  
10 Kafr El Sheikh  
11 Damietta  
12 Gharbia

13 Dakahlia  
14 Al Fayyum  
15 Monufia  
16 Beheira  
17 Sharqia  
18 Bani Suwayf  
19 Al-Minya  
20 Asyut  
21 Sohag  
22 Qena  
23 Luxor  
24 Aswan





# OUR ACHIEVEMENTS



**PARTNERS**

**1428**

ORGANIZATIONS

**06** Government organizations

**10** International Organizations

**14** Private Sector

**400** Schools

**1000** NGOs



**TOTAL FUNDS IN EGP**

**153,549,146**

Private sector

**87,805,146**

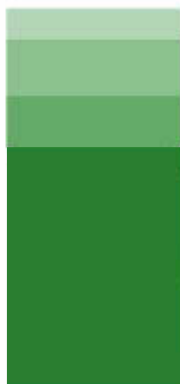
International sector

**65,744,000**





PROJECTS  
**60**



- **05** Support for Vulnerable Groups Program
- **09** Social Support Program
- **08** Child Care & Development Program
- **38** Economic Empowerment Program



Training Center



Handicraft Workshop



Kitchen Lab

**02**

Offices

OPERATIONS



**5**



BENEFICIARIES

**1,222,859**

**735,096**

Children



**375,263**

Women



**112,500**

Men





**OUR PROGRAMS**



A DECADE OF CHANGE



# 01 ECONOMIC EMPOWERMENT PROGRAM

Although, the Egyptian economy has shown resilience in the face of the COVID-19 pandemic, yet the pandemic has also laid bare and aggravated longstanding economic risks, including high poverty and unemployment rates. This, in turn, continues to impede Egypt's ability to achieve inclusive growth and meet key development objectives outlined in Egypt's Vision 2030.

The Egyptian population is overwhelmingly young, with approximately 61 percent of the population under the age of 30 and 21 percent are youth between the age of 18 to 29, all of which could propel the country economically. Nevertheless, according to CAPMAS, high unemployment rates and informality continue to persist among educated youth, especially young women residing in urban areas. As of 2021, unemployment rate stood at 62.2 percent among Egyptian youth; 81.5 percent





among those with higher education; and 15.9% among females. This is mainly attributed to two key factors: the mismatch between education system outcomes, youth's skills, and the needs of the labor market; as well as the widening gender gap in the labor market.

Stemming from the belief that Egyptian youth are powerful catalysts for social and economic development and change; and that the lack of relevant technical and employability skills among the Egyptian youth is a major constraint to inclusive economic development and prosperity, GFD embarked on a quest to identify the gaps between the skills of Egyptian youth and the labor market requirements.

*The lack of relevant technical and employability skills among the Egyptian youth is a major constraint.*

Additionally, in line with Egypt's Vision 2030 first pillar on economic development and seventh's pillar on education and training, GFD has implemented several projects to equip Egyptian youth, especially young women, with relevant employability skills to facilitate their access to sustainable livelihoods. These projects aimed to enhance the sustainability, innovation, and inclusivity of the Egyptian youth which culminate into bringing about positive change to the lives of Egyptian youths.



## SUSTAINABILITY

GFD has launched its own in-house training center with a language and computer lab to train beneficiaries on diverse skills while utilizing different learning modalities; as well as a kitchen lab to enhance the beneficiaries' vocational skills; and an e-commerce platform for the Salil Brand. All these efforts aim to equip Egyptian youth with the necessary skills so that they become ambassadors of positive change and impact in their own communities.



## INNOVATION

Given the myriad complexities and interconnectedness of the challenges facing Egyptian youth, GFD designed the 3S holistic approach to employability training, which covers three components: self-discovery, social intelligence and sorting out employment opportunities. This approach recognizes that focusing solely on practical skills is insufficient to effectively equip Egyptian youth to join the job market, rather a more comprehensive approach that includes psychosocial support, life skills and employability skills is needed.







## INCLUSIVITY

The projects implemented under GFD's economic empowerment program offers inclusive and integrated life skills trainings for Egyptian youth. These trainings are designed to be context-sensitive and needs-based. The program also aims to contribute to inclusive economic growth by economically empowering Egyptian youth and enhancing their socioeconomic resilience by means of facilitating their access to sustainable livelihoods. Gender mainstreaming is a cross-cutting element in all the projects implemented under the economic empowerment program to promote gender equality and increase women representation in the job market.

## The following are examples of the services and skills provided



Vocational trainings



Soft and business skills



Career guidance and coaching services



Entrepreneurship skills and in-kind grants



Job placement

These services do not only prepare the beneficiaries for socio-economic integration in the labor market, but they also enable them to develop self-confidence and self-respect, which are essential skills that help them excel at their workplaces, network, and get promoted. Additionally, beneficiaries are linked with the job market through job placement and in-kind grants that support a number of the beneficiaries to start their own businesses.





## AN OPPORTUNITY FOR LIFE

*"I discovered that I am important and that it is never too late",* this is how Nawal, a 27-year-old Egyptian woman who resides in the slum areas of Misr El Qadima district, described the impact of the project on her personal and professional life. Growing up, Nawal had a tough childhood; her par-

ents and teachers constantly made her believe that she is incompetent, which had an adverse impact on her self-esteem. She was then forced to drop out of school at the preparatory stage due to financial difficulties. When her husband passed away in a motorcycle accident, Nawal suddenly found herself responsible for generating sustainable income to cover her family's expenses. *"This period was the most challenging phase of my life; I knew I had to search for a job that will provide a stable income for my family"* said Nawal.

It was during this time that Nawal was advised by her aunt to join GFD's training program. Receiving vocational training in leather handicrafts was a life changing experience for Nawal. *"For me, this opportunity was much more than just a training; I considered it an opportunity to start my career"* she stated. Not only did receiving trainings help Nawal acquire new skills, but it also improved her self-esteem and empowered her to work with several suppliers who provided her with raw materials and designs to execute. This, in turn, helped Nawal generate stable income to support her family. Moreover, according to Nawal *"the training has also helped me to become more efficient, active and more organized"*. Nawal believed that this training is a steppingstone towards achieving her dream of opening a small boutique where she can display and sell her products as she discovered that it is never too late to follow her dream.



## FIRST STEP TO SUCCESS

*"The road to follow your passion is not easy, but I have learned that through dedication and perseverance, one can achieve anything", stated Mahmoud, a 22-year-old Egyptian youth who resides in Ard el Lewa. At a young age, Mahmoud has shown great interest in computers but did not have the opportunity to study this field due to lack of resources. Upon completing his education, Mahmoud begun searching for a job to support his family. He had the chance to work in several sectors, but he was never passionate about any of the jobs he held. It was during this time that Mahmoud heard about GFD's training programs from his work colleague.*

*"When I first applied to the training, I was only concerned with receiving the vocational training in computer and mobile maintenance and receiving the certificate, nevertheless, as I started attending the life skills and the psychosocial support sessions, my personality started to change", says Mahmoud. He added, "I am now able to communicate better with*



*my colleagues and manage any negative thoughts; something which I struggled with before, especially at work”.*

The vocational training also helped Mahmoud sharpen his computer maintenance skills and through the project’s job placement process, he was able to land a job fixing computers and cellphones.

According to Mahmoud, *“when I got this job, I was so happy because I finally managed to do something that I love and passionate about, while helping my family lead a comfortable life”.*

Mahmoud’s dream is to open his own

computer and mobile maintenance shop one day, he stated that *“I believe that the training I took with GFD was the first step towards achieving this goal. The road to follow your passion is not easy, but I have learned that through dedication and perseverance, one can achieve anything”*

*“when I got this job, I was so happy because I finally managed to do something that I love and passionate about, while helping my family lead a comfortable life”.*





## A JOURNEY FOR SELF-DEVELOPMENT

*"It is difficult to sum up everything I benefited from GFD, but it is enough to say that I felt valued and appreciated as person".* Amal has graduated from the faculty of Arts, Theatre Sciences department in 2017. At this point of her life, she did not know what her future holds for her. She was also at her lowest moments as her mother had passed away and she was in desperate need for an opportunity to lift her spirit and give her faith in a new beginning. She heard about GFD through a friend of hers, whom encouraged her to apply for *"Egyptian Women Pioneers of the Future"* program

where she was offered a training opportunity to build her interpersonal skills and introduced her to her first employment experience, which definitely was a remarkable experience for her. Right after the training she joined an internship program at the communications and sustainability department of renowned French bank. Her training contract extended for over a year unlike the rest of her colleagues in the training as she excelled and left a unique impression with her hard work and creativity. Unfortunately, her positive experience did not last for long as the Language level and educational standards of her peers exceeded hers and thus limited her opportunity to become a permanent staff at the bank. Amal was able to communicate this issue with her mentor at GFD who offered her another opportunity to join the **"Young Women Career Pathway"** scholarship funded by the Japanese Embassy that



provided her with an extensive and comprehensive training on ICT and English Language as well as other essential employability skills.

Through this program she attended a career guidance and career coaching program that enabled her to decide on her area of interest and develop her emotional intelligence and encourage her to pursue her dream job as an HR specialist. After the three months of training, she was able to improve her English language and gained a lot of good confidence and presented her graduation project on the Human Resource management highlighting her interest in this field and believing she will one day work as an HR Specialist.

Soon after she was linked with a private sector company where she landed an administrative job and was able to prove herself and take further responsibilities and reached her of becoming an HR coordinator. Her passion for work and dedication has always pushed her forward. As an entry level candidate, she faced many challenges and finds it hard for her to find a stable job opportunity despite her hard work and fast learning ability. This did not put her down as she always recalls the encouragement of her mentors and trainers in the scholarship advising her to continue and persevere to accomplish her dreams. Till this day Amal has accomplished her dream of becoming an HR specialist and is planning to take further training and discover new fields such as digital marketing and supply chain, seeking new means to develop her skills. Her dream is to find a decent job where she can grow and at the same time feel financially stable. *"Gozour has supported me along my career path right from the beginning till this day, as I feel valued, proud and empowered"* said Amal testifying her experience with GFD.



## 02 **CHILDCARE AND DEVELOPMENT**

GFD childcare and development program aims to develop a strong and comprehensive approach to early childhood development to improve children's cognitive, physical, and social-emotional development.

The vision of this program is rooted in GFD's belief that "rebuilding communities starts from schools". By investing in children, we are building the foundations of the future leaders that will help rebuild better com-



munities and pave the way for a prosperous future for our country. To assist families of disadvantaged children to access their basic rights and support them continue their education. GFD builds the capacity of public schools with the aim of increasing their efficiency to provide quality education services. More specifically, this program focuses on developing the educational infrastructure, developing school management system and teachers; skills, children learning skills and enhancing child health.

### **GFD's main areas of intervention under this program are**

- Health-based services
- Educational services

The projects implemented under this program adopts a comprehensive approach that is comprised of three pillars: sustainability, inclusivity, and innovation.



## SUSTAINABILITY

Improving the quality of education infrastructure plays an important role in fostering a conducive learning environment for children. In fact, evidence shows that high-quality infrastructure facilitates better instruction, enhances learning outcomes, and reduces dropout rates, among other benefits, all of which is key to promoting sustainable socioeconomic development. In light of this, over the past decade, GFD enhanced public school infrastructure and facilities and refurbished playgrounds. Moreover, it built the capacities of various levels of public-school staff including the Board of Trustees, administrators, and teachers with well-rounded financial literacy knowledge regarding budgeting, financial planning and launching their own community initiatives and empowered them to become agents of change. It also transferred edutainment modules that are designed for different age groups to schoolteachers to promote new, effective, and unconventional teaching methods.



## INCLUSIVITY

GFD provided children in underprivileged areas with safe and affordable access to medical care to promote social inequality. It has focused on optometry and provided eye care caravans, awareness, and eyeglasses so that children can live their life freely with no obstacles due to inability to afford medical treatment, and to enhance their overall academic performance.

It has also provided context-specific and integrated nutrition and reproductive health workshops for mothers, which are essential ingredients in reducing the mortality rates among women and children and creating a better balance between the population growth and economic resources.





## INNOVATION

Creativity and innovation fosters mental growth in children by allowing them to try out new ideas, develop their imagination and explore new ways of thinking and problem-solving. In light of this, GFD provided creative extracurricular activities for children to intrigue their creativity. GFD succeeded to employ the use of interactive learning and edutainment activities for children between the age of 13-18 years old with LEGO toy blocks; GFD believes that play is one-way children develop some of the most important skills for being lifelong learners. It enables them to explore and practice ways of tackling similar challenges in the real world. Skills like empathy, problem-solving, creativity, communication and teamwork all have their foundation in play.



## A BRAND NEW SCHOOL

*"I feel more comfortable now in my school", said Yasser Ibrahim, a second preparatory grade student who resides in Ezbet El Nasr.*

*"I cannot say that I learn in my classes; our teachers do not exert a lot of effort to help us comprehend our lessons, they always tell us to memorize. That is why many of my friends dropped out of school and do not attend regularly"*

*said Yasser as he described his school experience. He added, "our school's infrastructure is in a very bad condition. Many of the equipment is broken and needs to be repaired."*

When GFD targeted Yasser's school, it focused on proving the management and administrative school staff with technical and management capacity building training as well as supplying the school with new equipment such as white boards, a computer lab, desks and chairs, fans, and others. According to Yasser, *"the school environment has definitely changed since then; the new desks and renovated science lab made me*



*and many of my friends more motivated to come to school."* He added that his teachers also adopted new cooperative learning techniques which enhanced their in-class engagement. Furthermore, Yasser highlighted that since the roads around the school were

*Yasser highlighted that since the roads around the school were renovated and cleaned, going to school became more accessible and sanitary.*

renovated and cleaned, going to school became more accessible and sanitary. In the future, Yasser wanted to own a marble workshop, according to him *"I sometimes use the computers at school to know more about the industry so that I can one day provide the best quality of marble in our district. Now, I feel more comfortable in my school."*





## MY SIGHT WAS SAVED

*"I will never take off my glasses" shouted Ziad excitedly after he put on his new glasses that he received from GFD's Eye Medical Caravan. Ziad is a third primary grade student who lives in Aswan, he faced various challenges due to his poor eyesight. Ziad described the challenges he faced by stating, "I do not get good grades at school as I do not really pay attention in the classroom because I cannot see the black board and thus often choose to sit at the back. My classmates are mean to me at times because sometimes I bump into them by mistake."*

When Ziad heard about GFD's Eye Medical Caravan at his school

from his friend Mahmoud, he went for a check-up and was told that he was nearly blind and that he might completely lose his eyesight if his condition remains untreated. Ziad explained that when he heard this, he felt horrified, but he also realized that unlike what his teachers had told him; his poor performance at school was not because he is lazy, rather due to his deteriorating eyesight. *"After a thorough eye examination, the doctor told my parents that I need get strong glasses to sharpen my vision", Ziad explained. Once he received the glasses and put them on, Ziad described his feeling by saying "my whole world became clearer, I know that I will never take off my glasses and I can now perform better in school".*







## 03 SUPPORT TO VULNERABLE GROUPS PROGRAM

The devastating impact of ongoing armed conflict, violence, and persecution across the African continent and the MENA region has left countries grappling with a mass influx of displaced persons and large-scale mixed migration flows. As of 2021, around 270,000 registered refugees and asylum-seekers reside in Egypt from 58 nationalities, nearly half of them are girls and women. Refugees and migrants face specific vulnerabilities and protection risks such as, high poverty and unemployment rates, exploitation and abuse as well as limited access to basic services, all while durable solutions remain elusive. These vulnerabilities were exacerbated amidst the outbreak of the COVID-19 pandemic which disproportionately impacted forcibly displaced persons.





Our belief that refugees and migrants can positively contribute to their host societies and that social cohesion is an important step in building inclusive and equitable communities as envisioned in Egypt's 2030 Agenda; this has prompted us to work effectively and collectively, under this program, to build the self-reliance and socioeconomic resilience of different refugee and migrant communities residing in Egypt. Mindful of this, GFD adopted a holistic and comprehensive approach to empowerment by not focusing solely on facilitating refugees and migrants' access to safe and sustainable livelihoods through enhanced life, employability, and technical skills as well as job placement, but also to enable them to better integrate with their surroundings.

Through the projects implemented under this program, GFD aims to support vulnerable communities of Egyptians and non-Egyptians with special focus on women by:

- Fostering community action to combat violence against women and promote gender equality;
- Promoting social, psychological and legal support services to female victims of Sexual and Gender-based Violence (SGVB);

- Developing advocacy and awareness-raising activities on the negative consequences of violence against women on the wider society;
- Providing young females with socioeconomic skills, such as career guidance, business English courses and business etiquette classes, to prepare them for accessing the job market;
- Delivering psychosocial support and psychological counselling to help beneficiaries overcome traumas, and adapt to life in Egypt;
- Linking beneficiaries to the job market and fostering partnerships with the private sector to build their socioeconomic resilience;



## INCLUSIVITY

Through this program, GFD promotes gender equality, in fact, a large number of GFD's projects are designed to address the specific challenges facing women refugees and migrants such as, the pre-existing gender inequalities in the Egyptian labor market, hostile working environments, financial dependency, and inability to access essential protection and training services, and heightened risks of SGVB. Moreover, GFD trainings under this program bring together beneficiaries from different age groups, nationalities, and gender; the inclusive nature of the trainings promotes social cohesion and coexistence among the targeted beneficiaries and foster a sense of belonging in the society at large among the targeted beneficiaries. All in all, GFD has improved access to basic goods and services for vulnerable populations living in dire poverty. It has also provided psychosocial, career counseling sessions and employability skills to help integrate refugees and migrants into the Egyptian labor market and facilitate their access to sustainable livelihoods.



## SUSTAINABILITY

To strengthen women's participation and their role in society and protect them from SGVB, GFD has built the capacity of CBOs on SGBV and launched over 80 advocacy and awareness campaigns in five governorates in Upper Egypt to change community perceptions of women's rights and to promote for their equal treatment.



## INNOVATION

The COVID-19 pandemic has underscored the role of ICT and mobile communication to considerably improve living conditions of communities and ease the new challenges that they face under the New Normal. In this vein, GFD has launched a unique, specialized online platform, titled Career Key, to link refugees and migrants with job providers. The platform enables an inclusive, non-discriminatory environment that allows refugees in Egypt to acquire jobs and enhance their livelihoods.



## FINDING MY PASSION

*"There is no barrier to achieving my dream",* these are the words Sahar, a 35-year-old Syrian refugee, used to summarize what she learned from the **'Building Youth Brighter Future'** project. Sahar left war-ridden Syria and came to Egypt in 2014, with the hope of starting a new chapter in her life. Sahar had a passion for the beauty industry since she was young. Sahar used to make use of her time by experimenting with blow-drying techniques and applying make-up on her family members. Following her arrival to Egypt, Sahar was exhilarated when she found out there was an opportunity for her to acquire hairdressing skills through GFD training while browsing the internet.

Driven by her passion to learn and desire to improve her living standards, Sahar applied and got accepted in the project. According to Sahar, *"I applied to this project because I believed that it would be a good opportunity for me to augment my knowledge and acquire the necessary skills to excel in this sector and this is exactly what I found when I joined the project."*

*"The psychosocial support empowered me as a woman; I learned that when something upsets me, I have to speak up for myself and not to stay silent, I also learned how to express myself and set boundaries."*

Sahar benefitted a great deal from the training; she acquired haircutting skills, the different ways to

apply hair dye, and the overall essential techniques a good hairdresser has to be familiar with to excel in this field. In general, Sahar learned the crucial basics she that needed to know before she began her career path in this field. The skills Sahar attained were not only relevant to hairdressing; she also obtained fundamental vocational and entrepreneurial skill, like how to choose a proper location to open a beauty salon, the type of clientele she should aim to attract, the accounting facet of the business and so on.

Sahar believes that through the life skills and psychosocial support trainings, she managed to develop a better understanding of herself and her future, become more confident and assertive, and overcome previous traumatic situations that she went through, *"Most Syrian women cannot leave their homes alone let alone join the labor market because it is considered against our traditions. The psychosocial support empowered me as a woman; I learned that when something upsets me, I have to speak up for myself and not to stay silent, I also learned how to express myself and set boundaries."* **She added that** *"I can now communicate better with my family and solve tensions in a more constructive manner".*

The training encouraged Sahar to begin thinking about opening her own beauty salon. She decided that she will take this step with a partner so that she does not have to face the potential downside of running a business alone. Sahar stated *"I already found the perfect candidate who is willing to take the calculated risk of opening the beauty salon with me, I now believe that there is no barrier to achieving my dream."*





## CONFIDENCE IN MY SKILLS

*"I am now more confident about myself and my skills"* said Khaled is a 17-year-old Syrian refugee, who has been living in Egypt for the past three years. While living in Syria, Khaled received a certificate for **"Maintenance of Machinery (Tools)"** and managed to land a part-time job in this sector to support his family. However, the deteriorating safety conditions in his hometown, compelled Khaled to flee the conflict and come to Egypt. While in Egypt, his friends informed him about GFD training on mobile and computer repair. Driven by his desire to enhance his skills and eventually pursue a career in electronics repair, Khaled applied and got accepted in GFD'S 'Building Youth Brighter Future' project.

*What started as an interest turned into a potential occupation and career path. The training inspired Khaled to continue following the mobile repair vocation.*

Khaled stated, *"The training sharpened my skills while at the same time provided me with an opportunity for work and have access to a stable income"*. Prior to the mobile repair training, he had a minimal and basic understanding of the software and hardware of devices. Khaled's decision to sign up to the course was not in

order to expand his practical skills, but instead to nurture a gap left from an inadequate level of information on the subject. The skills he initially wanted to develop included communication skills, teamwork, social skills and so on. On the other hand, his practical skills stretched to include the maintenance and repair of contemporary smart phones. Furthermore, his knowledge of software and hardware increased to a considerable extent.

Since Khaled worked with his dad in his shop for watches, Khaled was able to identify that what was being taught throughout the training was actually implemented in the market. The course of the training ended with a community initiative that each individual had to be a part of. For

Khaled, the initiative underscored the importance of planning ahead and delegating the tasks within a team. The initiative also taught Khaled to be thankful for everything and to give as much as you receive. What started as an interest turned into a potential occupation and career path. The training inspired Khaled to continue following the mobile repair vocation. He started this path by dedicating one of the drawers of his father's shop to repairing his friends' mobile phones. His dream is to have the capacity to work and become profitable in this line of work, whilst at the same time to continuously self-develop and become fully responsible for his own actions and needs, because according to him *"I am now more confident about myself and my skills"*.



# 04 SOCIAL SUPPORT PROGRAM

Egypt's Vision 2030 placed economic and social justice as a cornerstone for cultivating a path towards reducing inequality and promoting social inclusion and prosperity. Accordingly, over the past decade, Egypt witnesses significant advances in social development by expanding the public service delivery of healthcare, education, and social safety net programs.



In line with Egypt's development trajectory, GFD supports disadvantaged families and develop them through humanitarian assistance to promote social equality and prevent local communities from resorting to negative coping mechanisms such as, taking their children out of schools, child labor, and early child marriage. This humanitarian assistance comes in the form of:

- School packages;
- Food packages;
- Supporting female-headed households to start their own business;

GFD designs its humanitarian services in a way that promotes sustainability, innovation, and inclusivity, in order to support vulnerable families and improve their living conditions.





## INCLUSIVITY

GFD adopts a participatory approach and people-oriented approach to defining the needs of local populations. Local communities actively participate in defining local challenges and prioritizing their needs, according to which GFD's context-sensitive humanitarian projects are designed and implemented with the aim of alleviating suffering, promoting social equality and maintaining human dignity. Moreover, empowering female-headed households is at the heart of almost all the projects implemented under this program to allow them to lead better lives.



## SUSTAINABILITY

GFD works on linking struggling families to service providers and ongoing/upcoming GFD projects in order to help them become more self-reliant and economically empowered. By engaging our beneficiaries in our projects, we ensure that our beneficiaries are not only receiving short-term assistance but building their capacities and skills to allow for them to excel and earn more sustainable incomes for their families and to develop their community.





## INNOVATION

Amid the spread of COVID-19 pandemic, GFD spearheaded innovative techniques and technologies in its humanitarian assistance projects. Throughout the projects implemented under this program, the importance of digital technologies in easing communication and service delivery was emphasized. Additionally, over the past decade, GFD was keen to increase connectivity and digital access to service providers and additional GFD projects to empower vulnerable population.



## I DREAMED OF GOING BACK TO SCHOOL

*"I never felt more excited about going back to school", said Rania, a 13-year-old girl who lives with her mother and brother in Manial Sheeha, a small rural village. After her father passed away, her mother managed to open a small grocery shop to cover the household expenses. Nevertheless, their deteriorating financial situation made it hard for Rania's mother to cover her school expenses and thus Rania was forced to leave school. "Gozour's Social Support Program helped my family a lot by alleviating some financial burden off my mother's shoulders", said Rania. GFD provided Rania and her brother with back-to-school bags and school supplies that lasted them the whole academic year. "My brother and I were very excited to use our new supplies; I have never felt more excited about going back to school."*



## SECOND CHANCES

*"The program made me believe in second chances", this is how Youssef, an ambitious 20-year-old Egyptian national residing in Al Haram, described the impact of the project on his personal and professional life. At an early age, Youssef was driven by the urge to be financially independent and the desire to support his father in providing for his family. Through hard work and dedication and with the constant support of his family, Youssef managed to take on and succeed in several jobs; at first,*

he started his own food business where he prepared hotdogs and hamburgers and sold them in his neighborhood. *"I was very excited about starting my own business, however, after a while I was forced out of business due to poor financial planning, but I did not give up, I searched for an organization that provides financial literacy trainings to further advance my skills and eventually give my business another shot"* said Youssef. This is when he came across GFD's financial literacy training, which helped him become more financially aware and responsible, moreover, the in-kind grants provided to him by the project gave him a second chance at starting his own business. Now, Youssef's business is striving. *"I am now more aware of the fact that people who are financially literate can take their ideas and turn it into profitable assets, this is what I advise my friends who want to start their own business"* said Youssef. He further added that *"having had the opportunity to attend GFD's training made me realize that the first step towards achieving success is realizing my potential and believing in myself, the program made me believe in second chances."*





# 05 CORPORATE SOCIAL RESPONSIBILITY PROGRAM (CSR)

The private sector is one of the key stakeholders that shoulder fundamental responsibility for stimulating progress towards achieving sustainable development targets to match the national development priorities. Egypt's private sector provides the lion's share of employment which stands at 70 percent of the workforce and a GDP share of an approximately 60 percent. Additionally, it plays an essential role in promoting technological innovation and mitigating the negative repercussions and the socioeconomic implications of the COVID-19 pandemic.





Mindful of this, GFD seeks to promote the private sector's engagement through assisting them in planning, designing, and undertaking corporate social responsibility (CSR) initiatives. GFD is keen on building partnerships with the private sector to expand its scope of work and support it in implementing sustainable development projects and enhance its CSR performance.

CSR activities provide a positive force for change through improving of people's lives and encouraging employees to give back to their communities, this is in tandem with GFD's goal of bringing about positive change to people's lives. More specifically, GFD supported the private sector by capitalizing on their technical and financial contribution to community development, while promoting the guiding principles of sustainability, innovation, and inclusivity in the private sector's CSR endeavors.



## INCLUSIVITY

The main aim of this program is to spur the private sector's engagement by assisting them in developing effective CSR strategies and encouraging private sector employees to engage in volunteer work. GFD encourages the private sector to adopt employee engagement in the implementation of their CSR initiatives instead of hiring third parties. The program provides private sector's employees with the opportunity to actively participate in their local communities which foster an environment of inclusiveness and social cohesion.



## SUSTAINABILITY

Through GFD volunteer programs, which focused on a wide range of topics including, women empowerment, child development, and the environment, private sector professionals were able to transfer income generating skills to improve the self-reliance of their respective local communities. These skills included, financial literacy, communication, and marketing skills, as well as practical skills in accessory making and recycling. The process of knowledge transfer is key to the creation of local agents of positive change capable of disseminating the aforementioned skills. Likewise, the skills gained or developed through volunteering will benefit the volunteers in their daily lives and can be transferred back to their workplaces. Allowing staff time to volunteer to help their local communities can increase their commitment and motivation to work, improve team-working and leadership skills, and enhance overall morale and build brand loyalty. Furthermore, through this program GFD assists businesses develop effective sustainability reports for their CSR initiatives.



## INNOVATION

GFD works on encouraging the private sector to mobilize their financial and technical capacities to contribute to community development using innovative cost-efficient techniques such as click funds for fundraising and social media campaigns that can promote their products while delivering educational messages on health and family wellbeing. GFD is also employing the use of cost-effective methodologies and tools to further motivate the private sector to become main players in the scene of community development. GFD encourages the private sector to adopt employee engagement in the implementation of their CSR initiatives instead of hiring third parties, which offers a more cost-effective method that also enhances team building and foster a sense of pride within the organization.



## AN OPPORTUNITY TO GIVE

*"Giving back to the community was an incredibly rewarding and life-changing experience" said Azza, a 35-year-old employee at Barclay's Bank. Having worked in the banking sector for over 12 years, Azza was exposed to myriad challenges that women face in accessing and becoming recognized in male-dominated sectors. Accordingly, when Azza heard about the GFD is 'Hand in Hand' volunteering program at work*

*through which she can empower women, she avidly signed up, "I was excited to extend my expertise and knowledge in the field to hard working Egyptian women owning their own small businesses", says Azza.*

Through the program, Azza was given the responsibility of engaging with a group of the local women entrepreneurs to provide in financial literacy training and business development advise. She held discussions about the development of businesses and offered guidance on the best ways to ensure that businesses are sustainable as well as how to plan for future opportunities to grow. Following the discussions, Azza presented the women in her group with an in-kind incentive to support them in their businesses. When describing her experience, Azza stated, *"volunteering has made me more aware of the responsibility I own to giving back to the community, helping other women through knowledge sharing was an incredible rewarding experience that boosted my self-esteem and self-worth."* **She asserted that** *"Giving back to the community was an incredibly rewarding and life-changing experience".*





## MAKING A DIFFERENCE

*"Being part of something bigger that impacts people's lives brought meaning and sense of contentment to my life" stated Hossam, a 23-year-old employee at Hilton Hotels in Egypt. Hossam helped in the packing 1000 hygiene kits (soap and towel) and distributing these kits to 1000 students while offering them simple hygiene awareness messages. According to Hossam, "volunteering in this project made me feel like I am part of something bigger; making hygiene products more accessible to underprivileged students is key to prevent the spread of fatal infections and diseases." Through GFD's CSR program, Hossam did not only become an agent for positive change to his local community, but he also became a more competent employee since according to him "volunteering for the 'Soap for Hope' project enhanced my team-work and leadership skills and made me want to work to improve the overall work environment and social impact of Hilton Hotels." Hossam described his experience by stating that "being part of something bigger that impacts people's lives brought meaning and sense of contentment to my life".*



# TOWARDS A MORE SUSTAINABLE BUSINESS MODEL

GFD is working vigorously towards boosting its resilience by transforming its operational and finance models in a way that generates more sustainable funding and promotes self-reliance. Over the past decade, GFD has taken concrete steps towards this direction by establishing the following bodies:

## ICT/ENGLISH TRAINING CENTER

GFD aims to provide a unique training program that meets the needs of young people and the job market. Most of the developmental programs that support youth employment focus on self-employment and those that are supporting the wage employment are mainly offering basic training packages that only covers soft skills training and career guidance. While many professional training centers are offering soft skills, English language and ICT trainings, their fees are expensive, and the courses are offered separately. Therefore, we attempt to deliver a comprehensive and tailored training packages to engage our trainees in a series of courses to acquire the knowledge and skills that strengthen their employability skills including self-discovery skills, English business language and ICT for business use.

With the help of our partners, GFD managed to capacitate our premises with the establishment of a Language and Computer Lab to enhance young women skills and facilitate their access to the labor market.



The language and computer labs have been completely established at Gozour Foundation's premises. The rooms for both labs have been refurbished with desks and chairs for the trainees to be comfortably seated. The computer lab was equipped with the 12 PCs and a single laptop for the instructor in addition to a data show projector and a screen to facilitate the training delivery and engage all beneficiaries at the same time in exercises. The Language Lab was equipped with essential hearing aids and chairs to enable the participants to gain the business language skills and common expressions, as well as the writing skills through formal teaching of vocabulary, syntax, and grammar. Following this process, both the computer and English labs were ready to receive the project's trainees.

## HANDICRAFTS WORKSPACE AND THE KITCHEN LAB FOR THE CULINARY TRAINING

GFD has become a Hub for creative industries enabling young people and entrepreneurs to join the labor market through enhancing their knowledge and technical skills.

Therefore, GFD established a Handicrafts workshop facility that started off as a small workspace for sewing that GFD owned, and today has become a medium-sized training workspace that accommodates a larger number of trainees, as well as machinery necessary for improving the quality of the produced handicrafts introducing the latest design and finished products. These specialized tools and equipment enable our trainees to gain hands-on experience on how to produce a unique product at high quality.

GFD will establish a Kitchen Lab for delivering the culinary classes creating a lab with various cooking stations with the needed kitchen ware and appliances so that each trainee would have a suitable working space to practice and apply their cooking and bakery skills.







DECADE OF CHANGE



## SALIL – ONLINE STORE

Salil is an Egyptian brand for handmade products that includes, but not limited to, bags, clutches, and home accessories. Salil was established in 2017 by GFD. The brand started as a pilot project in partnership with Attijariwafa bank supported by their CSR program. The pilot project initiated with the aim of assisting and empowering women in disadvantaged areas through offering them vocational training and decent source of income to support their families and educate their children. In 2016, the Bank has supported the establishment of a small-sized workshop for women training on a variety of handmade products. Building on this initiative GFD was able to provide a safe and dynamic working space for the women to learn and develop their skills as well as deliver a number of vocational trainings for more than 300 female trainees on sewing, embroidery, patch work and leather making.

During this pilot phase also, we were able to promote the value of Egyptian handicrafts through selecting specialized trainers in the fields of tailoring, embroidery, and oriental patchwork named “Khayameya” to develop the skills of the women; and enable them to become highly skilled and professional artisans. The success of Salil was obvious as it was able to participate in a number of bazars and has succeeded in selling its production in different areas. Following the pilot phase, the brand has managed to grow and develop into what it is today and to sustain itself. Today, Salil has a medium-sized factory that is equipped with machines and other tools for production and training purposes.

Salil’s mission is not only confined to offering economic opportunities for disadvantaged women through the development of their skills and their employment. Nonetheless, the brand aspires to empower those women on the social level by highlighting their ability to be part of the decision-making process throughout the brainstorming, design, and execution (production) phases.

On the other hand, Salil was created to fill a gap that was witnessed in the market. Recently, the demand for unique locally made tradition-

al Egyptian products has been rising, making many designers incorporate local Egyptian and Arabic patterns in their designs. In fact, recently some Egyptian designers have become internationally renowned for their unique and ethnic designs. Salil aims to follow this trend, as we identify ourselves as a traditional brand with an edge, while at the same time fulfill the market demand with high quality and reasonable prices. The latter will give the brand an advantage internationally. As we encourage using authentic and ethnic designs in all our products, in doing so, we shall spread the Egyptian culture inside and outside of Egypt, as the e-store will allow the opportunity to sell the products inside and outside the country.

## E-Store

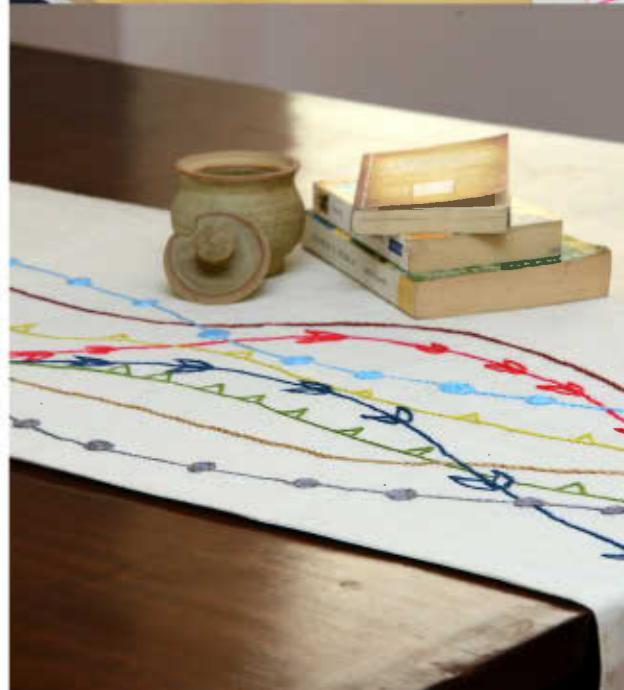
[www.salilstore.com](http://www.salilstore.com)



@Salilbrand



@salil.egy





## OUR BOARD OF TRUSTEES AND STAFF.

Gozour Foundation managed to stand resilient in face of the COVID-19 pandemic by means of responding quickly and innovatively to the unprecedented challenges brought about by the pandemic. It put in place an effective and timely strategy to mitigate and contain the negative health impacts of the virus, provide a safe and healthy work environment, and swiftly transition to a remote work modality. In fact, GFD's projects implementation plans, financial management and audit arrangements were not gravely affected by the pandemic. Moreover, regardless of the sudden demand and supply chain shocks caused by the outbreak of the pandemic, GFD was keen and capable of ensuring income security and employment support to its staff and spared no effort to safeguard their jobs and stable incomes. This is primarily attributed to the fact that over the past decade, GFD has strived to transform its business modality to become more self-reliant and sustainable by establishing its own training center, kitchen lab and online store (Salil).



## ALI MOKHTAR

*Chairman,*

Mr. Mokhtar has over 30 years of experience in international development. He received a postgraduate degree from the Cranfield School of Management in Bedford, England. This led to a specialization in economic development particularly in relation to small and micro-enterprise development. Throughout his career, Mr. Mokhtar has provided technical assistance to different national and international organizations in the field of development across the world. His experience in planning, management, and evaluation has made him a key figure for large agencies and organizations regarding development projects.

## PASSINTE ISAAK

*Treasurer,*

Ms. Isaak has over 18 years of professional experience in development work. She authored several research papers and guides, conducted regional training workshops, and participated in the editing of several publications. She completed her post-graduate studies in the field of Corporate Social Responsibility at Nottingham University, UK. Her professional experience coupled with her academic qualifications give her expertise in establishing partnerships to achieve development goals, with emphasis on engaging the private sector in development.

## MILAD MOAWAD

*Board Member,*

Mr. Moawad is a multi-skilled photographer and graphic designer. He has been responsible for the documentation of all of Gozour's activities for over 20 years. Mr. Moawad also oversees the artistic design of Gozour's and its clients' visual communication tools and printed materials. He is in charge of formulating layout designs and copy writing for visual communications media for publications. He generates ideas for visual communications, and for maintaining and strengthening ties with various clients.

## RAWYA EL FOULY

*Board Member,*

Mrs. Fouly is an experienced administrator that has more than 25 years of experience, serving as an office manager, executive assistant, executive secretary, and translator. Most of her career has been providing administrative and logistical support for chief executive officers and senior management. She has been working in the field of development for the past 20 years.

## HESHAM KAHLIL

*Executive Director,*

Mr. Khalil is senior development practitioner with more than 26 years of experience in the field of development in Egypt and the Middle East. His competencies include strategic planning; program development and management; program implementation, monitoring and evaluation; qualitative research and impact assessments; people management; provision of capacity building and technical assistance activities in various development and humanitarian fields. Mr. Khalil holds a PhD in social anthropology from the University in Hull, UK and a master's degree in political science with specialization in professional development from the American University in Cairo.

## HEND AHMED

*Economic Empowerment  
Program Manager,*

Ms. Ahmed has over 18 years of professional experience in community development and participatory community research combining qualitative and quantitative anthropological tools, methods and techniques. Ms. Ahmed is experienced in managing projects and designing training manuals and materials especial in the area of youth economic empowerment. In addition, she has experience in budget handling and dispersing as well as documentation and reporting of development projects.

## HESHAM SALAH

*Education Programme Manager,*

Mr. Salah has worked as a training specialist and project manager in several organizations in the education sector. Mr. Salah is working with Gozour Foundation on several projects related to capacity building of schools and child education development. He has a bachelor's degree in Arts (English Language) from the Faculty of Arts, Tanta University as well as a bachelor's degree in Physical Education from the Faculty of Physical Education, Alexandria University.

## SHERIF ABDEL MONEIM

*Capacity Building  
Programme Manager,*

With over 15 years of professional experience in urban community development, Mr. Abdel Moneim has implemented projects particularly in the field of NGO capacity building, education, and micro-credit, SMEs and youth development. Throughout his career, he has worked extensively on community and institutional needs assessment utilizing participatory research methodology.



## KARI IBRAHIM

*Skills Development  
Programme Manager,*

Ms. Ibrahim provides support in the implementation of many projects at Gozour Foundation as well as assisting in research, report, and proposal writing. She coordinated a variety of workshops and vocational training as well as human development trainings. Ms. Ibrahim focused her early career on educational development, working with children with learning disorders in private schools and has volunteered for several development associations. Ms. Ibrahim holds a bachelor's degree in Spanish Translation from the Faculty of Al Alsun, Ain Shams University.

## MANAL KAROUT

*Salil/ Arts and Crafts Specialist,*

Ms. Karout has extensive experience in the field of development, reaching more than 10 years. She has designed and delivered several handicrafts vocational trainings, she also has extensive experience working with vulnerable women, children and youth with a special focus on skills development in the domain of arts and crafts. Ms Karout plays a key role in ensuring the effective operation of Salil Store.

## MINA NABIL

*Youth Engagement  
Programme Manager,*

Mr. Nabil is the Youth Engagement Programme Manager, he manages and provides supervision for the staff working on youth engagement projects. Mr. Nabil is also a skilled trainer and facilitator who delivers various trainings on life and employability skills which aim to empower vulnerable youth. Mr. Nabil holds a Tour Guidance Diploma from Helwan University and a bachelor's degree in Fine Arts.

## ENAS SOLIMAN

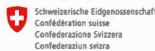
*Salil/ Vocational Training Officer ,*

Ms. Soliman has extensive experience in Handicraft making, she is a skillful trainer, who provides vocational training sessions for several of Gozour Foundation's women economic empowerment projects. Ms. Soliman co-facilitates and deliver handicraft trainings and ensures the effective operation of Salil Store.





# OUR SUPPORTERS





# 10 YEARS ANNIVERSARY

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