



هي مصر
HEYA MASR

علم ومكن
Educate to Empower

Developing Resilience in Egypt's Young Generation!

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2024, Q3 REPORT

SHE IS EGYPT, STRONG
EDUCATED AND EMPOWERED

IN PERON PROGRAMS

Heya Masr has made significant strides in empowering communities through its impactful programs and partnerships. Some notable achievements included:



Our foundation offers children's programming called Hayati, which translates to "my life." It is a four-month comprehensive program.

The following modules:

- ❖ I am a Leader - Character Building
- ❖ I am Healthy - Proper Nutrition
- ❖ I am Brave - Awareness Against Sexual Harassment and Bullying

This program fulfills our foundation's mission to build children's character with psychological resilience and the ability to face challenges.

We graduated a total of 213 girls from the Heya Masr children's program, helping them fight domestic violence.

An improvement from 36% to 84% of children's psychological resilience at the program's beginning, as a result of the intervention provided by our programming.

- Graduated the 2nd Children class of the disability program in cooperation with Tafa'ul School.
- Twenty-one children graduated in cooperation with Al-Ra'idat and Al-Muthaqqafat Association.
- Forty-four children graduated in cooperation with the Khalaf Habib Association.
- Forty-two children graduated in cooperation with the Middle East Association.
- Twenty-eight children graduated in cooperation with the Bithra Association.
- Forty children graduated in cooperation with the Islamic Charitable Society.
- Twenty-three children graduated in cooperation with Nidaa Al-Hurriya Association



MAJOR IMPROVEMENTS:

- SENSE OF SECURITY SHOWED THE MOST SIGNIFICANT GAIN, JUMPING 38% POINTS FROM 58% TO 96%
- GOOD HEALTH INCREASED SUBSTANTIALLY BY 25 POINTS (69% TO 94%)
- DECISION-MAKING ABILITY NEARLY DOUBLED, RISING 36 POINTS FROM 35% TO 71%
- SELF-AWARENESS IMPROVED DRAMATICALLY BY 29 POINTS (47% TO 76%)
- EFFECTIVE CITIZENSHIP AND SELF-CONFIDENCE BOTH INCREASED BY 15 AND 11 POINTS, RESPECTIVELY
- KNOWLEDGE AND BEHAVIOR:
 - KNOWLEDGE IMPROVEMENT ROSE SIGNIFICANTLY FROM 58% TO 92%
 - BEHAVIOR IMPROVEMENT INCREASED FROM 75% TO 86% AND SEPARATELY FROM 63% TO 80%



Our Parenting Programming Hayatna

Our team of facilitators conducted our

Hayatna parenting programming for more than 60 parents.

This program includes:

- Female Genital Mutilation
- Early marriage
- The Risk of Sexual Harassment and Bullying of Children
- Healthy Nutrition Sessions
- The Right to Education and Gender Equality
- Parenting Self-care

The results of the pre- and post-evaluation of the Hayatna program on 60 parents of children:

- The Awareness Against Female Genital Mutilation index increased from 70% to 96%
- The Child Protection index increased from 70% to 85%
- The Child Advocacy index increased from 60% to 70%
- The Gender Equality index increased from 69% to 83%
- The Positive Parenting index increased from 70% to 81%
- The Awareness Against Early Marriage index increased from 90% to 96%
- Their knowledge development increased from 66% to 83%



ONLINE PARENTS WEBINARS

- Seminar on sex education during childhood and adolescence (Prof. Yustina Salah).
- Maintaining a positive relationship with our children during their studies (Dr. Sherine Lewis).



We have partnered with ACE - Academic Community Engagement, where American University in Cairo (AUC) students implemented a community-based learning project to support Heya Masr's cause, fostering collaboration and knowledge exchange.

In addition, in collaboration with the AUC continuing education department, we conducted a five-day summer camp for children

Thrilled to partner with Summer & Winter at AUC (The American University in Cairo) for a fantastic CourageousKids Leadership Bootcamp!

Five days of fun, skill-building, and empowerment for middle schoolers. They gained invaluable life skills and courage. Middle schoolers (ages 11-14) enjoyed five days of dynamic, skill-building activities, focusing on personal growth, resilience, and courage. Huge thanks to AUC! We look forward to more!

Our Hope is Egypt Foundation for Community Development received a platinum-level accreditation certificate from the American University of Beirut.

