


# Gozour Foundation for Development Annual Report 2014



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# Foreword

The true commitment of a number of Egyptians to help and support in the development and provision of critical services to those in need has brought us to be where we are today. Five years have passed since the Foundation's launch and much has been accomplished and many have been served. This year our efforts have multiplied as they have in the last few years, reaching a remarkable 23,940 beneficiaries with the generous support of our partners and supporters.

Throughout this year we have seen the true beauty of Egypt while travelling in 14 governorates to provide our services. Egyptian children have proven that they are the true beauty of Egypt. They demonstrated the ability to learn, improve, and even teach their parents with pride and joy. We have seen – and can prove to all – that small contributions can make a significant difference in the lives of many Egyptians who suffer the increasingly harsh economic conditions.

Our true pride in what we have accomplished last year is the increasing number of stakeholders without whom none of our work could have been achieved. Their belief in the need to develop and provide quality health care and education to Egyptians has been demonstrated through their ability to mobilise resources to support our efforts. Volunteers have been an empirical and most valuable source of support that allowed us to maximise on the little resources we have.

Internally, we at GFD continue to develop and grow not only in number, which we have achieved systematically and strategically, but also in quality. Every year, our team has new members who add to our knowledge, improve our skills, and increase our network of supporters. Looking back at our very humble beginning and where we stand today is proof that dreams can be achieved through hard work and dedication.

We believe that there are many in Egypt like us and we will continue to search and create synergies among partners to provide our services to all those who truly need it.



**Ali Mokhtar**
*Chairman of the Board of Trustees*

# Who We Are - About Gozour Foundation

Gozour Foundation for Development (GFD) is an Egyptian non-profit organisation 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 human beings to rejuvenate themselves and become productive assets in the society*".

Gozour Foundation aims at tackling the underlying root causes of major societal problems. We believe that simply addressing the symptoms without addressing the root causes creates more challenges in the long run. We work closely with the poor and pay particular attention to marginalised groups in the society. We help them discover their roots, re-evaluate their identity and capabilities, and work hard to build and rejuvenate themselves and their communities. We are committed to improving their living conditions and ensuring that they enjoy healthy and productive lives in a sustainable manner.

**In 2014:**

- **3 offices**
- **14 governorates**
- **12 projects**
- **23,940 beneficiaries**
- **48 stakeholders and counting...**



**Our Mission**

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

## Our Methodology



Gozour Foundation is committed to participatory approaches to assist individuals, communities, and organisations to define their developmental priorities and take meaningful steps toward self-directed, self-sustaining change. Gozour's participatory approaches are meant to create value for stakeholders' resources invested in development work put together around strategic themes.

Our highly qualified team of professionals and entrepreneurs engage with our stakeholders in painstaking processes of planning, management, and feedback. Our work helps address the challenges facing development work in diverse settings whilst boosting the impact on the well-being of thousands of people in the region.

Participatory approaches enable the Foundation to facilitate processes of learning and change in diverse communities and organisations. Two important components of the Foundation's work across all program themes are capacity building, which ensures the sustainability of all our projects, and research, through conducting participatory needs assessments that enables the community members to analyse their problems and identify solutions with the ultimate aim of reaching sustainable development of their community. The approaches employed by the Foundation assure the sustainability of results over time and offer higher returns for donor resources while getting people to claim a greater say in the running of their own affairs.

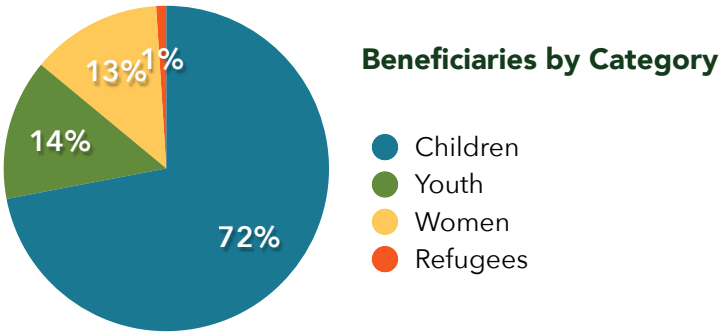
# Where We Work - Our Geographical Reach

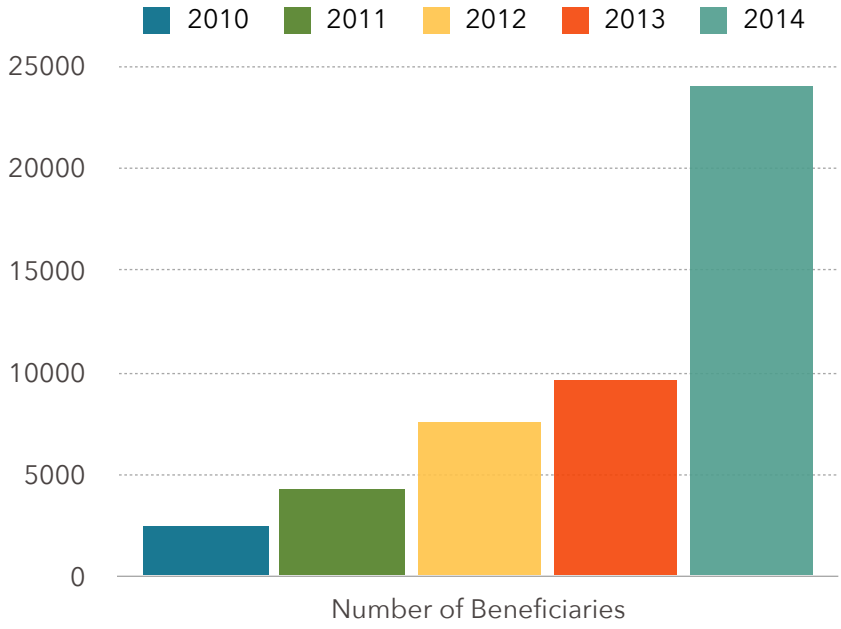
In 2014, Gozour Foundation provided its services in 14 governorates:



# Achievements in 2014



**6** Private Sector Companies

**28** NGOs

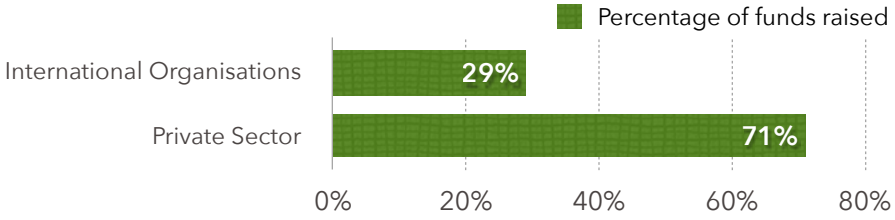
**3** Governmental Organisations

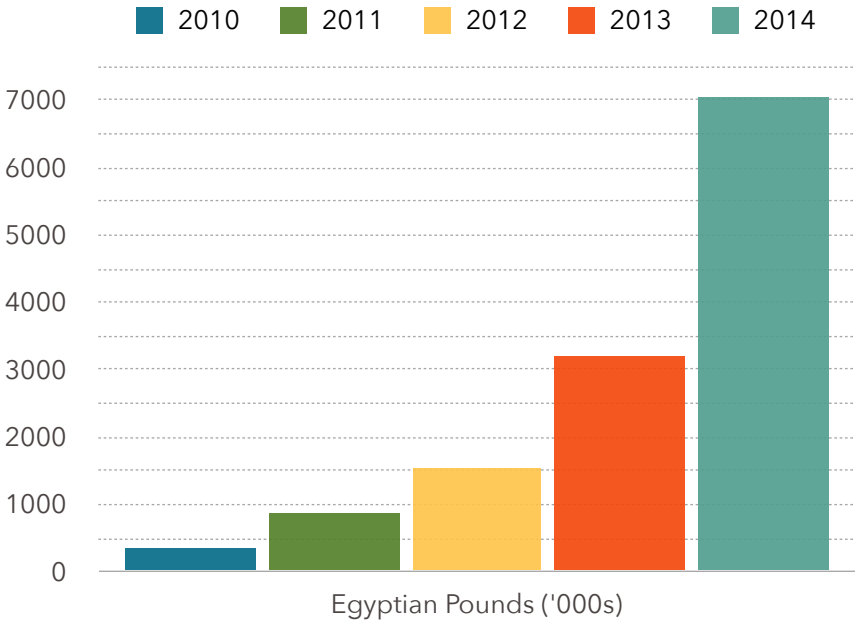
**5** International Organisations

**6** Service Providers

**48** Stakeholders

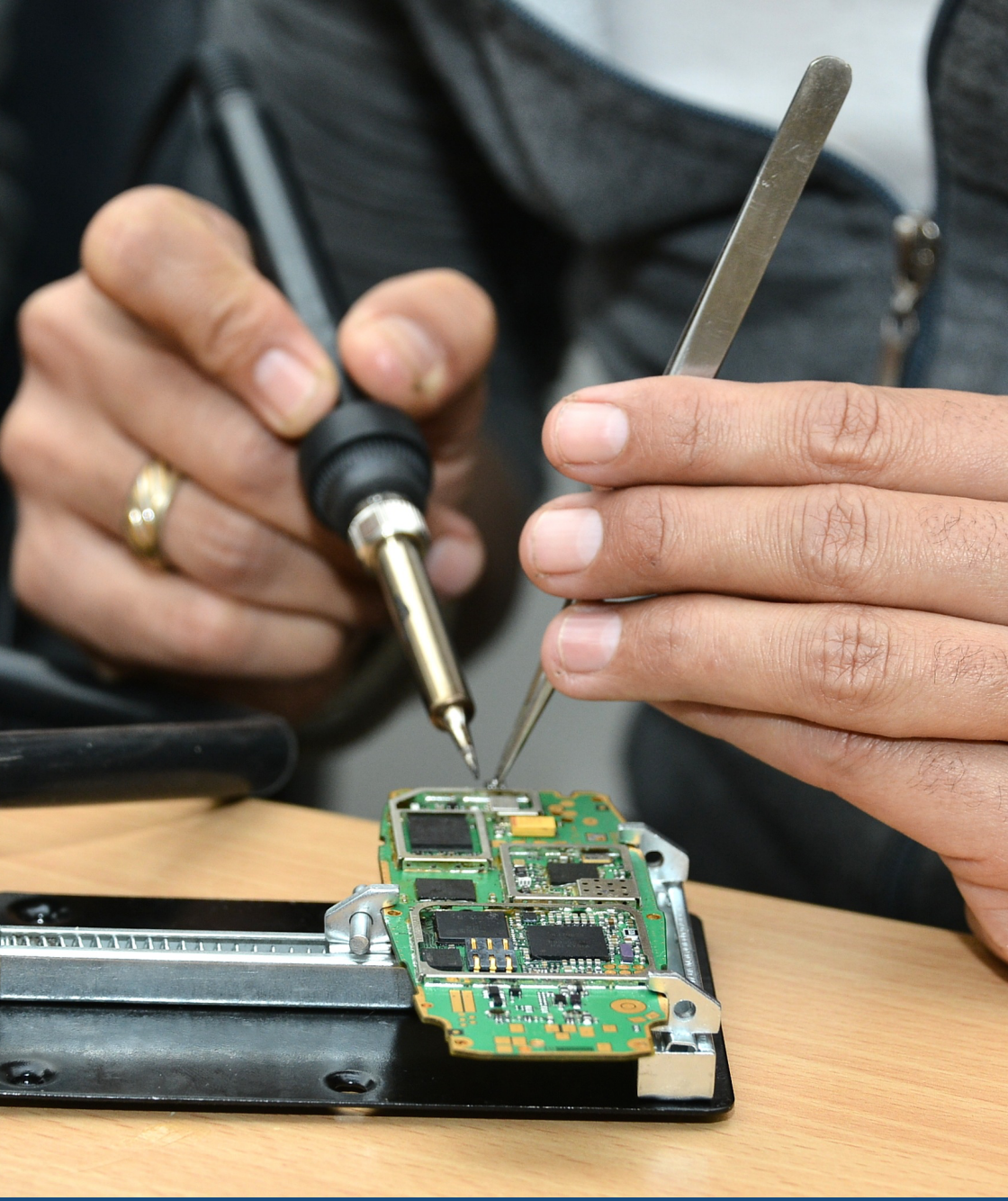
# Over 7,000,000 EGP funds raised




Human Concern International
Working For Your Cause
Since 1980
الجمعية الإنسانية العالمية
COLO
COLORING


PRIMA
قص ولحق
Memory-Precious
Modelling Clay
BEST FOR YOU
GELCY
COLORING
MODELLING PASTE
MODELLING
COMPASS
SHARPENER
"AR"
Alpha
Glitter Glue



## What We Do - Program Themes

# ECONOMIC EMPOWERMENT



**3,560** **Direct Beneficiaries**
**6** **Projects**
**5** **Governorates**

There is a deepening crisis of youth unemployment in Egypt that not only threatens the lives and livelihoods of millions of young people, but also the social stability of the country. To participate in overcoming this problem the Foundation has implemented 6 projects in 2014, reaching 3,560 beneficiaries. Through these projects, Gozour Foundation is creating self-employment opportunities for youth and contributing to enhance the income of their families.





6 Projects:

- New Voices / New Leaders
- Building Youth's Future
- Doubling the Good
- Improving Nurses' Skills
- Soap for Hope
- Youth Career Pathway

29 Stakeholders =
+ 3 Private Sector Companies
+ 3 International Organisations
+ 3 Ministries
+ 16 NGOs
+ 4 Service Providers




Mastoura, a mother of two young boys from Abou Felew village, one of the poorest villages in Minya, was left with nothing after her husband's death. She raises her two young boys by herself, pays for their education, clothes and other essentials. After her husband's passed away, she lost their home and moved in with her parents in a small residence with barely enough space to host them all. Mastoura has always been dependant on the financial support of her father and/or her husband. She has had limited access to education as a young girl, and with limited skills she struggled to find employment or income generating opportunities.

Mastoura's participation in Doubling the Good project enabled her to generate her own income allowing her and her sons to not only move out of her parent's house, but also build a house of their own.





# CHILD EDUCATION & DEVELOPMENT



**18,500** Direct Beneficiaries
**5** Projects
**14** Governorates
**32** Schools




Gozour Foundation promotes the concept of "rebuilding communities starts from the schools" to build the capacity of targeted schools with the ultimate aim of increasing their efficiency to provide quality services to the students and the local communities where they operate. To participate in assisting the families of marginalised children to access their basic rights and support them to continue their education, the Foundation has implemented 5 projects. Through these projects the Foundation aims to encourage children to continue their education and decrease the rate of dropouts as well as improve the health and wellbeing of children.

*"Barclays Bank Egypt has built a strong partnership with Gozour Foundation to help young people achieve their ambitions in the right way and help provide a more sustainable future for themselves and their communities through sustainable, solid, real life solutions and programmes."*

**Rania Hasanen, Community Relations Senior Manager, Barclays**

5 Projects:

- First Aid - the ABC of Saving Lives
- 6/6 Eye Medical Caravans
- Doubling the Good
- Child Sponsorship Program
- Distribution of School Bags



**11 Stakeholders =**
+ 3 Private Sector Companies
+ 1 International Organisation
+ 2 Ministries
+ 5 NGOs
+ 1 Service Provider

"I will not be ashamed to wear my eyeglasses and will not take them off because they are important to maintain my eyesight"

Ahmed Saleh, 7 years old
Shobra Shehab Primary School




YWCMB

# SUPPORT TO VULNERABLE GROUPS

**100** Direct Beneficiaries
**1** Project
**1** Governorates



To facilitate the integration of marginalised groups including migrants and refugees in Egypt and enable them to adjust to their new life, Gozour Foundation conducts a series of activities for refugees and marginalised groups. This year, the Refugees Positive Pathway program enabled young refugees to access the labor market through Life Skills, Career Guidance, Psychosocial Support, and Computer Literacy.

1 Project:

- Refugee Positive Pathway

4 Stakeholders =
+ 1 International Organisation
+ 2 NGOs
+ 1 Service Provider

*"I never thought of working and earning my own money. I am now a kindergarten teacher and I find so much joy in it. I also want to take courses that will help me become a certified teacher"*, said Raghad, a young mother who started working to help contribute to her household income. She started working after joining RPP and completing the career guidance course, where she learnt how to write her CV, search for jobs as well as interview tips.

*"One of our main goals as the Swiss Office for International Cooperation regarding Syrian Refugees, is to improve the capacities of Egyptian NGOs and local actors to address the issues and vulnerabilities of Syrian refugee groups. Through the RPP project Gozour successfully scaled up their level of intervention and visibility and became an important player within host and migrant communities."*

**Sally El Tanani, National Program Officer, Embassy of Switzerland**




*"RPP gave me the necessary tools to think forward and take actions. Because of the RPP, I confidently joined the theatre club which helped me further communicate and freely express in a creative manner"* Anas Idrees, a 19 year old, who joined a theatre club after the RPP and carried out its plays past their lifetime. He also directed new plays covering important issues including domestic violence, early marriage and irregular migration.




أليانز الخير
مع بعض مفيش مستحيل

# CORPORATE SOCIAL RESPONSIBILITY

| | |
|---|---|
| 16,100 | Direct Beneficiaries |
| 8 | Projects |
| 14 | Governorates |
| 480 | Volunteers |





One of Gozour's goals is to mobilise efforts of public, private and civil society organisations to initiate partnerships for community development and action. Gozour Foundation is promoting the CSR concept and is working to provide a framework to support and challenge businesses to mobilise their technical and financial resources, improve their CSR performance and have positive impact and sustainable results in the communities where they operate.

*"The Gozour Foundation continues to be one of the CIB Foundation's strongest partners. The collaboration between the two entities has created an invaluable platform for members of the CIB family to engage with the community in unexpected ways. The CIB Foundation is committed to its partnership with the Gozour Foundation, and looks forward to continued success with the 6/6 Eye Exam Caravan project, as well as other new initiatives that may arise."*

**Nesma Farahat, Manager, The CIB Foundation**



8 Projects:

- 6/6 Eye Medical Caravans
- Soap for Hope
- Doubling the Good
- Improving Nurses' Skills
- Soap for Hope
- Youth Career Pathway
- First Aid - the ABC of Saving Lives
- Distribution of School Bags

**32 Stakeholders =**
+ 6 Private Sector Companies
+ 3 Ministries
+ 18 NGOs
+ 5 Service Providers




BARCLA

# SOCIAL SUPPORT

**1,780** Direct Beneficiaries
**4** Projects
**3** Governorates

"I am so grateful for this meat because we can never afford the Eid meat prices"

A family member at Ghamaza village




The Social Support program provides assistance to variety of marginalised community groups through supporting the development of hospitals, youth centres, and public schools as well as offering in-kind support to marginalised families such as food parcels and blankets. In 2014, 4 projects have been conducted under the Social Support program, reaching 1,780 families.

4 Projects:

- Child Sponsorship Program
- Distribution of School Bags
- Soap for Hope
- Distribution of Food Parcels

18 Stakeholders =
+ 3 Private Sector Companies
+ 1 International Organisation
+ 14 NGOs




*"It's been absolutely brilliant working with Gozour Foundation in our 'Soap for Hope' project; the way they handle these community activities in such a professional and yet genuine manner just made the whole project successful, impactful, and amusing too… Looking forward to our next partnerships, thanks Gozour!"*

**Sally Fakhry, Assistant Manager in Corporate Communications, Hilton Worldwide, Egypt & Levant**

# Donors

Allianz Insurance

Barclays Bank

Canadian Fund for Local Initiatives

Center for Development Services

Commercial International Bank (CIB)

Embassy of Switzerland, Office for International Cooperation

GIZ-PDP

Hilton Worldwide

Human Concern International

Sealed Air

UNICEF

Individual donations


Paşabahçe
Karat
6

# Our Team

## Board of Trustees

Passinte Isaak
Secretary General

Ali Mokhtar
Chairman

Ahmed Abdel-Aziz
Treasurer

Rawya El Fouly
Board Member

Milad Moawad
Board Member



# Staff

**Hesham Khalil**
*Executive Director*
Mr Khalil is a senior development practitioner with more than 18 years progressive experience in the field of development and humanitarian aid working in Egypt and the Middle East region (Iraq, Jordan, Syria and Yemen). Hesham holds a PhD in social anthropology from the University in Hull, UK and a Master's degree in political science with specialisation in professional development from the American University in Cairo.

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

**Nehal Wasfi**
*Program Specialist*
Ms Wasfi is a Program Specialist at the Gozour Foundation and holds a bachelors degree in Integrated Marketing Communications from the American University in Cairo. She has extensive experience in research and proposal writing. as well as field work She assists in the design, development, implementation and delivery of different development programs and projects as required.

**Mina Nabil**
*Program Specialist*
Mr Nabil is a Program Specialist, trainer, and a facilitator in various projects for Gozour Foundation. These projects fall under different sectors such as supporting marginalised groups and health, and community awareness. He has also attended various trainings. Mina holds a Tour Guidance Diploma from Helwan University and a bachelors degree of Fine Arts from the Department of Greek & Roman Archaeology.

**Alia Hamid**
*Program Specialist*
Ms Hamid has Master's degree in Development Studies from the London School of Economics where she also obtained her bachelor's degree in Geography with Economics. Ms. Hamid has various experience in different fields including development, trade, NGOs, and customer service. She also has extensive experience in research, report-writing, and assessment methodology. Ms Hamid, in her role at CDS, assists in the design and delivery of development projects.

**Ahmed Redwan**
*Accountant*
Mr Redwan is an Accountant at Gozour Foundation. He provides financial information to management by researching and analysing accounting data and preparing reports. He contributes with the preparation of asset, liability, and capital account entries by compiling and analysing account information. He is also in charge of financial data entry and the evaluation of accounting options.

## Supporting Team

**Passinte Isaak**
*Secretary General*
Ms Isaak has vast experience in establishing institutional partnerships that serve the fulfilment of development goals and objectives, especially with the private sector. Ms. Isaak is well-experienced in providing the private sector with the support needed to mobilise their technical and financial resources and improve their CSR performance in the communities where they operate. She has also managed several regional and international networks.

**Ali Mokhtar**
*Chairman*
Mr Mokhtar has more than 20 years of international development experience. His postgraduate studies at the Cranfield School of Management in Bedford, England focused his early career on economic development. Mr Mokhtar has provided technical assistance to different national and international organisations. He is experienced in complex program coordination with large agencies. He also have extensive field based experience.

**Ahmed Abdel-Aziz**
*Treasurer*
Mr Abdel-Aziz, Treasurer of Gozour Foundation since 2010, is responsible for office financial tasks concerning all monetary transactions. His field of work includes the supervision of all accounts, expenditure control and cost allocations. He prepares and updates sound financial policies and presents financial reports to donors. He also conducts financial assessments and internal controls for NGOs to help them comply with donor regulations.

**Milad Moawad**
*Art Director*
Mr Moawad is a multi skilled photographer and documents almost all of Gozour's activities throughout the years. Mr. Moawad oversees the artistic design of Gozour and its clients' visual communication tools and print materials. He is in charge of formulating layout designs and copy writing for visual communications media for publications. He generates ideas for visual communications, for maintaining and strengthening ties with various clients.

**Hend Ahmed**
*Senior Program Specialist*
Ms.Ahmed has over 10 years of professional experience in community development and participatory community research combining qualitative and quantitative anthropological tools, methods and techniques. She has extensive experience in participatory approaches as well as rights-based approaches, especially child rights. Ms. Ahmed is experienced in design of training manuals and materials and has delivered numerous trainings.

**Kazem Hemeida**
*Senior Program Specialist*
Mr Hemeida has 7 years of experience in the design, implementation and monitoring and evaluation of youth development projects and programs, as well as research projects. He has extensive experience working with youth. He is an excellent team player, having worked in several dynamic environments both locally and abroad. Mr. Hemeida is a certified facilitator and has organised and hosted several workshops addressing youth participation, and creative expression.

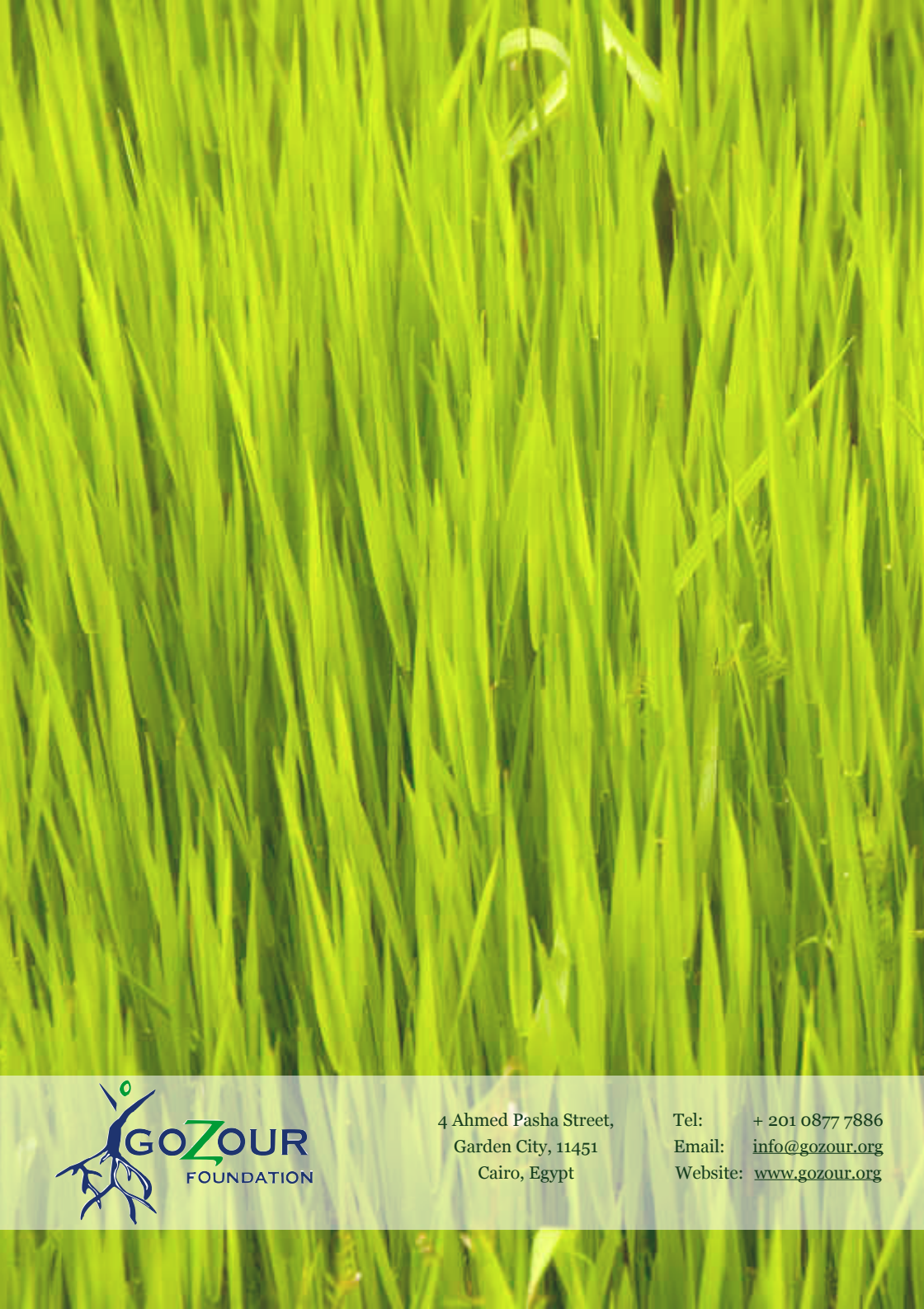
**Mazen El Shahed**
*Senior Accountant*
Mr El Shahed has over 10 years experience in working in the field of finance and accounting. He also has experience in extensive experience in financial management, statements, cash flows, auditing, and managing procurement systems. He worked with various NGOs, international organisations, and government on financial statements, monthly accounts, and budgeting.

**Manal Karout**
*Program Specialist*
Ms Karout has recently joined Gozour Foundation and started as a trainer for 6/6 Eye Medical Caravan. She also co-facilitated for the Refugee Positive Pathway Project and is now also a trainer for Wafar project. Manal has experience in several fields; Law, Science, and Handicraft making.



# Annual Income Statement

| | 2014 (LE) | 2013 (LE) |
|---|---|---|
| **Revenue** | | |
| Carryover Revenue | 1,235,285 | 177,850 |
| Contributions | 60,500 | 1,000 |
| Program Income | 7,672,005 | 4,256,804 |
| **Total Revenues** | **8,967,790** | **4,435,654** |
| *Less* Deferred Revenue 2014 | (1,932,909) | (1,235,285) |
| **Net Revenues** | **7,034,881** | **3,200,369** |
| **Deducted Expenses** | | |
| Salaries | 313,012 | 103,385 |
| Benefits | 85,017 | 27,382 |
| Audit | 15,000 | 15,000 |
| Consultants | 34,667 | 4,141 |
| Training Supplies | 451,519 | 110,864 |
| Rent | 92,400 | 80,400 |
| Utilities | 255 | 49 |
| Transportation | 270 | 146 |
| Programs Expenses | 5,664,962 | 2,762,896 |
| Grant | 145,785 | 62,265 |
| Depreciation | 7,096 | 3,636 |
| Computer Expenses | 0 | 4,925 |
| Bank Fees | 3,097 | 1,166 |
| **Total Expenses** | **6,813,080** | **3,176,255** |
| **Total Surplus (Deficit)** | **221,801** | **24,114** |



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