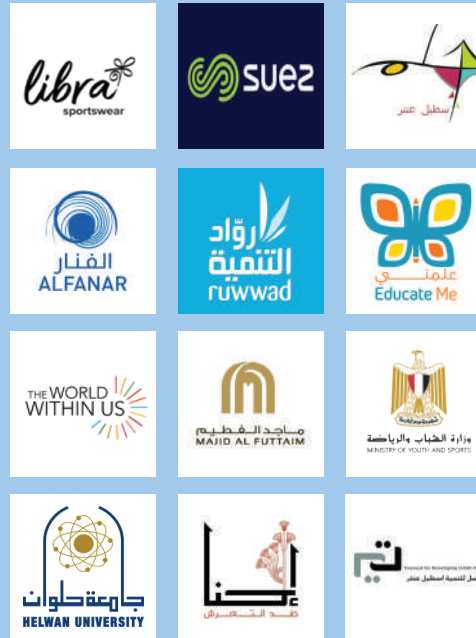


PROUD TO HAVE WORKED WITH

OUR PARTNERS



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عَلِّم وَ قَوِّم
HEYA MASR هي مصر
Educate to Empower

WHAT WE STAND FOR

GET TO KNOW US



OUR MISSION

Fostering mental, emotional, and physical resilience in the young Egyptian children to enable them to grow more confident and stronger individuals and citizens through a journey of educational and entertaining development, targeting girls, boys, and parents



OUR VISION

For young Egyptian women to realize and embrace their full potential as strong, confident and independent agents of change in their families and communities



OUR APPROACH

Heya Masr's curriculum approach is aligned with the UNICEF approach and methodology: A holistic approach to learning considers the whole learner by acknowledging the multi-dimensionality of education for cognitive, individual, social, and economic development. Our research-based programs are developed by experienced educators who understand the challenges. They focus on developing critical thinking skills, creativity, and global citizenship.

Heya Masr follows the four dimensions of learning: The cognitive dimension, "learning to know," The instrumental dimension or "Learning to Do," The individual dimension, or "Learning to Be," and The social dimension, or "learning to Live together."

WHAT IS HEYA MASR ?

We're on a mission to empower Egypt, one child at a time!

Amalna Heya Masr (She is Egypt) is a non-profit social enterprise based in Cairo, Egypt, and operates throughout the country as a registered non-profit foundation #10407 as of 2017.

Heya Masr aims to increase the voice and agency of adolescent girls and boys ages 6-18. Our flagship self-development program is based on the UNICEF approach and methodology. It is a holistic approach to learning that considers the entire learner by embracing their multi-dimensionality.

The programs address and clarify misunderstandings, improve self-image, raise self-esteem and confidence, and foster the development of new and healthy behaviors.

In addition, Heya Masr also offers training sessions to parents, educators, caretakers, and employees to build a safer and healthier work environment. Participants of all ages and backgrounds see improvements in knowledge, attitude, practice, and behavior.

OUR PROGRAMS

HAYATI

The program provides the children with opportunities to crush their fear while focusing on improving their self-esteem and confidence. All while working to improve their emotional intelligence, develop healthy habits, and comprehend the importance of decision-making. Developing self-worth helps stand against bullying and harassment, both off and online. They are learning and discovering themselves to become more resilient individuals and citizens.

HAYATNA

The program helps parents and educators support children's growth and holistic development in a diverse world. This program is ideal for parents and teachers on a mission to develop resilient global citizens.

The program helps parents, teachers, and other caregivers understand and support their children and teens through different age stages. Regardless of their background and experience level, parents and teachers learn the skills and techniques to communicate with their children effectively, encourage them to improve their behaviors in and out of school, and overcome the mood and emotional swings during their developmental growth.

HAYAH

The Life Skills and Citizenship Education initiative provides a transformative vision to reimagine education for better life outcomes for children and young people. The Hayah Program's goal is to bring together children, parents, and educators to work together to create a healthy society and a safer environment. Life skills, defined as higher-order, transversal, and transferable abilities, help individuals build knowledge, attitudes, and behaviors to deal with everyday life.

OUR SERVICES

A educational and entertaining journey of development to build resilience and confidence in the young generation of Egypt. Targeting girls, boys, parents and educators.

WE OFFER



I am a Leader, I am Resilient:
Children's Character Development



I am Healthy:
Children's Health & Nutrition Program



I am Courageous: Children's Sexual Harassment & Bullying Program



I am Strong:
Self Defense & Awareness Program



School' teachers & Cooperate Program



Positive Parenting toolbox: Off & Online Programs



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HAYATI 

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They are learning and discovering themselves to become more resilient individuals and citizens.

The program details and benefits are as follows:

The program takes a holistic approach and consists of several modules:

I am a leader, and I am resilient

I am healthy

I am strong

I am courageous

Develops the children's emotional and mental resilience that promote discussions and critical thinking.
Effective communication and role modeling.
Goal setting and the importance of each step.
Setting healthy boundaries and developing healthy habits.
Understand character traits and values.
Self-discovery, awareness, and affirmation.
How do you deal with peer pressure?
Building self-esteem through boosting self-image.
Living Authentically, Decision making and Risk Management.
Developing healthy and trustworthy friendships.

What makes me different as a boy and a girl?
Differentiate between complementing, flirting, and harassment. Harassment-and who is to blame?
How to effectively stand up against it?
How to deal with my emotions if I am bullied or harassed?

What is bullying, and how do I feel about it?
Ways to respond to off and online bullying.
Internet safety cyberbullying and harassment awareness.

Designed to fit children and teens ages 6-18 years
Customizable 10-20 hours program
Measurement and Evaluations track the program impacts and measure the improvements in knowledge, attitude, and behavior of all beneficiaries



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HAYATNA 6

This program is ideal for parents and educators on a mission to develop resilient global citizens.

The program helps support children's growth and development in a diverse world.

The program supports their children and teens through different age stages.

Regardless of their background and experience level, parents and educators learn the skills and techniques to communicate with their children effectively, encourage them to improve their behaviors in and out of school and overcome the mood and emotional swings during their developmental growth.

The program details and benefits are as follows:

Raise a resilient child and student: The program is a toolbox and resource for parents and educators.

How do you handle tough questions from your child or student?

Ways to boost your child's self-esteem and confidence. Methods for uncovering your children's and students' challenges, like Bullying and Harassment.

Your child's mental and psychological growth stages, how to respond to their various needs.

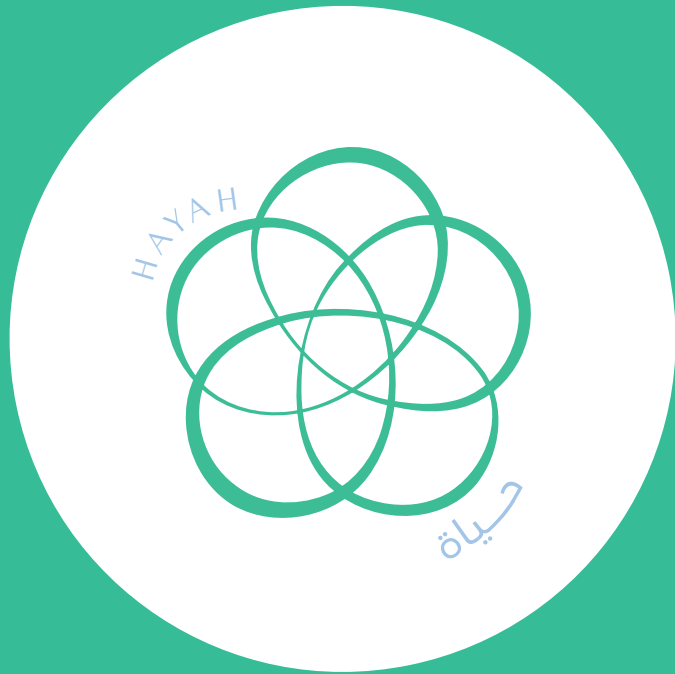
The five love languages and how to communicate with your child or student.

How to find the root cause of your child's or student's behavior.

Discipline vs. punishment vs. positive reinforcement. The dangerous practice of comparing your children to each other.

The risk of projecting our problems on our children. Why is your child or student not studying or excelling in school?

Internet safety, cyberbullying, and harassment awareness. How do you protect your child or student online?



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The program details and benefits are as follows:

Develop productive and responsible individuals who have a sense of belonging and want to contribute to their society.

Diversity and inclusion: a project to help youth explore the many forms diversity takes in daily life.

Environmental stewardship: a global approach to maintaining ecological health as an intervention to tackle the climate change problem.

UN SDGs Goals: Discover, what is my passion and contribution towards the globe.

Food Safety and Gardening: Ways to ensure food safety and the cultivation, preservation, care for plant earth and conserve water.

Kick Start Your Small Business: All great entrepreneurs start young, gain experience, and set your path forward while you are a teenager.