



2024, Q4 REPORT

**SHE IS EGYPT, STRONG
EDUCATED AND EMPOWERED**

IN PERON PROGRAMS

October 2024 marks the 10th anniversary of the foundation.

In the first 10 years, we worked in over 35 communities and impacted more than 10,000 children and families throughout our programming.

Heya Masr is empowering communities through its impactful programs and partnerships. Some notable achievements included:

Our foundation offers children's programming, **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 166 boys and girls from the Heya Masr children's program, helping them fight domestic violence.

An improvement from 43% to 86% of children's psychological resilience at the program's beginning, as a result of the intervention provided by our programming.

- Graduation of 21 children in collaboration with Wasila Association.
- Graduation of 26 children in collaboration with Al-Burhan Al-Munir.
- Graduation of 56 children in collaboration with the Community School - Ahlam Establ Antar.
- Graduation of 44 children in collaboration with Hassan Zaki Association.
- Graduation of 19 children in collaboration with Ma'akom Association.



MAJOR IMPROVEMENTS:

- SENSE OF SECURITY SHOWED THE MOST SIGNIFICANT GAIN, JUMPING 32% POINTS FROM 64% TO 96%
 - GOOD HEALTH INCREASED SUBSTANTIALLY BY 34 POINTS (60% TO 94%)
 - DECISION-MAKING ABILITY NEARLY DOUBLED, RISING 40 POINTS FROM 35% TO 75%
 - SELF-AWARENESS IMPROVED DRAMATICALLY BY 32 POINTS (50% TO 76%)
 - EFFECTIVE CITIZENSHIP AND SELF-CONFIDENCE BOTH INCREASED BY 15 AND 11 POINTS, RESPECTIVELY
- ## KNOWLEDGE AND BEHAVIOR:
- KNOWLEDGE IMPROVEMENT ROSE SIGNIFICANTLY FROM 55% TO 92%



Our Parenting Programming Hayatan
Our team of facilitators conducted our Hayatna parenting programming for more than 40 parents.

This program includes:

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

The results of the pre- and post-evaluation of the Hayatna program on 40 parents of children:

- The Awareness Against Female Genital Mutilation index increased from 67% to 96%
- The Child Protection index increased from 70% to 80%
- The Child Advocacy index increased from 54% to 70%
- The Gender Equality Index increased from 64% to 83%
- The Positive Parenting Index increased from 60% to 81%
- The Awareness Against Early Marriage index increased from 80% to 96%
- Their knowledge development increased from 61% to 83%



ONLINE PARENTS WEBINARS

- Seminar on the Emotions of Parents and Children between Childhood and Adolescence (Ms. Youstina Salah).
- Seminar on Sex Education in Childhood and Adolescence - Part Two (Ms. Youstina Salah).
- Building Healthy Boundaries with Our Children (Ms. Hanaa Samuel).



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

- Collaboration with the Faculty of Social Work at Helwan University to train 29 students on the program modules.
- Collaboration with the Ypeer Network to train 20 male/female facilitators from Amlana Hi Misr Foundation for Community Development.
- Celebration of the 10th Anniversary of the establishment of Amlana Hi Misr Foundation for Community Development.

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2024 - A Year of Achievements at Heya Masr

A year full of transformation: Hayati Program for Children: 500 children empowered with self-protection skills 300 girls became community leaders, 200 children learned new skills, 100 special needs children supported

Hayatna Program for Parents:

1000 parents participated in workshops, 12 educational webinars
Positive change in family relationships



علم و مكن
HEYA MASR هي مصر
Educate to Empower

10 YEARS OF
EMPOWERMENT
2014 - 2024