



Annual Report 2020



"Etijah enhances understanding and appreciates youth as one of the most important assets a country could have. This is why it reinforces effective methodologies that are in compliance with the Arabic culture, especially in the area of community and youth development."

Hisham El Rouby, Etijah CEO



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Report Summary

Since 2014, Etijah has been providing support for the Egyptian youth through its various activities and interventions that empower them with the tools, knowledge, and resources necessary for their sustained development. In 2020, Etijah continued providing those services which reached 23,099 beneficiaries and 55 startups in total including 4,900 refugees. Throughout the year, Etijah was faced with novel challenges and opportunities that contributed to the final results of the year. Hence, this report provides a flashback towards the more significant events, accomplishments, challenges, and outcomes of the year in an attempt to celebrate the beneficiaries' own development in the various sectors and themes within which Etijah's activities were implemented.



23,099
beneficiaries

COVID-19 Response

One overarching challenge that Etijah's team and beneficiaries encountered during the year 2020 was the emergence of the COVID-19 pandemic in March. The pandemic would soon thereafter remain a constant variable in the implemented activities and events which led to Etijah's direct and indirect responses. The direct response to COVID-19 involved creating new activities that directly deal with the pandemic or with the challenges caused by it. The indirect response, on the other hand, involved tailoring existing activities to have online formats that suit the pandemic and ensure the safety of the beneficiaries and staff members.

While the pandemic was certainly challenging, it also showcased the potential for Etijah to conduct both online and offline operations that did not only reach the usual number of beneficiaries but also increased the potential impact of Etijah's activities through live streams, online sessions, wide-spread media campaigns, and extended outreach activities that pushed the boundaries of Etijah's development interventions to new levels to reach 1,020,868 individuals under the different themes of development as will be addressed throughout the report.



1,020,868
individuals

Etijah Main Themes

Health and Women Empowerment

During 2020, the theme of health and women empowerment involved various activities covering topics such as human immunity, mental health, sexual and reproductive health (SRH), and gender-based violence (GBV).

Human Immunity

As part of Etijah's continuing focus on Health and Women Empowerment issues, and as a direct response to COVID-19, Etijah has served a total of 242 individuals through the Immunity sessions conducted through ZOOM and live streamed on Etijah's Facebook page with the aim to raise the beneficiaries' awareness and knowledge about their immunity and ways to protect themselves and their loved ones.

The Higher Education Initiative also provided students opportunities for creative interventions with the aim of supporting the Immunity of the public through online campaigns. For instance, the "Super Health", "Corona Fighter" and "Avoid COVID-19" are only a few of many initiatives that made use of the tools made available to them and shared more direct messages about the pandemic to break down the misconceptions surrounding it.



This focus on ensuring the safety and health of different groups in society has also reached refugees and the more vulnerable women present in Sanad safe spaces in the form of approximately 2,587 Hygiene kits which were bought, packed, and distributed with the sole purpose of providing the underprivileged female refugees with the necessary supplies they need to survive the pandemic and stay safe.



 **2,587**
Hygiene kits

Mental Health

The need for mental and psychosocial support has notably risen after the pandemic and with the introduction of widespread quarantine measures. Accordingly, Etijah conducted Mental Health Webinars that were live streamed on its social media to reach 264,001 beneficiaries, with 30,685 engagements, and 46,269 views.

The webinars addressed a variety of mental health issues that mostly concerned youth in Egypt including: Emotion Regulation - Dealing with GBV - Effective Relations - Self Care Overcoming Trauma - Adaptation - Reacting to Stress - Psychological Burnout



264,001
beneficiaries

In addition to the webinars, online support groups were also created through ZOOM to help the youth get support from their peers who are going through the same circumstances. The Support Groups had general topics including first time motherhood, self care, and working from home and burnout. These sessions were attended by a total of 140 beneficiaries, 116 of whom were females (83%).

Furthermore, Etijah's Sanad Safe spaces provided its beneficiaries with offline and tailored online mental health support through one-to-one counselling sessions which were attended by 2,995 individuals from both the Giza and Damietta safe spaces.

Additionally, other MHPSS and psychosocial activities like Dance therapy, art therapy, yoga, and psychodrama sessions which enabled the 3,743 beneficiaries who attended in expressing their feelings verbally and physically were implemented offline in the safe spaces.



3,743
beneficiaries

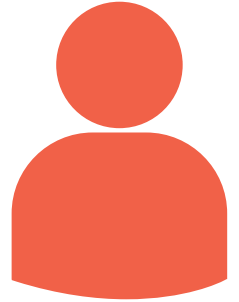
Sexual and Reproductive Health (SRH)

As an underlying yet prominent variable causing mental health issues to a wide sector of the Egyptian youth, the Sexual and Reproductive Health (SRH) related issues were directly tackled through different awareness raising sessions implemented in the established 100 Population Awareness Clubs (PACs), which are public youth centers used for awareness raising activities. For the purpose of increasing the reach for SRH awareness messages, 100 PACs were newly established during 2020 in 27 governorates.

In addition to the PACs, Sanad's Giza and Damietta safe spaces also served as suitable locations to reach 1,499 females with awareness messages on SRH.

Additionally, as an indirect response to COVID-19, SRH awareness sessions were also conducted online through ZOOM for 358 beneficiaries with the focus on raising the awareness of females which helped 244 women attend the sessions constituting 68% of attendees in all 9 cycles of the implemented RH sessions.

Due to the cultural sensitivity surrounding the majority of the SRH related topics, Etijah conducted 16 theatrical performances, 13 songs written, and 13 monologues created which addressed SRH issues using artistic tools and were able to reach 58,893 individuals through both offline and online modes of communication.



individuals
58,893

Gender-based Violence (GBV)

Directly addressing the issue of GBV, Etijah has served 4,730 females through awareness raising sessions and other activities targeting survivors of GBV in the Sanad safe spaces. Crucially, 5 theatre teams from Nawah including the teams from Aswan, Damietta, Haram, 10th of Ramadan, and Qena conducted performances with the aim of raising their audience's awareness about GBV.

For instance, the team from Aswan performed the “Bala Waksa” performance which tackled GBV by depicting in a fictional scenario themed in Upper Egypt a variety of fictional yet grounded scenarios showcasing forms of GBV including spatial discrimination between males and females, where females were restricted in a specific area of the village, and then tackling how the characters in the performance were negatively affected by these forms of violence and discrimination.



Education and Training

The education and training theme involved different activities in 2020 such as youth capacity building and theatre training activities.

Youth Capacity Building

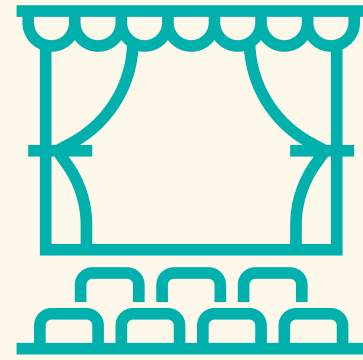
As education is more expensive than schoolwork and is one of the foundations for sustainable development, Etijah took great steps towards empowering and increasing the capacities of the youth to confront the different challenges they may face in their lives including challenges related to their SRH. For this purpose, 75 young participants were trained to be trainers by equipping them with knowledge on how to best present messages on SRH topics like GBV, Family Planning, Child Marriage, and FGM.



Furthermore, Etijah's support for students in the HEI initiative through opportunities for community service and guidance has enabled remarkable individual and collective initiatives from the students to take place in order to further increase the capacities of not only the students' colleagues in the initiatives but also local community members. This was made clear in the case of an HEI student from Alexandria who supported elementary school students in Al-Ola village near him where he helped the underprivileged community students develop their computer and language skills and increased their capacities for their future educational and professional careers. Importantly, a total of 802 hours were spent by HEI students on similar initiatives in the field of education.

Theatre Trainings

Throughout the year, artistic means of communication like theatre, monodrama, and music proved to be effective ways for expression and representation which helps the youth represent themselves and express their ideas. Accordingly Etijah has successfully trained 413 young talented individuals through its theatre, monodrama, music, film, and even radio activities which gave their participants insights on the best tools for communication and expression especially when communicating messages about their rights and needs.



413
young
talented
individuals

A crucial sum of those talented individuals were also trained as discussion facilitators to help engage audiences of their artistic performances with the messages they hope to communicate to them so the community members are not only “reached” by the messages but also have the opportunity to be active participants in its creation and reproduction.



In addition to increasing youth’s capacities in education and self-expression, it was only natural for Etijah to also seek to help the Egyptian youth also effectively access the labor market by being either employees or entrepreneurs and founders of their own businesses.

Entrepreneurship

Etijah's Tomooh program led to the training of 101 individuals and equipping them with the soft skills necessary for them to be ready to be employed in the jobs that suit them the most which included skills on C.V Writing, Job hunting, and specialized mentorship in the fields they desire. By the end of the training, 55 of the participants were successfully employed as a result of their own dedication and the hard work and follow up from Etijah's coordinators and mentors.

Additionally, Etijah's Tomooh program in collaboration with Caritas France has also served 55 startups in the ideation stage by providing the founding entrepreneurs with the training and knowledge on the fundamentals necessary to take their startups a step further towards having a viable product (MVP) and getting their startups of their dreams running. Eventually, 22 were established, 3 are in the MVP stage, and 7 successfully reached the prototype stage.



Furthermore, the young entrepreneurs got the opportunity to attend a networking event which helped them gather together with professionals and remarkable entrepreneurs in their fields who helped give them guidance and inspiration towards establishing and/or expanding their startups.



Notably, the 9 most remarkable startups during the training also pitched their ideas in Tomooh’s Demo Day in front of a panel of honored guests and professionals in the field of entrepreneurship for a chance to showcase the validity of their startup and win a financial prize that would help them head-start and expand their operations.

Regardless of the winner, the entrepreneurs got the necessary guidance to help them serve society and potentially the world in the different sectors as of the 55 startups in the training, 4 offer services in Healthcare, 7 in Education, 3 in Environment, 14 in arts & Crafts, and 5 are creating online platforms.



Humanitarian

It was apparent how entrepreneurs were not only ones in need for a community to belong to. In light of national and regional crises, Etijah continued to offer a safe space and humanitarian services for those pursuing their fundamental human rights for safety and, crucially, to belong. Hence, Etijah has conducted 93 social empowerment activities in Sanad safe spaces including Henna activities, orientation sessions, gymnastics, and meetups that helped 1640 individuals in Giza and Damietta safe spaces including 1508 refugees from Syria, Sudan, Ethiopia, Yemen, Eritreans, Iraqis, and others engage with and support each other

Some of the Sanad community members did not only need a safe space, however, some visitors of Sanad also require a sustainable form of humanitarian support which was also provided through different economic empowerment workshops including embroidery, crochet, cooking, and sewing workshops that prepared 1,348 beneficiaries, 1,141 of whom are female refugees, with valuable vocational skills that they can use to generate economic capital.





1,348
beneficiaries

Despite the variety of backgrounds from which refugees in Sanad come from, FGM remains to be an issue that is sometimes more common and more extremely practices depending on where the female refugee came from. Accordingly, specialized FGM related activities were conducted in both Giza and Damietta safe spaces to give the female refugee survivors the support they need to understand and overcome the consequences of FGM as well as to prevent the practice from happening to them or their loved ones.

As part of the services provided for the FGM survivors, one to one counseling with a gynecology consultants was provided for 31 women. Women were able to speak freely about their gynecological problems related to FGM and its effect on their reproductive health. Cases who needed investigation, a referral for investigation and work up was done. In addition to a second follow up visit was provided for them.

Serious of online and onsite awareness raising workshops were delivered for women and girls from different African communities and nationalities the workshops aimed to empower the participants with facts and knowledge about the FGM to overcome community and peer pressure. The workshops acknowledged the beneficiaries about the Types of FGM, the physical and psychological impact of the FGM on reproductive health .9 workshops were delivered, attended by 110 beneficiaries from African different nationalities

Regarding the COV, 409 home visits were conducted to serve 486 female refugees from Sudan, Eritrea, Ethiopia, Somalis and other countries.



Volunteerism and Civic Engagement

In order to not only expand but also sustain and improve the development interventions and humanitarian services provided, volunteers and active community members remain integral agents and participants in their own community's development. The Higher Education Initiative students studying in Ain Shams, Alexandria, Cairo, Mansoura, and Assiut Universities are a notable example on how volunteers can have great impacts on different sectors of development. For instance, 588 students are part of the HEI program which has helped the students serve their communities for a total of 12,296 voluntary hours of community service throughout the year.

In their community service, the students have effectively served in the Health, Education, Women Empowerment, Environment, Childhood, Services to Elderly Citizens, Economic Growth, and Culture sectors. In these sectors, the students actively engaged with the community through their own initiatives as well as by working under existing Governmental and Non-governmental organizations serving their communities which also included organizing community campaigns and social media initiatives.

2020 has also introduced 65 students from the fifth cohort of the HEI program to their first experiences in doing community service as university students. This was one through online orientation sessions and the constant follow up that also provides them with potential volunteering opportunities in the different sectors to help each of the students find their passion in doing community service in the fields they love the most.

Some communities require specialized means of communication and have heightened levels of vulnerability including the refugee communities in Egypt. Hence, 3,290 volunteers from the Sanad safe spaces were trained to be caseworkers and outreach members capable of reaching the community members who are most in need for both awareness raising messages and economic resources with relative ease.

In facilitating access to local communities, the activated youth awareness centers help reach the communities with the awareness raising messages about issues concerning those communities. and to facilitate the organization of awareness raising activities, there were 57 volunteering participants in those youth centers who were informed on the different population issues and were trained to help facilitate the cascading of this crucial information. This facilitation also included their support in organizing field activities. Additionally, many of the trained volunteers also participate in theatre, monodrama, and music performances as actors and actresses capable of cascading the information they have through artistic means.

Success Stories

Health and Women Empowerment

“Love Yourself”

The created mental health support groups targeting single mothers, it became apparent that the participants. In the single mothers support group, one of the participants described that she used to be a negative person before joining the support group as divorce affected her self-confidence and caused her to start doubting herself with the thoughts that divorce was actually her fault. By the end of the last sessions she mentioned that Etijah’s support group with its participants enabled her to embrace, love herself, be optimistic, and regain her self-esteem and confidence.

Education and Training

“Resolve and Ability”

Osama Ahmed is a young graduate from the Faculty of Art from Luxor who has a physical disability that heavily limited his accessibility to the labor market. However, his disability was also a great aspect in Osama’ mental health as it caused him to gradually grow insecure about his potential and ability to have a successful career. Unfortunately, this caused Osama to have excessive anxiety about even trying to apply for a job or to appear in front of others in fear of judgment and discrimination. Regardless, Osama’s intrinsic resolve allowed him to seek the support and guidance offered in Tomooh.

Osama was gradually introduced to the different skills necessary for him to access the labor market and find the most suitable jobs for him. Osama attended the personal assessment session that helped him assess his own skills and values as the first step for him to start looking for jobs. Additionally, his anxiety towards applying for jobs was further tackled through the C.V Writing and Interview sessions that he attended which gave him professional insight on how to best present himself to potential employers. Crucially, the one-to-one coaching sessions helped Osama get personalized advice from professional mentors who constantly supported him not only through professional advice but also through the motivation and encouragement he needed to overcome his anxiety.

By the end of the training, Osama was motivated to apply for a job opportunity every week until he eventually got an interview in the Misr Public Library in Luxor. After showcasing the different skills he has gained through the training, Osama successfully got employed which was a celebratory event for both Osama and Etijah’s staff who have closely followed up and guided him through his journey. Osama asserts that he now believes that regardless of what he wants to accomplish, he will always be able to reach it through his resolve and the support from the people who truly care for him.

Entrepreneurship

“Taware”

Taware’ (emergency) was the state which so many countries around the world were in during the past year of 2020 due to the COVID-19 pandemic. Taware’ is also the name of the startup that seeks to provide the Egyptian medical field with the necessary support to overcome this state but not only during COVID-19 but also after the pandemic is over. Taware’ was founded by a group of medical professionals who come directly from the emergency rooms and who have first-hand experience of what it means to see patients come in too late for them to provide the services necessary to save their lives. Therefore, the group founded the startup to function as the link between the patients and the hospitals by ensuring that the patients get access to emergency cars and the necessary first aid tips and guidance they need to execute while they wait for professional help. Unfortunately, as the team mentioned, “We could not break the validation barrier ... we were lost”, which showed that the team lacked the necessary knowledge and experience they needed to get their startup running from the technical and financial aspects of their operations. Once COVID-19 was announced as a pandemic, it was a ticking clock for the team of Taware’ to realize they had to immediately start their operations effectively and add their value to the medical service providers sooner than they had expected.



The team applied to be part of Tomooh's training and mentorship program through Gust in hopes that they can get that extra push they needed to set their market validation, operational and financial plan and run their startup. In Tomooh, they were able to address the challenges they faced and could discuss their startup's validation process in-detail in the training as well as the one-to-one coaching sessions. In one of the sessions, the mentor made them realize that the way they tried to validate their model was through their own subjective experience as professionals in the field of medicine which then allowed them to construct a more objective plan to validate their startup. This process allowed them to move past the initial plan to focus their model on getting support from medical volunteers

and to bypass the reluctance they had towards having a call center which were the most crucial breakthroughs in their startup's development during the training. Taware's team agreed that they had a "spark" moment during one of the sessions after they heard the feedback from their colleagues and mentors who convinced them that their patients "need someone to be on the phone and guide them" which led to the eventual launch of the startup based on a 911-like call support service for their callers.

With this change, and after being lost and unsure if their model is even valid, Taware's team was able to find its niche in the market and to showcase their competitiveness during Tomooh's demo day through which they emphasized the dramatic development they had during the training. Fortunately, when asked about their validation, they were prepared to present to the panelists and everyone that they have indeed overcome the most challenging barrier they faced prior to joining Tomooh while also presenting the other remarkable changes they made including their success in finding partnerships with different clinics in Sheikh Zayed city. Therefore, Taware's team was able to achieve the first position in Tomooh's demo day competition which celebrated their hard work throughout the training program and their commitment to the people they serve.



Humanitarian

“Son Not Like Father”

Somaya is a young married Syrian woman living in Cairo. Somaya has been the victim of continuous domestic violence that she experiences on a daily basis. Like many, Somaya initially gave in to the violence and tried “fixing” her own behavior to please her husband. Additionally, she has also used the daily work routine as an escaping mechanism where she and her husband could be separated during working hours. Nevertheless, the COVID-19 pandemic has forced her to stay at home with her husband and led her to face her husband's daily verbal violence. As an added responsibility, Somaya is also the mother and primary caretaker of a one year old son. However, not like many, Somaya decided to take action and joined Sanad's Safe Spaces online program.

In the program, Somaya attended sessions that discuss Gender Based Violence (GBV) which also included discussions on the different forms of domestic violence. The online sessions allowed Somaya the opportunity to interact with individuals who could relate to her struggle, trainers who could give her advice and information, as well as a space for her to express and share her experiences with the groups. This group environment is almost therapeutic to Somaya and there who so desperately need a place to belong to and get support from. Additionally, information that Somaya got from the trainers made her understand that the violence she experiences is not because of her or her behavior, she does not need to “fix” herself because there is absolutely nothing wrong with her. Thus, Somaya's self-esteem gradually increased and her confidence started manifesting in her behavior.

Somaya saw these changes to her confidence and her knowledge about her issues as an opportunity to change her own as well as others' reality. Accordingly, her son now has a confident mother who can challenge his father's toxic role model and who can raise him to be a respectful young man who can provide his future partners with the respect, support, and care they deserve. Somaya believes that the tools she has and the changes she knows she is capable of making need to reach even more individuals who may be waiting for that helping hand that she too was waiting for. Hence, in her contact with Sanad's coordinators, Somaya praised the program and its impact on her and everyone by saying that “before Sanad, we did not have any sanad [support]”. Consequently, Somaya has not only gained the strength she needs to face challenges around her, but is also an active agent in society who is advocating for what she believes will end the vicious cycle of GBV she knows too well.

Volunteerism and Civic Engagement

“Sadik El Kafif” Initiative

Another exceptionally achieved initiative is the “Sadik El Kafif” initiative. The initiative was established by a group of young people to help visually impaired students and graduates by re-writing books using Microsoft Word then reprinting them in Braille using a specialized printer.

Due to this initiative’s high impact, several HEI students have participated in the translation and conversion of written texts into Microsoft Word documents which can be later easily accessed by visually impaired beneficiaries or can be converted into Braille. In this regard, students in the 1st, 2nd, 3rd, and 4th quarters of this year have actively converted over 1,000 papers and spent over 34 hours of community service for this purpose.

One of the beneficiaries’ crucially mentioned how “I tried so many other services but the clarity of the details in the margins, the page numbers, and tables was unique... it felt like the first time I actually saw the book as I read it” as he emphasized the valued efforts presented by the “Sadik El Kafif” initiative. As a response to the kind words, an HEI student volunteer said that “it is very touchy when you hear these kind words ... I am very happy and proud of myself that I was the reason he felt that way”.

“Childhood Nostalgia”

Switching from on-ground to online community service was a challenge for all parties involved in the process. At times like these, all agents working on the project could use any help or suggestions that they get from other stakeholders. Mostafa was one of the students who chose to volunteer under the Childhood sector when community service was transitioned to be online. This transition to a relatively unknown field of work for Mostafa and his colleagues was stressful and, at times, scary. However, certain individuals who can be characterized as risk-takers actually seek this kind of experience where they shine the brightest. Mostafa is a Cohort two Cairo University student who, for the purpose of this story, can be characterized as one of those risk-takers who managed to stand out and achieve exceptionally well despite the unknown territory they were working on.

When the Childhood sector was being launched, Mostafa expressed his excitement and engagement in the process with his colleagues by suggesting to have a Childhood sector Facebook page where the team could launch their activities. Since then, Mostafa consistently showed his commitment to executing his community service in the most brilliant ways. For instance, while some of his colleagues hesitated as to how, or whether, they would reach their young beneficiaries, Mostafa took charge and actively led the team into creating a creative video where Mostafa would describe a situation

that occurred between him and his parents as a child, he would then explain his perspective as a child. Eventually, Mostafa would provide the viewers with the alternative viewpoint that his parents had at the moment. The aim for this video was to show his young audience that different parties have different perspectives and that there is always value that can be learned from these situations. The video was posted on the Childhood sector Facebook page that Mostafa proposed and ended up generating 29 likes from his audience.

Mostafa has proven that risk-taking and confidence are essential for leaders to have in order to gain support and trust from the people around them. This motivated start for the Childhood sector team is, therefore, only considered the beginning of so many more creative and impactful outputs from this team.

Testimonials

Humanitarian

“I help others come to Sanad so that the family gets bigger and so Sanad remains the support for us all”

Volunteerism and Civic Engagement

“When I started volunteering with Etijah, it gave me a passion for serving the community and focus on the positive mark I can leave”

Education and Training

“Tomoooh opened the door of opportunities for me and helped me expand my horizons”

Health and Women Empowerment

“I liked how [in the mental health support groups] we focused on emotionally supporting one another and on sharing our experiences freely”
The [support group] sessions helped us learn how to speak freely and respect each other’s points of views”

Entrepreneurship

“[After the entrepreneurship training] I realized that we are capable of doing something great”
“I needed someone to act as a mentor and take me step by step ... I could finally see the startup from a different perspective”

Major Events Organized in 2020



Community Arts Festival

Despite the challenges met, Etijah was capable of conducting large scale events which optimized the gained experience conducting online campaigns in addition to the long-term experience and operational capacity in the field. Therefore, the Community Arts Festival took place in to celebrate the achievements of theatre, monodrama, music, and facilitation training participants who practice throughout the year to produce effective scripts and songs aiming at initiating dialogue about different population issues like Family Planning, FGM, Child Marriage, and GBV. During the festival, the 13 performances were streamed online through Etijah’s Facebook page to reach 557,372 individuals.

Eventually, the closing ceremony of the festival was attended by representatives of the EU, Italian ministry, the UNFPA, the Egyptian minister of Youth and Sports, and Mr. Hisham El Roby representing Etijah in honor of the young actresses and actors involved in the festival and to award the most remarkable teams.

 individuals
557,372



Football Juggling Marathon

In addition to the Community Art Festival, Etijah has also conducted a Football Juggling Marathon event during the 16 days of activism against Gender-Based Violence in partnership with the UNFPA and the Ministry of Youth and Sports and with the support of the Italian Agency for Development Cooperation to raise awareness of population issues and combat GBV. During the event, which was streamed on Etijah's social media to reach 1,652 individuals, the Egyptian freestyle footballer known as Yorok has covered a distance of 6 kilometers and 150 meters and thus broke the previous record of 5 kilometers and 820 meters achieved by John Farnworth (UK) in Morocco in 2019. The timing of breaking that record was selected to help the youth and others interested in the field of sports also get to know more about the 16 days of activism and the importance of combating GBV and other harmful practices using creative and innovative ways.



Tomoooh Networking and Demo Day

At the end of the second Phase of the Tomoooh program, Etijah organized a large scale networking and demo day event that helped showcase both the participating young entrepreneurs progress and startups as well as Etijah's own capacity to conduct large-scale events that guaranteed the safety of participants by following the CODID-19 related guidelines while also streaming the entire event to an audience of 38,300 individuals on Facebook.

The event was attended by honorable representatives from remarkable entities concerned with the development of the Egyptian youth, the growth of the entrepreneurial ecosystem in Egypt, and the youth's representation in that ecosystem. Accordingly, representatives from AUC Venture Lab, Cairo Angels, EdVentures, Faculty of Business and Economics from the University of Heliopolis, Finance and Banking Consultants International, IHub, Levels Ventures, ROI Agency, The Legal Clinic, and VOO offered their support to the young entrepreneurs from Tomoooh.

The speakers gave insights and tips to the attendees in the venue as well as Etijah's audience online on how to take their startups to the next step as well as how to apply for potential funding, grants, and incubation programs in their own entities. Additionally, several of the speakers were most focused on inspiring the audience to pursue their dreams as entrepreneurs and to persistently keep developing their startups.



Following the networking day, the demo day took place to give the most achieved entrepreneurs from Tomoooh the space to pitch their startups in front of a panel of five professionals from a variety of fields who would grade the startups and contribute to their final score that they have accumulated throughout the Tomoooh program to be granted with a total of 60,000 EGP for the top three startups.

By the end of the pitches, the three winning startups which were Taware', working on providing healthcare services, Acacia, working in the environment sector, and Trustivet, providing health services to pets through an online platform, were celebrated. Nevertheless, most startups who pitched have also been noted to have so much potential to not only survive but also to compete in the market.



Organizational Development

Virtual Implementation

As was mentioned, shifting operations and communications online was a challenge. However, it has also shed the light on opportunities that led to the expansion and development of Etijah on an organizational level. While it was initially intended as a response to COVID-19, online/virtual implementation of the different activities quickly proved to be effective in reaching high quantities of individuals especially in the case of awareness sessions and live webinars which helped overcome the physical spatial boundaries that previously hindered different individuals, especially women, from accessing similar awareness raising activities. Within the theme of accessibility, the fact that training sessions were also implemented online through ZOOM, it enabled in several instances parents to not only become accepting of their family member's interest but to also become supportive of them after being able to be "present" during the sessions and observe how positively it affected them.

MEAL System

As an integral part in expanding Etijah's operations and capacity, Etijah's Monitoring, Evaluations, Accountability, and Learning team has constructed a Data Safety and Protection Guide that ensures the confidentiality and otherwise ethical considerations when dealing with beneficiaries' data especially when concerning the information of refugees and children as well as other vulnerable groups.

This Guideline comes as a preemptive measure as Etijah is also currently establishing a large-scale MEAL online database that attempts to collect, organize, process, and facilitate the creation of reports on all implemented activities. The database will use professional programming tools to best protect the data and ensure that data is collected and verified accurately, efficiently, and in a timely manner.

Partnerships for Development

Bridge: Educational Empowerment

When looking forward, Etijah was able to establish a precious partnership with the Sawiris Foundation for Social Development to implement the Bridge project that aims at empowering public school students through different soft skills training activities as well as educational opportunities to develop their skills in various fields including Language and Computer. The program also aims at connecting the students to educational scholarship opportunities and to facilitate their admission to prestigious higher education programs and universities. Crucially, the Bridge program targets the more underprivileged students in Beheira, Kafr El Sheikh, Beni Suef, and Qena to "bridge" their development towards being active and successful agents in society.



Mandala Workshop

Additionally, Etijah was proud to host and receive support from AESIC AUC's talented Miruna Boari who helped Etijah's team start the new year of 2021 by exploring the meditative technique of the Mandala Art in a workshop that lasted for two days. The workshop enabled the team to enjoy a collective experience that unlocked their creativity and helped them explore their personalities a bit further through their drawings.



