



Professional
Development
Foundation
Transforming Lives

IMAPCT REPORT

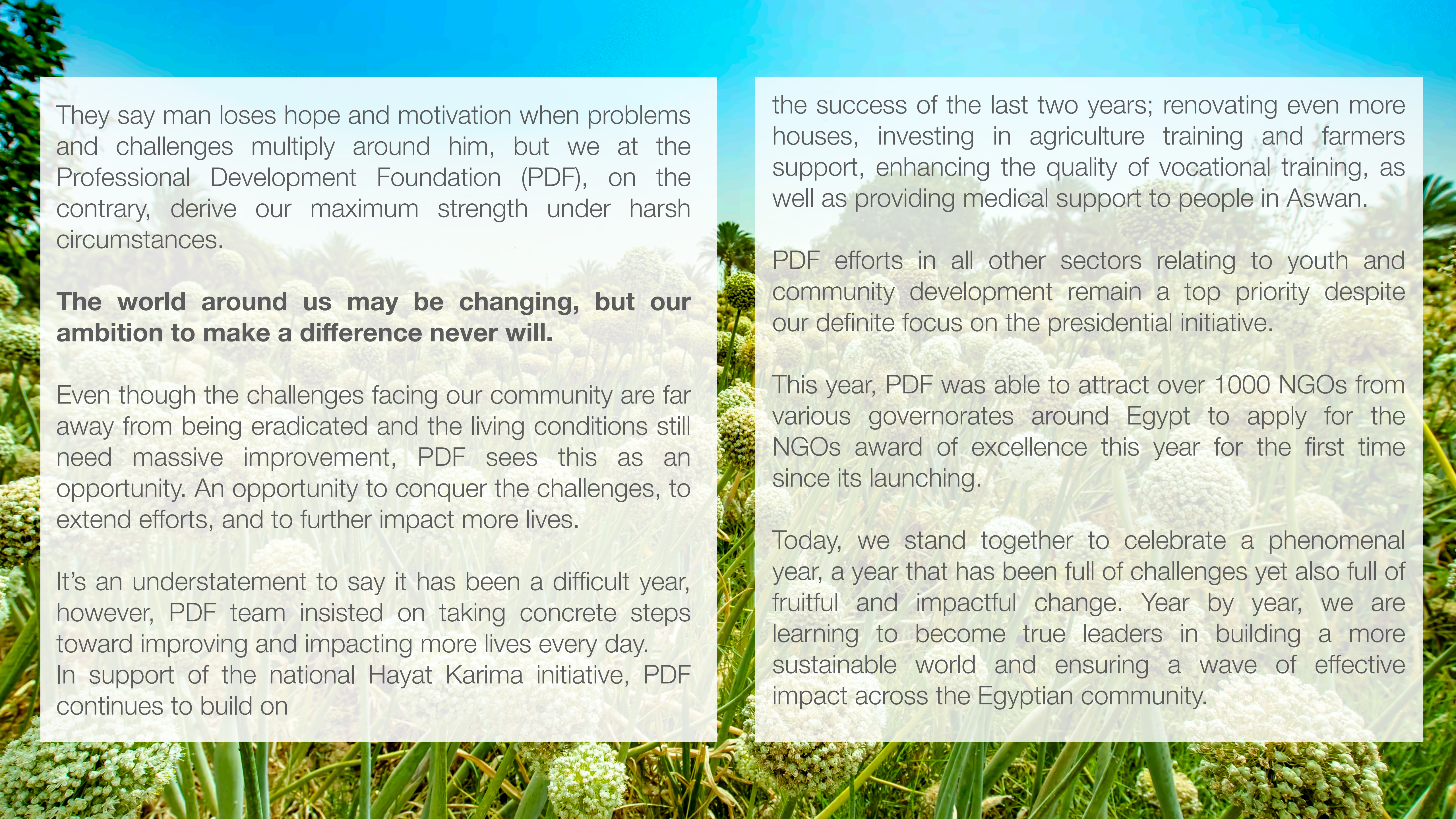
THE WORLD AROUND US MAY BE
CHANGING





BUT OUR AMBITION

TO MAKE A DIFFERENCE NEVER WILL



They say man loses hope and motivation when problems and challenges multiply around him, but we at the Professional Development Foundation (PDF), on the contrary, derive our maximum strength under harsh circumstances.

The world around us may be changing, but our ambition to make a difference never will.

Even though the challenges facing our community are far away from being eradicated and the living conditions still need massive improvement, PDF sees this as an opportunity. An opportunity to conquer the challenges, to extend efforts, and to further impact more lives.

It's an understatement to say it has been a difficult year, however, PDF team insisted on taking concrete steps toward improving and impacting more lives every day. In support of the national Hayat Karima initiative, PDF continues to build on

the success of the last two years; renovating even more houses, investing in agriculture training and farmers support, enhancing the quality of vocational training, as well as providing medical support to people in Aswan.

PDF efforts in all other sectors relating to youth and community development remain a top priority despite our definite focus on the presidential initiative.

This year, PDF was able to attract over 1000 NGOs from various governorates around Egypt to apply for the NGOs award of excellence this year for the first time since its launching.

Today, we stand together to celebrate a phenomenal year, a year that has been full of challenges yet also full of fruitful and impactful change. Year by year, we are learning to become true leaders in building a more sustainable world and ensuring a wave of effective impact across the Egyptian community.

ECONOMIC EMPOWERMENT

AGRICULTURAL TRAINING
AND FARMERS SUPPORT



AGRICULTURAL TRAINING AND FARMERS SUPPORT

One of the important projects carried out by PDF within the framework of Hayah Karima initiative is agricultural intervention. Six villages located in Aswan Governorate were positively impacted by the paramount intervention: El-Hekma, El-Manar, El-Karama, El-Amal, Dar El-Salam and Toshka. More than 90% of these villages' income is based on agriculture. In order to increase the agricultural production of these villages and by that increase its farmers' income, PDF partnered with HYTECH Egypt, SEKEM and HELIOPOLIS University - key players in the agriculture business in Egypt, to provide yellow corn planting, Medicinal and Aromatic plants. The partners provided high quality seeds for a total of **267 acres** disseminated to **95 farmers**.

Because of the training and Seeds Donations provided by PDF partners the average yield per acre rose significantly as well as the quality of the yield. This increase in production and quality led to a highly recognizable increase of farmers average net profit. It is clear how PDF efforts to enhance economic development for **95 families** in these six villages and to improve the social standards of its residents are paying off.

TOTAL NO. OF CULTIVATED ACRES
267 ACRES



El-Hekma

93



EL-Manar

33



El-Karama

71



El-Amal

55



Dar El-Salam

10



Toshka

5

TOTAL NO. OF TRAINED FARMERS
WHO RECEIVED SEEDS DONATION

95 FARMERS



El-Hekma



EL-Manar



El-Karama



El-Amal



Dar El-Salam



Toshka

AVERAGE PROFIT MARGIN
PER ACRE

After receiving
Training & seed donation

300 %



Before receiving
Training & seed donation

125%

YELLOW CORN

After receiving
Training & seed donation

140%



Before receiving
Training & seed donation

60%

AROMATIC PLANTS

AVERAGE PROFIT

FOR FARMERS

After receiving
Training & seed donation

20,370EGP

YELLOW CORN

5,570 EGP

Before receiving
Training & seed donation



After receiving
Training & seed donation

23,000 - 25,000 EGP

AROMATIC PLANTS

10,000EGP

Before receiving
Training & seed donation



AVERAGE YIELD

PER ACRE

YELLOW CORN

After receiving
Training & seed donation

3.5 TON

Before receiving
Training & seed donation

1.5 TON



AROMATIC PLANTS

500 KG

Basil

250 KG

Fennel

200 KG

Anise

1000 KG

Mint

220 KG

Black seeds

220 KG

Hibiscus



VOCATIONAL TRAINING

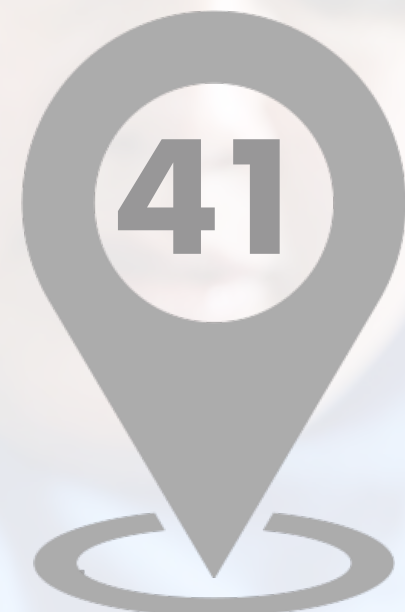
Egypt Vision 2030 is built on several pillars one of which is enhancing the quality of technical education and training as well as bridging the gap between labor market needs and technical students and graduates. This is exactly where PDF swings into action. PDF strongly believes in the importance of vocational training to **Egypt vision 2030** and its sustainable development strategy; hence it has provided vocational training within the framework of Hayah Karima. Since more than 90% of targeted villages residents depend on agricultural production PDF has committed to introducing the villagers to other skills such as **solar energy training, ready made garments** and **sewing** in order to help them improve their social and economic standard.

SEWING AND READY MADE GARMENTS

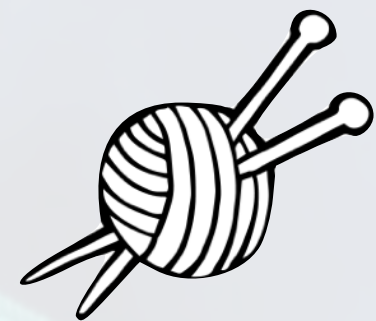
NO OF GRADUATES



Aswan



Dakahlia



Sewing

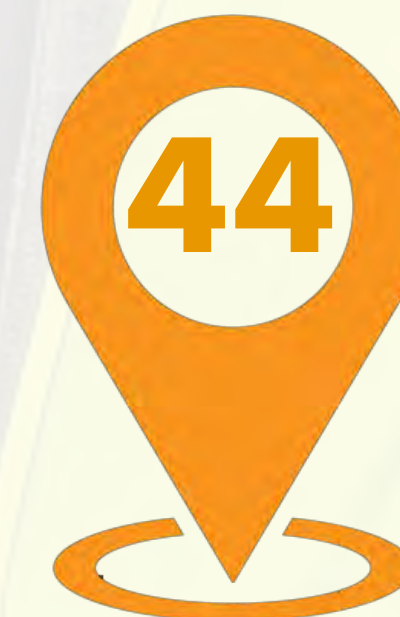


Ready Made
Garments

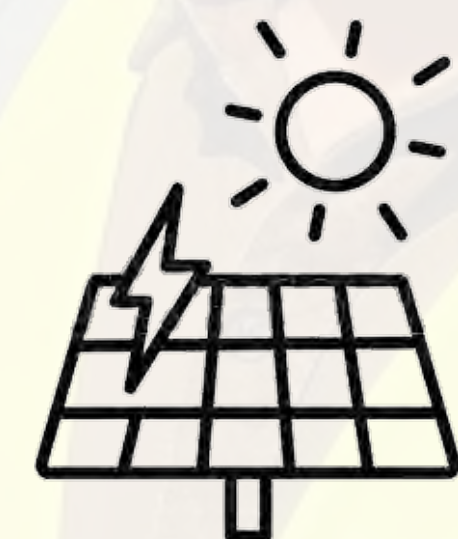


SOLAR ENERGY TRAINING

NO OF GRADUATES



Aswan



**Solar Energy
Panels Specialists**

وزارة الصحة
قطاع الرعاية العلاجية



MEDICAL SUPPORT
TO PEOPLE IN ASWAN



MEDICAL SUPPORT TO PEOPLE IN ASWAN

Aiming to ensure healthy lives and promoting the wellbeing of underserved Egyptians PDF has organized two free medical convoys to the remote areas in Wadi El Nokra, in cooperation with Tahyia Masr and Aswan university hospital. The convoys included more than ten distinct medical specializations.

The convoys were able to carry out medical examination for around 1,650 patients, performing about 115 eye surgeries at Aswan military Hospital, as well as providing 464 patient with free medical eye glasses. In addition, the convoy provided free medicine to all patients in collaboration with Pharco pharmaceuticals and Pharamamix companies .



600

1st CONVOY CHECKUPS



1050

2nd CONVOY CHECKUPS



464

FREE MEDICAL EYE GLASSES



115

EYE SURGERIES
IN ASWAN MILITARY HOSPITAL

COMMUNITY SUPPORT ACTIVITIES

NATURAL DISASTER
RECOVERY AID



MANSOUREYA VILLAGE (ASWAN GOVERNORATE)

HEAVY RAINFALL AFFECTED HOUSES RENOVATION

PDF played a key role in providing urgent intervention for the village of Al Mansoureyia in response to heavy rain. Specifically, PDF helped to install ceilings in 48 houses and reconstruct 2 houses.

Ceilings are important for protecting the interior of houses from rain and other weather conditions, as well as providing insulation to help regulate the temperature inside the house. The installation of new ceilings can help to improve the overall living conditions of the affected families.

In addition, the reconstruction of two houses is likely to have had a significant impact on the families who live in those houses. The reconstruction involved replacing damaged walls, floors, and roofs.

Overall, the work that PDF performed in Al Mansoureyia have helped to improve the safety and comfort of the affected families, and had a positive impact on the community as a whole.



**MANSOUREYA
VILLAGE**



**RECONSTRUCTED
HOUSES**



48

CEILINGS

A young woman with dark, curly hair is sitting cross-legged on the ground outdoors. She is wearing a light-colored, short-sleeved, ribbed top and blue jeans. She is holding an open book with a blue cover and is looking down at it. The background is a lush green garden with various plants and trees. The text "YOUTH TRAINING" is overlaid on the left side of the image.

YOUTH TRAINING

YOUTH TRAINING

The Youth training programs aim at narrowing the rapidly growing gap between education and the human resource needs of the business community. Aiming to create a skillful youth power that is ready to compete in the competitive labor market It offers especially designed training programs and scholarships tailored to enable youth who lack the work/ life skills to start their career. A total number of 1724 graduates have successfully graduated from the Youth training programs through a portfolio of programs that Includes:

1-Workforce Passport Program (WFP)

This program aims at fully equipping fresh graduates with essential work/life skills needed to thrive in an increasingly competitive job market.

3-San3ety Program

Cooperation protocol between PDF and Injaz was signed in order to fund the business skills as well as the technical training for 100 graduates of “San3ety” in four specialization tracks: air conditioning systems, electrical systems, GAS, and automotive.

5-BSc Hotel Management & Operation Program (Dual Education)

The hotel management and operations program aims to introduce a new model of the dual education, which includes academic studies in addition to on job training in cooperation between the Professional Development Foundation, Helwan University and Marriott International through its hotels in Egypt.

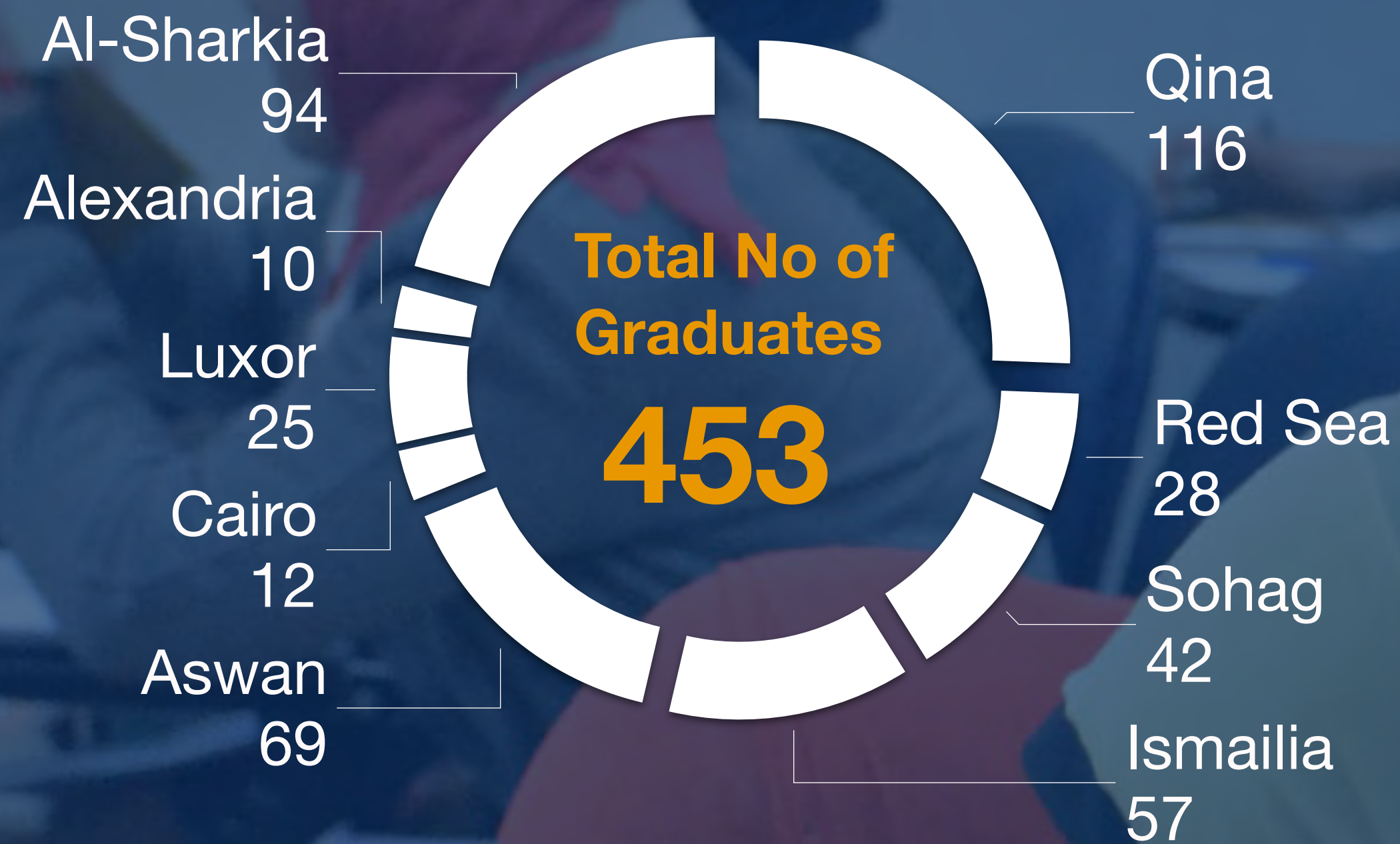
2-Maharaty Scholarship

Is a scholarship that consists of e-learning and classrooms workshops.

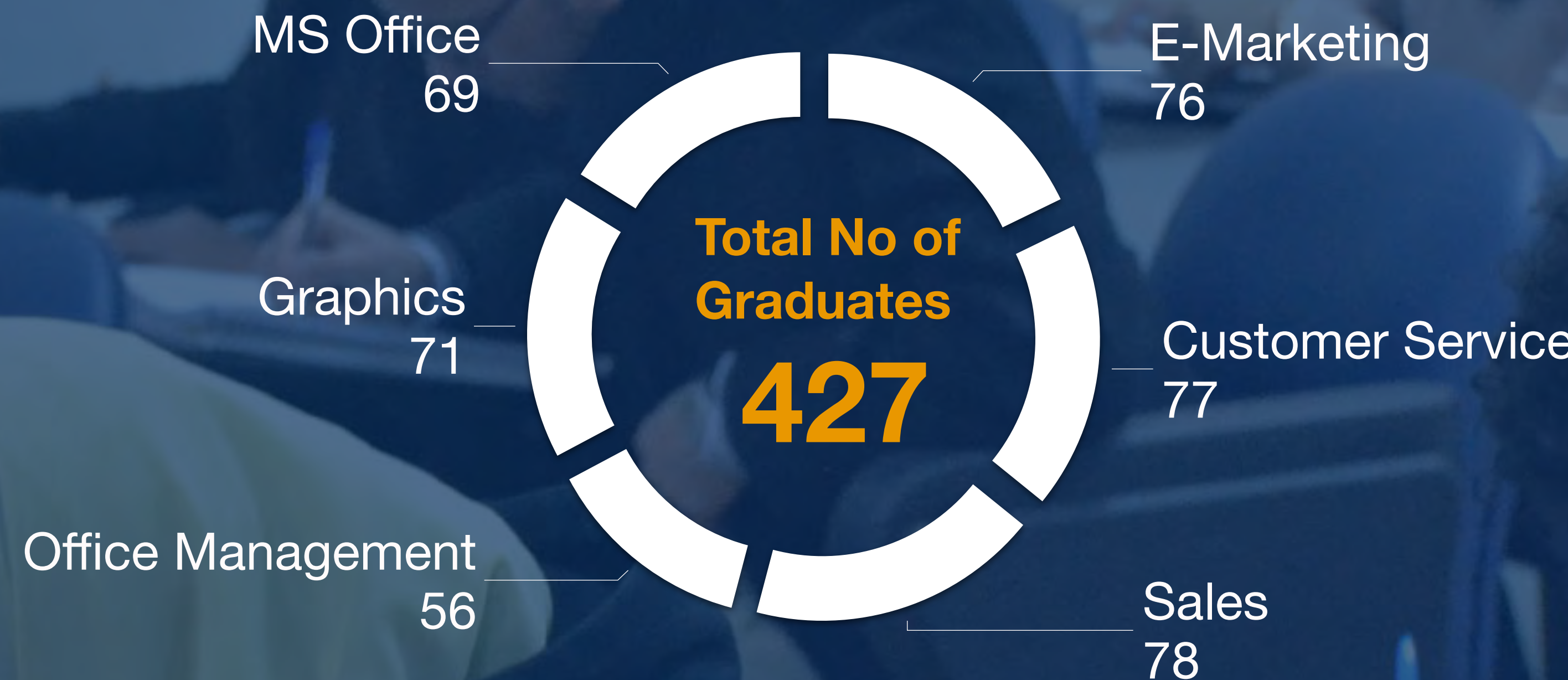
4-Masters of Heritage Conservation & Site Management

Cooperation protocol between PDF & Helwan University was signed on September 21st, 2019 in order to fund 4 masters in heritage Conservation and site management.

TOTAL NUMBER OF WFP GRADUATES/GOVERNORATE



SPECIALIZED TRACKS GRADUATES



**Workforce Passport
Program (WFP)
Geographical Reach**



**Graduates
Employability
Rate**

83%

**Total No of
Maharaty Graduates**

705

**Total No of BSc Hotel
Management & Operation
Program**

30

**Total No of San3ety
Graduates**

30

**Total No of Masters of Heritage
Conservation & Site Management
Scholarships**

4



NGOs TRAINING

AND SUPPORT



PDF

جمعية التطوير والتنمية
PROFESSIONAL DEVELOPMENT FOUNDATION

19143
www.pdf-eg.org

NGOs TRAINING & SUPPORT

Out of its strong belief in the importance of the Civil Society as a catalyst for development, PDF is offering training to NGOs to enhance their organizational capacity, and operate in a more sustainable and effective manner, in order to become more efficient institutions.

1-NGOs Capacity Building Program

The program is designed to support NGOs develop an effective and well-managed organization that makes best use of its human and financial resources.

3-Development Workshops

Online workshops created to further benefit NGOs and provide them with a continuous development window, offering them 2 types of workshops: Management Workshops and Technology Workshops

5-Forsa Program

A program to support the micro projects in 18 governorates through the local NGOs. The selected NGOs will be responsible on selecting the best beneficiaries' projects, financing them and monitoring their progress. Accordingly, PDF cooperated with the Ministry of Social Solidarity (MOSS) in supporting those NGOs by developing their skills to effectively manage the provided fund by Forsa program.

2-Techsoup Egypt Program

Is a donation program granting software to NGOs with the technology needed to increase their capability and also promoting the Anti-piracy cause.

4-Career Development Short Courses

An online short course aiming at enhancing the participants' online skills and assisting them in adapting with the current remote-work conditions.

NGOs CAPACITY BUILDING GEOGRAPHICAL DISTRIBUTION



NGOs CAPACITY BUILDING HIGHLIGHTS

Total No of
NGOs
41

Total No of
Participants
123

Total No of
Rounds
3

Governorates
covered
17

GRADUATES SATISFACTION



NGOs
SATISFACTION
RATE

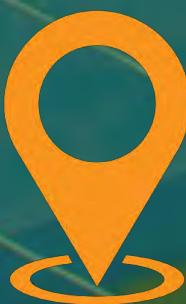
85%

FORSA PROGRAM HIGHLIGHTS

Total No of
Rounds
2

Total No of
Participants
42

Total No of
NGOs
21



26

Governorates Covered

TECHSOUP EGYPT

30

NGOs
RECEIVED
DONATION

37

ORDERS
SUBMITTED

1103

LICENSES
RECEIVED

DEVELOPMENT WORKSHOPS

MANAGEMENT
WORKSHOPS

6

WORKSHOPS

74

PARTICIPANTS

64

NGOs

TECHNOLOGY
WORKSHOPS

5

58

47

CAREER DEVELOPMENT SHORT COURSES

5

DAYS ONLINE
COURSE

9

ROUNDS

149

PARTICIPANTS

119

NGOs



NGOs AWARD OF EXCELLENCE



NGOs AWARD OF EXCELLENCE

5TH ROUND

The excellence award is a PDF initiative launched in 2016 under the auspices of the Ministry of Social Solidarity, aiming at developing and supporting the civil society sector with an emphasis on providing the right measures to upgrade their professional and administrative capabilities as well as motivating innovation, and NGOs promotion of core competencies before the private sector entities thus supporting the substantial projects in the areas of development to contribute in social problems solving.

TOTAL NO. OF APPLIED NGOs

1015 NGOs

100

**SUBMITTED
PROJECTS**

34 NGOs

SEMI FINALISTS

20,000

EGP

**GRANTED TO THE BEST NGO
AT RAISING AWARENESS OF
ITS PROJECT THROUGH
SOCIAL MEDIA**

**4 FINANCIAL
AWARDS**

**WERE GRANTED TO
THE TOP 4 NGOS**

10 NGOS

**WON SOFTWARE AND
TRAINING IN KIND DONATIONS**

WHAT OUR GRADUATES SAY

“

“I can say that PDF scholarship really changed my way of thinking towards the future. I graduated from university without the required skills level and experience to find a good job and succeed in it. I really want to thank PDF on their efforts with all the youth for putting us on the right path to start our professional future life.”

”

Ahmed Radwan
Youth Programs Graduate

“

“I found the program very interesting and such an important learning experience. Through the program, I was able to get engaged in activities and discussions that not only enriched my interpersonal skills, but also expanded my understanding of NGOs management best practices.”

”

Kazem Hemeida
NGO'S Capacity Building Program Graduate

“

The “Village Council program” initiated by PDF served as an important tool to engage local community in solving our village problems and enhance our contribution towards the society we live in .

”

Mohamed
Village Council Program Graduate



CHAIRMAN'S MESSAGE

“ Our dedication to impacting more lives every day remains at the core of who we are, yet we are still eager to accomplish more, to reach the unreached and serve the unserved. ”



CHAIRMAN'S MESSAGE

At PDF, 2022 was a time where we looked to the future and challenged ourselves: what will we establish for the long-term benefit of our community?

Our dedication to impacting more lives every day remains at the core of who we are, yet we are still eager to accomplish more, to reach the unreached and serve the unserved. This is the vision that compels us at PDF and drives us to work harder, exert more effort, and build on previous accomplishments.

As I look back on 2022, I feel so proud of the giant leaps forward we have taken at PDF to further impact more lives every day, through investing in human capital and youth development, highlighting the importance of corporate social responsibility, and working closely on community service projects.

We were highly thrilled to watch our efforts in the Hayat Karima presidential initiative grow even bigger. Nothing brings us more satisfaction and joy than observing the number of beneficiaries increasing and doubling, whether because of the agricultural intervention, medical support, vocational training, or houses renovations. This came to achieve and support PDF's vision which includes that the real entrance to development begins with the development of the human being, through raising the level of quality of services provided to him/her.

PDF continues to press forward in the fight for a better and more sustainable world; reaching even more people with hope, opportunities, and lasting change. Today, we are celebrating a phenomenal year and looking forward to a future that is bound to be challenging yet exciting.

Mohamed Farouk Hafeez

PDF CHAIRMAN



PDF BOARD MEMBERS

▶ **MOATAZ AL ALFI**
FOUNDER AND BOARD MEMBER

▶ **MOHAMED FAROUK HAFEEZ**
CHAIRMAN

▶ **SHERIF WALY**
VICE CHAIRMAN

▶ **LAMIS NEGM**
TREASURER AND BOARD MEMBER

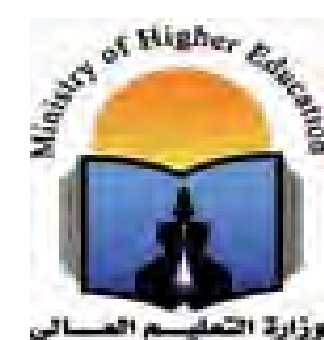
▶ **HANY HELAL**
BOARD MEMBER

▶ **SHERINE HELMY**
BOARD MEMBER

▶ **MAHA AHMED**
SECRETARY GENERAL

ENGAGING OUR PARTNERS

We believe in public-private partnerships as the way forward. PDF engages partners from the private sector to bridge the “hope gap” and create new hope for our youth. PDF fosters a culture of strategic corporate social responsibility (CSR) among its key partners aiming at sustainable long-term impact and change. We aim at maximizing benefits of social responsibility programs. On doing so, we provide companies a real chance to shape the future of our nation.





BUILDING A SUSTAINABLE FUTURE

PDF Community development activities play a crucial role in achieving the United Nations Sustainable Development Goals (SDGs). These activities aim to improve the lives of people in local communities by addressing social, economic, and environmental challenges. By promoting community participation and engagement, community development activities can help achieve several of the SDGs.

For example, community development activities that focus on improving access to training, development and healthcare can directly contribute to achieving SDG 3 (Good Health and Well-being) and SDG 4 (Quality Education). Similarly, activities that promote sustainable agriculture and clean energy can help achieve SDG 7 (Affordable and Clean Energy) and SDG 13 (Climate Action).

Moreover, community development activities can help achieve the SDGs by promoting social inclusion, reducing poverty and inequality, and empowering marginalized groups. These activities can create opportunities for women, youth, and other vulnerable groups to participate in decision-making processes and contribute to social and economic development.

In conclusion, community development activities are an essential component of the global effort to achieve the SDGs. By promoting sustainable and inclusive development at the local level, these activities can contribute to the achievement of multiple SDGs, creating a better and more sustainable future for all.