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# Mission Statement

The mission of CEOSS is to promote the sanctity, equity, and harmony of life. It seeks to contribute to the transformation of society by nurturing moral and spiritual awareness, enhancing a sense of belonging, promoting respect for diversity, addressing conflict, and advancing social justice for individuals and communities.

## The mission of CEOSS is implemented according to the following major goals:

- To improve the quality of life in impoverished communities
- To empower communities and individuals with sustainable development
- To promote a culture of dialogue based on pluralistic democratic approaches and respect for human rights
- To promote religious and social enlightenment

## Principles and values underlying CEOSS work:

- CEOSS adheres to religious and human values that promote justice and peace, that respect pluralism and diversity, and that encourage ecological conservation.
- CEOSS works cooperatively and in partnership with national and local governmental agencies and with civil society institutions to best address the problems of society.
- CEOSS seeks transparency with partners and donor organizations.
- CEOSS encourages a culture in which freedom of expression, democratic decision-making, consensus-building, and gender equity are valued and practiced.
- CEOSS equips and encourages workers and leaders with practical, analytical, and creative skills that empower them to achieve their goals and objectives.

# Message of the Director General

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Raise up your head

Lift up your head, you are Egyptian. Freedom, dignity, social justice: slogans echoed by the Egyptian masses in the wake of the successful revolution—a revolution which began on the 25th of January 2011, and which has seen the elimination of a long-standing era of corruption that fed off the rights of the Egyptian people.

Revolution came after decades of frustration, the erosion of national, developmental, and social rights, and the deprivation of Egyptians basic rights and needs. The revolution has successfully restored our ability as Egyptians to determine our destiny, to shape our future industry, and to influence the future of countless countries—both Arab and non-Arab.



Lift up your head, you are Egyptian, was the rallying slogan of CEOSS's 2010 achievements, and will continue to be the motto of this coming period. This slogan is especially relevant in light of recent developments, including the honor of my appointment as Director General by the CEOSS Board of Directors, effective last October.

For over sixty years the Coptic Evangelical Organization for Social Services has continued to carry out the mission launched by its founder, the late Dr. Rev. Samuel Habib: to emphasize the value and quality of human life, to work to achieve justice, equality, and the empowerment and integration of citizens into public life, and to build the capacity of civil partner organizations. Furthermore, CEOSS has worked to strengthen participatory methods in policy-making, to cultivate a culture of enlightened thought, and to confirm the ethics and common human values advocated by all religions. Thus we have sought to support a culture of dialogue and to strengthen the values of loyalty, pluralistic respect, and acceptance of others. As a civil organization, CEOSS has grown extensively in Upper Egypt and extended its efforts to many of the governorates of Egypt.

Dear partners: We have no doubt that the challenges facing the development process in our country will require a great effort in civil work. The Coptic Evangelical Organization for Social Services, like thousands of civil volunteer institutions, faces the storm of transition and change created by the various political, social, and economic factors that reflect on the current economic, social, and cultural reality. The need for our work increases more than ever as societal problems such as poverty, unemployment, street children, environmental degradation, and unsuitable housing continue to grow, particularly in rural villages and marginalized areas where CEOSS works. These are exacerbated by the global economic crisis which continues to cast its shadow on developing countries. In light of the challenges we face today, we must place special emphasis on dialogue and building peace between different segments of society.



So we challenge ourselves; we worked very hard to achieve these many accomplishments, which we can now share with you, thanks to the fruitful cooperation of our partners at home and abroad, as well as the help and support of many institutions, both official and popular bodies, which enable us to continue our mission to serve all people equally. CEOSS works for the realization of society's goals by facing the current challenges in a scientific manner fitting to our mission. We have trained a range of leader cadres capable of modernization and innovation, responsive to contemporary developments, and faithfully committed to achieving the organization's message. Moreover, the participation of thousands of volunteers in various communities, who give of themselves generously in many ways, enables us to develop plans and programs that work towards a brighter future.

The January 25th revolution was a watershed moment in the Arab nations' history, and consequently necessitates that CEOSS address the paradigm shift and new realities of our time in order to better develop our mission and to build strategies for continual communication with various civil society organizations. I am pleased to extend my sincere thanks to all official and popular bodies and their executives that cooperate with CEOSS in the performance of its mission, as well as the partners from civil society institutions, research centers, agencies, and financial institutions within and outside of Egypt. I also extend my sincere thanks and appreciation to Dr. Nabil Samuel Abadir, former Director General of CEOSS, for his dedicated efforts to develop the work of CEOSS during all these past years. I thank the Chairman and members of the Board of Directors, who give their time and effort for the advancement of the organization's work, and the achievement of the highest level of performance.

Finally, my sincere thanks goes as well to the members of the General Assembly of the organization, to my colleagues in various sectors, departments, and programs, and to the thousands of volunteers in the various communities in which we operate.

**Rev. Dr. Andrea Zaki, Director General**



# Development Sector

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Raise up your head

Civil society organizations provide important contributions in community development. They act as development models to raise people's awareness about their rights; help them acquire skills; and support the capacities necessary for the citizens to organize themselves. They discuss public policies so citizens are aware of factors affecting quality of life and empowered to obtain their rights.

In this context, and in keeping with its mission, CEOSS works to deepen the concept of comprehensive and integrated development covering all aspects of economic, social, cultural, civil and political rights to continuously empower citizens, with the support and participation of other partners- concerned authorities, private sector, NGOs and donors. It also focuses on curricula for citizens' empowerment within the framework of good governance and ongoing monitoring, to ensure the protection and respect of rights - especially those of the most needy groups.



## Rights of Children

Article no. 28 of the Convention on the Rights of the Child states that the child has the right to free primary education, and stresses the importance of taking necessary actions to reduce school dropout rates. In 2010, the CEOSS Development Sector protected 305 children from dropping out of schools and entering the labor market. 293 children engaged in the labor market were returned to public school and reintegrated into the educational system. In partnership with the Directorate of Education and affiliated Educational Departments, 199 children benefited from child remedial classes held for those who have low literacy skills.

CEOSS provided legal status to 500 children working in workshops by developing career contracts in cooperation with the Directorate of Manpower. 60 working children benefited from literacy classes. 102 workshops were provided with occupational health and safety tools and first-aid kits. The working children and workshop owners were trained in proper use.

CEOSS partnered with 77 girl-friendly community schools of the Girls Education Initiative in Beni Suef, in collaboration with the National Council for Childhood and Motherhood. 1737 children were enrolled at these schools.

Workshops were held to train 610 women to establish and manage small income-generating enterprises to improve the living conditions of the families of the poorest children; and 28 women received loans to start small enterprises. In partnership with lending agencies, 57 women were referred to lenders. In collaborations with the Director of Manpower and with businessmen, security pensions and foodstuffs were provided to 110 families.

Article no. 24 of the Convention on the Rights of the Child states that the child has the right to primary and preventive health services. 340 children, their families, and workshop owners obtained medical examination and treatment. 163 children obtained national ID cards and health cards. CEOSS raised the awareness of 1345 individuals about the importance of education, disease prevention and the rights enshrined in laws, conventions and charters.



In application of the right of the child to engage in play and recreational activities appropriate to the age of the child, 580 boys and girls participated in recreational activities including camps, excursions, competitions, sports tournaments, and games.

CEOSS empowered an elected committee of working children, through workshops that developed their capacities, enhanced knowledge of their rights, and encouraged them to advocate for their rights. In addition CEOSS trained board members of associations in modern concepts of development and their application to child labor. CEOSS coordinated with Nile Centre for Information in Mallawi to raise awareness on the issues of working children and their families. Case studies of working children were documented and a database created. In partnership with Nile Centre for Information, CEOSS conducted seminars about working children.

CEOSS also produced an operetta, entitled "Four in a Non-Official Mission". The operetta presented the jobs undertaken by the children, how dangerous they are, the ill-treatment they receive, society's negative perception of them, proposed solutions; the wishes of the children, and a summary of rights guaranteed to children by law and society.

## Neama's story

My name is Neama Saad korany, 11 years old, from Beni Soliman, a village in the governorate of Beni Suef. I went to Beni Soliman Primary School because I wanted to learn, but I developed a problem with my hip which made it difficult for me to walk. Plus my mother could not afford to cover both my school expenses and therapeutic expenses. So I stopped going to school. I have three sisters; my father is dead and my mother struggles to meet expenses. When I stopped going to school, I failed some of the school subjects. Then I learned about the project to protect children from dropping out of school, that it would provide me with a uniform and a book bag, and that my mother could obtain a loan to start an enterprise to help with expenses. My mum took the loan and I started going back to school. When I returned to school, I became eligible for the health insurance available to school students, which reduced my mom's expenses. I started to walk. I also succeeded in my subjects. Of course now you know why I want to become a doctor.



## Vision 2020 Eye Program

Within the framework of Vision 2020, the global initiative for the elimination of avoidable blindness by the year 2020, CEOSS, in cooperation with 16 partner associations, examined 27,353 citizens in Minia and Beni Suef Governorates. The program targeted children age 1 day to 15 years and adults older than 40- the groups most prone to blindness. Pharmacological therapy services were provided to 7610 persons; and high quality eyeglasses at half price were provided to 1817 persons, thanks to cooperation with the private sector.

For the third consecutive year, a campaign for school pupils was implemented in partnership with the Directorate of Education and health insurance. A total of 9106 pupils from 34 elementary and preparatory schools have benefitted.

In collaboration with Beni Suef Eye Hospital, Misr El Kheir Foundation, and CEOSS' Horus Hospital, 342 major and minor eye surgeries were performed. CEOSS also raised the awareness of 3630 citizens on preventing eye diseases, the importance of personal hygiene, eye care and citizen rights to good vision. It built capacity of 142 members of Board

of Directors of partner associations in rights based development, mobilization of community resources, guide to eye care, and self-assessment.

In collaboration with the World Health Organization and the National Center for Ophthalmology, CEOSS conducted a field study of 124 communities on the prevalence and causes of eye disease. The World Health Organization and the Ministry of Health honored CEOSS for its role in identifying causes of blindness in Minia and Beni Suef.



## Horus Hospital

Horus Hospital Ophthalmology Department, equipped to provide high quality eye care, opened on August 16, 2010. Individuals from CEOSS work communities are referred there for advanced examinations and necessary surgeries. Services are also offered to companies and syndicates at prices that enable CEOSS to subsidize services offered to the poor.

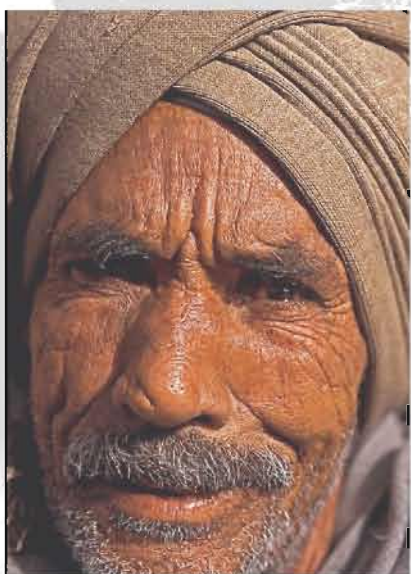
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Through end of 2010, the hospital provided 954 ophthalmology examinations; conducted 191 eye lens measurements; and performed 181 major operations for conditions such as cataracts, glaucoma, and strabismus; 59 minor operations such as trichiasis surgery, and 9 ultrasounds of the eye. Medical staff in Horus Internal Medicine Department examined 438 patients. 209 patients underwent electrocardiography, 31 had ultrasounds and 265 obtained glucose analysis.

Contracts were concluded between Horus hospital and Good Samaritan Hospital, Alrajaa Centre, Agape Center, Al-Iman Center, Egycare, and the Development Sector.

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### Shehata's story

My name is Shehata Sadek Kirolos. I am 60 years old - from Minia. I lost my eyesight, and due to my very limited income, I had to give in to living in the dark in full submission to God's will. Then I heard of the opening of Horus Hospital. A young woman took me to the hospital, where my eyes were examined. I was diagnosed with cataracts in both eyes. After the necessary tests, cataract removal and lens implant, the surprise was that I see the light after I have been living in continuous darkness for almost 20 years. My heart is full of joy and I feel alive again like others.



## Community Based Rehabilitation Program (CBR)

Among the poorest and most marginalized people in Egyptian society are persons with disability. CEOSS works to integrate this group into society and supports persons with disability to claim their rights.

To empower persons with disability, rights holders were organized to identify their problems, claim their lost rights, work to gain support, to formulate and implement interventions, and to follow up the activation of laws. 305 persons with disability serving in local elected committees participated in capacity building concerning their roles and responsibilities, familiarity with International Conventions, ability to read and analyze laws relevant to disabled persons, negotiation and dialogue skills, and advocacy.

128 children with disability benefitted from awareness-raising about rights to education. Teachers and social workers learned skills to effectively integrate children with disability in formal education.

CEOSS also raised the awareness of business owners on the rights of children with disabilities; and integrated persons with disabilities into jobs in the private and government sectors.

28 volunteer leaders learned techniques of speech therapy, sign language, and physical rehabilitation and approaches to managing a rehabilitation center.



Persons with disabilities were economically empowered. A protocol of cooperation was signed between the elected committee of persons with disability and the Offices of Manpower and Immigration in the work governorates, to activate the labor law requiring 5% of employees in public sector be people with disabilities. 157 persons with disability received vocational training in areas such as sewing, knitting, and maintaining mobiles.

In order to facilitate access to services for persons with disabilities and to encourage their integration into the community, 9 community rehabilitation units were established in partner communities at a cost of LE 135,000 (22,689 USD). A mobile repair unit, the first of its kind in Egypt, was equipped to repair and maintain prosthetic devices for people with disabilities.



Multiple collaborative efforts were implemented. In collaboration with the Nile Centre for Information in Mallawi, CEOSS prepared a study on the status of inclusive education. The Ministry of Education, concerned NGOs, Nile Centre for Information in Mallawi, education committee of

local people's council and the elected committee of persons with disability formed a committee to monitor implementation of study recommendations. Two schools were selected in Mallawi as pilot schools for the implementation of the integration process.

CEOSS signed a protocol of cooperation with the Department of Health to provide technical support and health services to persons with disability through awareness meetings, medical analyses of viruses, and capacity building for leaders and members of elected committees on preventive health and viral diseases. 1051 persons benefited from these activities.

A public meeting was organized for persons with disability. The President of the People's Assembly, the Minister of Social Solidarity and a number of government and local authority officials participated and heard the requests and dreams of persons with disability to live a decent life. During the meeting, 1000 prosthetic devices were distributed.

LE 70,360 (11,825 USD) were collected from the Department of Social Solidarity and businessmen for prosthetic devices for persons with disabilities. In participation with the Development Institute for Empowerment of Persons with Disabilities, Rotary Club, Maadi and Sawiris Foundation, a center for children with visual impairments to integrate into the community

## Abir's Story

My name is Abir Saber Mohamed Abdel Aziz, 9 years old, from Mallawi. I suffer from a speech disorder. Last year I applied for al-Jihad Primary School in Mallawi and got accepted. After a week of study, the School wrote a note to my parents to transfer me to Al-Amal School for the Deaf and Dumb in Mallawi. Al-Amal School rejected my application because I do not require a School for the deaf and dumb. I returned back to al-Jihad School. I succeeded in the first phase, despite the difficulties I encountered due to the School's lack of interest in me.

The teachers at the School said to my mother, "If you care for your daughter, remove her from this school, because each year the School will fail her in the exams." Because my mother and





I participated in the awareness meetings of the elected committee of disabled persons in Mallawi on the integration of disabled children in public education Schools, my mother went to the Education Department in Mallawi - to the Head of Primary Education and the Head of Special Education Department (who had also participated in the awareness meetings). They asked me to take an IQ test. The result was 82%. Children eligible for integration must have an IQ of 52%. The Education Department transferred me to al-Youssefi School, one of the pilot schools chosen to implement inclusive education.

Currently, I am at al-Youssefi. This made a great difference to me. I joined the rehabilitation unit at Better Future Institution for Development in Malawi to take speech therapy to help me continue my education and challenge my circumstances.

## Health Program



CEOSS, the National Council for Women, and media professionals in Beni Suef, Cairo, and Qalubiya implemented a media campaign to raise the awareness of the citizens on issues of reproductive health.

CEOSS organized a conference entitled “Reproductive Health Rights: Horizons of Partnership and Areas of Cooperation among the three Sectors.” The conference presented the results of the Health Programs; reviewed what was achieved of the Millennium Development Goals (MDG) with regard to health and reproductive health; shed light on the population problem and family planning, and highlighted the role of media and arts in supporting issues of health and reproductive rights. 400 persons participated.

As a member of the National Network of Reproductive Health Rights, CEOSS worked to activate partnership with community institutions, clergy, Faculty of Education, Directorate of Health, National Council for Women, and Ministry of Social Solidarity. The Network signed cooperation protocols and organized 4 awareness meetings attended by 354 citizens to increase awareness on reproductive health issues.

CEOSS empowered citizens to use advocacy to claim their rights to high quality health care at a reasonable cost. The citizens supported resolutions and activated laws that lead to the provision of services in their neighborhoods. A post natal clinic was established in Dar es Salaam. Pre marital blood testing clinics were established in Al Khalifa and Shubra al Kheima.

Within the framework of services provided by government institutions, 29,441 women were referred to family planning; 500 families refrained from female circumcision; 308 loans were distributed to women; and 20 health units were developed in Minia and Cairo.

## Zeinab's story

I am Zeinab Mahmoud Maaty, 32 years old. I live in Beni Ghani, Samalout, Minia. I am married and I have three children – 2 boys and 1 girl. My husband works as an office helper at the primary school of the town. About two years ago, when I was pregnant with my second child, my in-laws told me to go to the health unit with them. During my first pregnancy I saw a doctor at a private clinic. It was costly given my very limited budget. I went to the Health Unit, but I found it crowded. I had to stand with many other pregnant women who had their children with them. When it was my turn I entered the examination room with another pregnant woman, and as soon as I was let in, I was let out. The doctor gave me a paper for lab analysis. The lab did not have basic equipment and the prescribed medicines were out of stock. Frankly, I regretted going to the health unit, and I went back to a private doctor once more, which was expensive for me.



After a while, I attended a seminar at the local association about rights- what rights are and methods of obtaining them. These rights are the right to education, health, housing and a decent life. CEOSS – in cooperation with the Association – developed the Health Unit by providing chairs, equipment and supplies. CEOSS cooperated with the Directorate of Health to train doctors to provide quality service. I was pregnant with my youngest daughter. I and other pregnant women decided to go to the Health Unit and claim our rights. When we went to the health unit, we found that the place was clean and had chairs and sofas for waiting patients. When it was my turn, I entered the examination room alone, and the doctor examined me using the appropriate devices. He prescribed medications for me. I went to the analysis laboratory, and found it well equipped. I also received my prescribed medications. The place was clean and the service improved a lot. Now I advise every woman to go to the health unit, because this is a right that we have.

## Economic Development and Job Opportunity Program

- Conducted site visits and individual meetings with 15 businessmen concerning job vacancies and job requirements.
- Placed 27 young men and women in jobs that suit them.
- Conducted 3 seminars for 126 young men and women on the importance of vocational training and how to find job opportunities.
- Self-help initiatives (as a result to the community's adoption of the issue of unemployment and rights approach). 9 elected committees and partner associations at the Food Crisis Project collected and listed all laws and decrees related to unemployment. One of the project associations added 2 young women from the elected committee to their board.

## Unemployment Program

In keeping with the strategy of rights based development, 9 committees were elected from young people of Dar es Salaam and Old Cairo communities to work on the issue of unemployment. The committees conducted a study of the two communities to identify the major problems facing young people.

In partnership with institutions concerned about unemployment, a sectoral study was conducted by a specialized team under the supervision of the Dean of the Higher Institute for Social Services, to determine the causes of unemployment among young people.

A protocol of cooperation was signed by the Governorate of Cairo and the Youth Employment Agency to form a committee responsible for issuing and activating decisions aimed at solving unemployment problems. In resolution 6229 of 2010, the Governor of Cairo established a committee comprising representatives of executives, people at grassroots, Ministry of



Manpower, media, and members of the People's Assembly and Shura Council to cooperate with elected committees of youths.

Members of representative Youth Committees were elected to participate in the Facilitation Committee concerned with documenting the problems of youth and proposing solutions.

CEOSS trained 72 young people- 43 men and 29 women- in mobile maintenance, hairdressing, and computer maintenance to meet demands of the labor market.

## Yasmin's Story

My name is Yasmin Ahmad, from Old Cairo. I am a member of the elected committee of the Food Crisis Project. As soon as I heard about a project of Abu Assoud Association addressing unemployment, I went to learn about it. I attended the seminar, and I liked the project and the idea of the elected committee. It was the first time I heard the term "rights holder". When the nomination eligibility criteria for committee membership were announced, and I found them applicable to me, I nominated myself, though I was sure that I would not succeed. I thought for sure they had already selected the committee members and that they are just doing the elections for formalities. However, I found that this was not the case. Every candidate was trained in how to create an election program; and present it to the youth. Afterwards, the elections were conducted with transparency, and the counting of votes was done before us. I got the most votes. It was a surprise for me. I started to understand what development means, and that the rights holder is that the best one to express it. This taught me that fear and negativity lead to losing the right to express oneself. That is why I am doing my best with my colleagues to help people learn their rights, including the right to express themselves, but in the right way.



## Housing Program

CEOSS works in the poorest communities to provide healthy housing for poor and disadvantaged citizens. CEOSS begins by forming committees to represent the poor citizens, and provides capacity building programs so the committees are able to manage housing loan projects and activate available community resources. They learn to work in cooperation with government agencies to solve citizens' problems and to enable citizens to obtain their rights, especially their rights to basic infrastructure services – such as clean water, sanitation, lighting and roads.

In 2010, 1167 houses were improved. Improvements included installation of clean water, installation of drainage and electricity, plastering and painting walls, and improving roofs. Repairs and reconstruction were done in accordance with engineering standards to ensure safe, healthy and environmental homes.

Homes of 142 very poor families were improved by grants from financially capable groups within the community and the private sector. 227,820 Egyptian Pounds (38,289 USD) were raised to provide environmentally safe and healthy housing.

415 housing program beneficiaries in Minia and Beni Suef learned about safe, environmental and healthy housing, and how to have a clean environment inside the house.

Through 14 meetings, 202 housing project members built their capacities to manage housing projects; learned about climate change and its impact on communities; and exchanged experiences with members from different communities.

## Abdu Soliman Fitian's Story

My name is Abdu Soliman Fitian. I am 50 years old and I live in Cairo. I work as a garbage collector. I am married, and I have five daughters, all at various educational stages. I lived with my family (at my parents' house), on the third floor, in Ard Al-lewaa. We shared a 65 square meter flat with my brother, his wife and their children. The flat consists of 2 rooms, a small hall, a kitchen and a bathroom. We had several problems. Every day we woke up to a quarrel about who would use the bathroom first, and at night we quarreled

about who would sleep where. Life was very difficult, and we had no privacy or stability. My girls couldn't study because of the limited space, so they had to go study at their friends'. This created a problem between my wife and I. Also, when we had guests, we did not know where to seat them. There was no solution to this problem other than building an apartment and moving to it with my family. I had a small amount of money, and my brother assisted me with another amount. I built the apartment in the same house, but I ran out of money while the apartment was in the stage of red-brick and needed a lot of finishing work. We heard of an office run by CEOSS which offers housing loans to people like us. I applied for a loan of 5000 Egyptian Pounds (840 USD.) I received the loan amount and, thanks be to God, I finished the apartment. We now have privacy in our house and can provide appropriate care to our children.

## Producing Crops for Marketing "AMAL"



The AMAL project continues to empower small farmers to benefit from market economies while providing them protection and adequate support. Organizations in the governorates of Minia, Beni Suef, and Qalubiya, which have directly contributed to improving the quality of life for poor farmers, were registered as legal entities.

These newly registered legal entities made major contributions to improved quality of life for poor farmers. They organized a major

media meeting to discuss terms of the free trade agreement during a major media meeting. Recommendations included rationing the use of pesticides to produce clean crops, land reclamation and distribution among small farmers, and the importance of passing laws to insure the agricultural products against the risks of marketing and natural factors; and the importance of expediting the promulgation of laws against the monopoly of production requisites. The legal entities also prepared 6 specialized community-based studies targeting the problems and issues of farmers in the villages, districts and governorates; and showing the available local resources that serve the needs of small farmers. They prepared a guide on international rights and principles and domestic legislation on agriculture. They planted non-traditional exportable crops over an area of 120 acres, through contracts with private sector companies. They implemented 116 irrigation networks at a cost of 928,000 Egyptian pounds (155,966 USD) and dug 27 wells at a cost of 337,500 Egyptian pounds (56,723 USD) to improve the productivity of desert lands.

## Urban Environment Development Project,

The Urban Environment Development Project of West Minia neighborhood, a major multi-year development project funded by the Egyptian-Swiss Development Fund, was designed to establish and operate a system for the proper collection and transfer of wastes to the final waste disposal site managed by Minia governorate, an essential CEOSS partner. In 2010 project equipment was upgraded, and three parks were established and turned over to local CBOs for ongoing maintenance. Work on parks was coordinated with General Sayed Abdel Moneim Osman, Advisor of Minia Governor for Cleanliness and Beautification Affairs.

New equipment included two IVECO vehicles equipped with 16 cubic meter compressors. These resulted in increased quality and efficiency of garbage collection. Manufacturing began of waste collection containers that will be distributed in the neighborhood.





## Program of livestock, poultry and Fisheries

This program aims to increase animal productivity so that the living standards of small animal breeders are improved and to combat poverty through targeted support to programs of civil society organizations.

tives of governmental institutions, and 2 representatives of the private sector along with certified delegations was formed to contribute with resources and facilitate procedures.

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In 2010, CEOSS organized 43 meetings in 10 communities for 809 animal breeder rights holders to prepare partner communities for community elections in keeping with the principles of rights based development, good- governance, and gender balance. 1581 citizens- 979 men and 602 women- voted in the elections; 81 rights holders 63 men and 18 women were elected to represent animal breeders in claiming their rights from the responsible authorities.

A partner group composed of 10 NGO representatives, 10 elected committee members, 3 representa-

CEOSS built the capacity of partners associations and elected committees of the work communities on rights based development, preparation of internal by-laws, concepts of rights search and methods of conducting sectoral studies, selecting an advocacy issue, designing local initiatives and preparing financial reports. 149 persons - 94 males and 55 females- attended the training.

In regard to fishermen in Beni Suef governorate, the first fish market dedicated to the sale and processing of fish was opened. It is managed by the Fishermen Development Association, at a cost of 100,000 Egyptian pounds (16,806 USD), paid in full by the governorate. In addition, the Directorate of Social Solidarity contributed 20,000 Egyptian pounds (3,361 USD) to the fish market. Furthermore, Misr El Kheir Foundation contributed a grant of 253,000 Egyptian pounds (42,521 USD) to the Fishermen Development Association to buy a refrigerated car and to support environmental activities that serve the fishermen.

In the context of increasing the income of rural women and improving their economic and social standards, goats were distributed to 57 rural women. In Qalubiya governorate rabbits and rabbit feed were distributed to 44 female household heads.

### Nawara's Story

My name is Nawara Hussein Goda. I am 40 years old and I live in the village of Beni Solomon Alsharqiya as a member of the community committee that was formed following free elections, I participate in the Food Crisis Project. Because I was dreaming that I would be able to serve my country, especially breeders of livestock, I applied to play a role in the committee decision making. I nominated myself to be the Vice-Chairman of the Committee, but as a woman among men I was really hoping to become a member of the Committee. I really wanted to be elected so I started talking to my family and people in my village. My determination increased when I attended a CEOSS training on structuring committees and preparing internal bylaws to govern the work of a community committee. I became familiar with the roles and responsibilities of the Committee members, and the criteria to be met by each member. I worked with greater determination to be of service to my family and my people. On the day the Committee members were elected, I was surprised to learn that I received more votes than my male colleague in the committee, though he is a man and I am a woman and we live in a village that has its customs and traditions. Since then, after we signed contracts, my main concern has been preparing the quarterly plan with CEOSS.

### Bible Study Program for Christians

In 2010, 23 new churches-involving 513 men and women- joined the program in conviction of the importance of the Bible studies program to the church and the community. The total number of participating churches is 222. Total number of students is 6080.

40 leaders at 25 churches adopted the idea of implementing development programs with marginalized and poor people to contribute to poverty alleviation. 210 volunteer leaders were trained to work with the target groups, raise awareness of students on how to address community problems; and to deal with all organizations and institutions in the community to achieve defined goals.

## Ezat Eid's Story

My name is Ezat Eid from the village of Abu Gelban, Beni Mazar. I am a volunteer leader at the Bible Studies Program of the Pentecostal Church. When I became convinced of the importance of the program and its role in my community, I encourage participation of additional churches. I was able to convince them of the idea and the role it plays. This resulted in two new churches joining the Bible Studies Program.

## Youth and Community Participation

CEOSS believes in developing the capacities of Egyptian youth to participate in making decisions about many aspects of life in Egyptian society, and CEOSS encourages youth to play a major role in the development of their local communities. In 2010, CEOSS implemented a community project with 2 Community Based Associations in Cairo. CEOSS field workers organized young people in groups and community committees with defined roles. The committees were elected by the citizens themselves- young men and women 18 to 25 years old. CEOSS worked to enhance the position of women and promoted their representation and effective participation in all decision making processes in the general assemblies and boards of directors of associations.

CEOSS urged executive, governmental and non-governmental agencies to look at youths as national

wealth and to put the problems and issues of youths at the top of the agency priority lists. A field study conducted with the assistance of experts and specialized institutions- such as Al Ahram Center for Political and Strategic Studies- analyzed reasons for the low participation of youth in the society. The study documented issues of young people such as unemployment, dissatisfaction with the political system, and negativity. It also identified the ineffective role of those working with young people. The study included recommendations to address these problems through the young people themselves as the rights holders. Recommendations included focusing on meetings with decision makers like members of local People's Councils to discuss and prioritize the problems of young people, and to involve media due to the big role it plays in solving the problems of youths.

## Egyptian Youth and Environmental Education Project



CEOSS worked with young people to increase their awareness of environmental issues through environmental education and scout activities. The objective of the project is to monitor environmental issues and, in partnership with governmental, non-governmental and religious institutions, to develop relevant solutions. A team of 40 young men and women acquired

skills in detecting environmental problems and developing solutions, coordinating and cooperating with executive bodies, and utilizing the scout principles and values such as acceptance of others, participation, and dialogue.



## Institutional Support and Good Governance Program

CEOSS contributed during 2010 to developing the institutional performance and governance of 110 civil society institutions supporting local communities. CEOSS built the capacity of three organizations to function as intermediaries for change using rights based development methodologies. 70 new citizen committees joined 14 existing committees of citizens to address rights in many development issues including health, education, agriculture, youth issues, disability, children and labor.

CEOSS engaged with multi partners and supporters from the civil society institutions, rights holder citizens, research agencies, experts and consultants, government authorities, and private sector to support the work in the form of multiple entities and packages capable of change and participation in decision making.

CEOSS and its partners analyzed rights unavailable to citizens and studied the reasons those rights are not available with rights officials and supporters. This resulted in 6 analytical studies of the rights methodology in development issues and 40 community development initiatives.

CEOSS encouraged implementation of methodology of self-assessment, which is the ability of partners from civil society institutions, the committees elected of the rights holder citizens, and government officials to assess development initiatives. It resulted in 4 self-assessments in various issues.

CEOSS participated with the Canadian International Development Agency (CIDA) in a consultancy process to establish concepts and design a strategic approach to support effective citizenship for good governance.

CEOSS also promoted advocacy. As a result, partners adopted many development issues and activated many decrees for the benefit of citizens in issues of health, agriculture and disability.

## Education Program



Within the framework of the Life Improvement of the Poor Project, which focuses on issues of education, an elected committee influenced the Directorate of Education to issue a decree resolving a shortage of teachers at elementary schools in 7 villages. This was the result of a study undertaken by committees and project partner associations to address major education issues in the work communities. The study identified a 30% shortage in the number of teachers which negatively reflected on the educational level of the children. As a result, committee members discussed the issue with the district People's Council, and the district presented this problem to the executive authorities who redistributed the village teachers in a way that addressed the shortage. The redistribution of teachers benefited the work communities and many schools in other communities that were suffering from the same problem. One of the committee members said "We felt the value of what we learned at the training on rights after using them to solve our problems."

## 2010 Achievements of the Development

<b>Community Based Rehabilitation</b>	
People with disability who received medical care	1051
Children with disability enrolled in schools and literacy classes	9
Persons with disability who received vocational training, found employment	157
Intervention plan for the development of disabled persons' skills and self-care	128
Leaders and networks of disabled persons trained	305
<b>Education</b>	
Number of dropouts returned to schools	402
Poor children at the age of required education who were enrolled at schools	1077
Children who joined child clubs and Parliament	404
Number of persons who completed the Biblical studies curricula	4,141
<b>Health</b>	
Patients who received medical treatment	13,829
Mothers who completed health and nutrition curricula	6,963
Women who started using contraceptives	29,441
Pregnant women treated for malnutrition	10,794
Volunteer leaders, boards members, elected committees trained	459
<b>Environment</b>	
Recycling models in West District Minia	12
Number of persons participating in recycling of household wastes	1041208
Number of families homes improved	1208
Number Houses built for poorest of the poor by private sector grants	142
<b>Agricultural Development</b>	
Number of members in agricultural marketing groups	4,393
Number of farmers whose income increased	4,986
Number of farmers who obtained seeds on credit	694
<b>Economic Development</b>	
Youths who received vocational training	173
Youths who were employed	75
Families that started small enterprises	429
<b>Working Children</b>	
Workshops prepared and equipped with occupational safety tools	67
Number of children benefiting from workshops equipped with safety devices	138
Number of children who completed vocational training	117
Children trained on rights, advocacy, and negotiation with decision-makers	939
Families assisted to obtain pension and social security benefits	1591



## SME Sector

Annual Review 2010

The CEOSS Small and Micro Enterprise Sector (SME) aims to combat poverty and unemployment by disbursing small loans and providing jobs opportunities in Egyptian society. Loans are targeted to the poorest of the poor. The sector continued to focus on economic empowerment of poor women and female household heads. Women accounted for 73% of SME clients in 2010.

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A second target group is young men, especially unemployed university graduates. In 2010, 2400 young first time entrepreneurs received loans from the CEOSS SME program to start small businesses.

Raise up your head

In addition, loans were provided to owners of existing businesses.

As a result, 2400 jobs were created and 17,000 existing positions were sustained.

Total number of active clients served by the SME program at the end of 2010 was 47,620.



**In 2010**, SME distributed 79,020 loans. This represents an increase of more than 11,000 loans as compared with 2009. The value of the loans amounted to 102,800,000 Egyptian pounds (\$17,341,430 USD), which is 20,300,000 Egyptian pounds (\$3,424,426 USD) more than last year.

The loans were disbursed in 160 communities in the following 8 governorates: Cairo, Giza, Qalubiya, Sixth of October, Helwan, Minia, Assiut, and Beni Suef.

The sector maintained a repayment rate of 99.8%. The percentage of portfolio at risk was 0.2%.

**In 2010**, SME Sector opened a new office in Helwan governorate, south of Cairo, to better serve the poor in that district.

The global financial crisis had a clear impact on Egypt and thus on the CEOSS SME sector in 2010. It impacted liquidity and inflation which in turn created a challenge in collecting timely repayment installments. This in turn had some impact on the repayment rate and portfolio at risk.

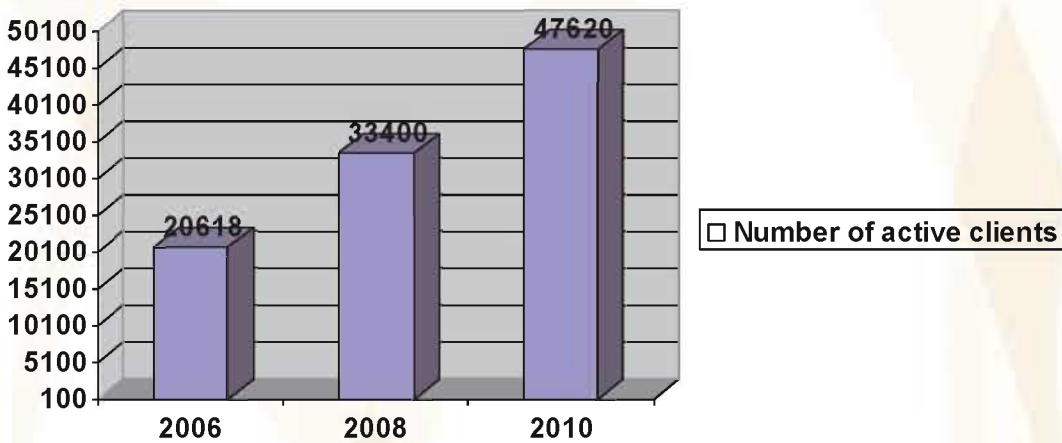
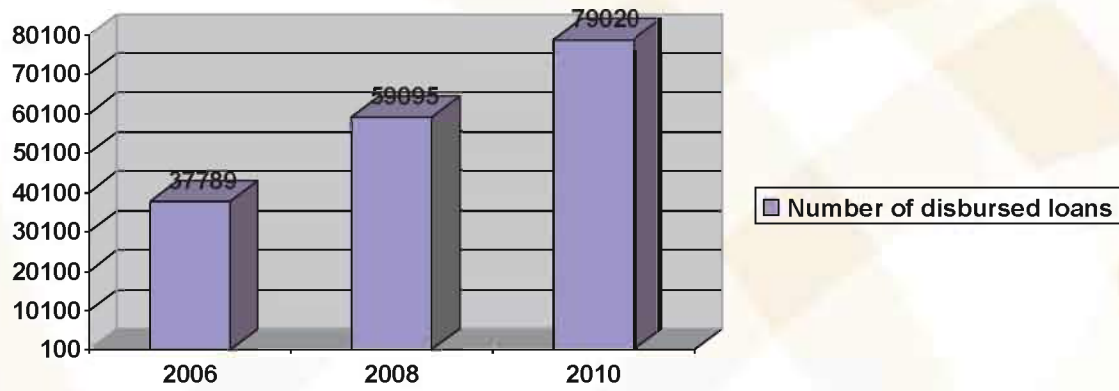
## Regional and International Focus

The CEOSS SME Sector is a member of Sanabel, the microfinance network of Arab countries which provides the Arab microfinance industry with services such as networking, training, research, and information exchange. Sanabel also serves as a catalyst and coordinating entity for the work of partner organizations in transparency and in advocacy for the microfinance industry. Sanabel sends reports and data on its member micro finance institutes to the Microfinance Information Exchange (Mix) ([www.mixmarket.org](http://www.mixmarket.org)).

MIX, incorporated in 2002 and headquartered in Washington DC, is the leading business information provider dedicated to strengthening the microfinance sector. It is designed to improve transparency among microfinance institutions (MFIs), provide a means of standardization, and help move the industry towards mainstream financial markets.

Mix has ranked CEOSS as 74th among the top 100 MFIs worldwide.

At the June 2010 Sanabel Annual Conference held in Damascus, Syria, Mix and Sanabel jointly granted certificates of transparency to 43 Arab microfinance institutions, including CEOSS. Certificates recognize MFIs for their contribution to improving the transparency, quality, and reliability of microfinance information. Congratulations CEOSS SME!!





## CESS STORIES

### Safia Khalaf Megahd:

Safia is a very humble wife. Her husband, employed in the public sector, receives a very low salary. Safia has 6 children. All of them are in schools at different stages. Of course the father's salary is able to meet only very basic needs of the family.



Safia decided to try to increase the family income by selling candy and chips to children from the entrance of her home. She wanted to expand this mini market but she didn't have the resources. She heard about CEOSS and applied for a first loan which was 1500 LE (about \$250 USD). She worked very hard and paid back the whole loan. Her income definitely had increased, so she asked for the second loan. She was a very ambitious woman so she continued to take loans till she reached the seventh loan. She rented a shop and stocked it, then she added a Xerox machine. She continued to take loans from CEOSS and she built her business, added extra goods, and expanded her clients. Some of her children joined the university and she helped one of her daughters to get married.

Safia is a business woman who knew how to dig her way in the rock. She is an example of a wonderful Egyptian woman.

### Ashraf Saied Mohassab

Ashraf is an example of an Egyptian who lived under the poverty line. He was just able to support his family and dream about the future. Ashraf lives in Upper Egypt where the unemployment rate is very high, and the income generally very little. He grew up in a very poor family where the father could not offer him education.



Ashraf decided to start a business selling shoes. After he started his work he heard about CEOSS and started to take loans, expanding his business and his clients. Then he decided to make the shoes himself. His profit increased greatly. He was able to buy all the equipment necessary for shoe manufacturing.

He continued growing his business and offering welfare to his family. Now he is big and famous merchant, supplying shoes to many small business owners.

Ashraf is an example for an ambitious, active, honest client who made his present and future.

# Dar El Thaqafa Communications House

## Production Department

During 2010, Dar El Thaqafa published 14 new books, 7 of which were written by Arabic authors. The Communications House also reprinted 13 books.

New books by Arabic authors are the following:

*The Virgin Mary* by Rev. Makram Nageb

*Five Minutes* by Rev. Labe' Meshrky

*Above All* by Rev. Makram Nageb

*The Crucified Smile* by Dr. Foud Bolos

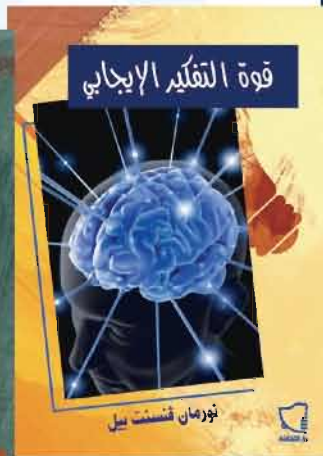
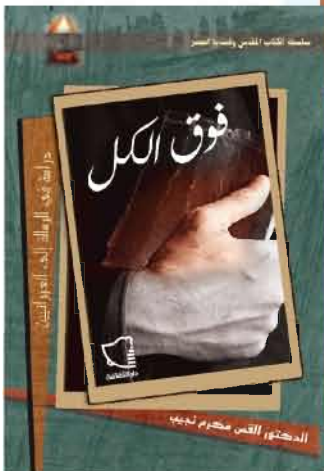
*Fountains of Grace and Truth* by Dr. Foud Bolos

*Against Failure* by Rev. Makram Nageb

*Dialogue or Disaster* by Rev. Ezzat Shaker

Among the 7 new publications translated from English is *Presbyterian Beliefs* by Donald K. McKim which was produced in partnership with the Presbyterian Church in America. A second translated publication, *Contextualization in the New Testament: Patterns for Theology and Mission* by Dean Flemming is considered one of the best titles in the Middle East in this field.

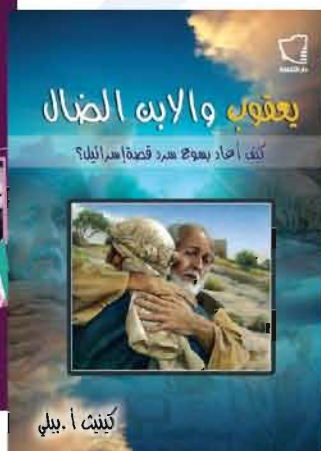
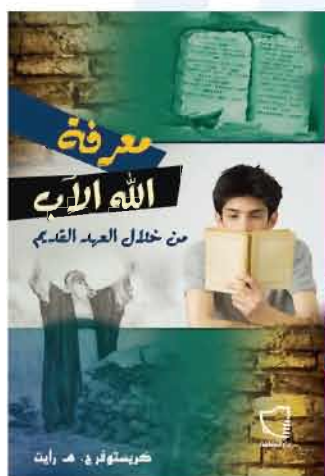
*Presbyterian Beliefs* along with *Five Minutes* and *Against Failure* were 2010 best selling publications.





## 2010 New titles by category

Category	No of Titles	%
<b>Theological</b> <ul style="list-style-type: none"> <li>• <i>The Crucified Smile</i> by Foud Bolos</li> <li>• <i>Jacob and the Prodigal</i> by Kenneth E. Bailey</li> </ul>	2	14
<b>Commentary</b> <ul style="list-style-type: none"> <li>• <i>Above All</i> by Makram Nageb</li> </ul>	1	7
<b>Spiritual</b> <ul style="list-style-type: none"> <li>• <i>Changing Lenses</i> by Howard Zehr</li> <li>• <i>Against Failure</i> by Makram Nageb</li> <li>• <i>Fountains of Grace and Truth</i> by Foud Bolos</li> </ul>	3	22
<b>Ideological</b> <ul style="list-style-type: none"> <li>• <i>Presbyterian Beliefs</i> by Donald K. McKim</li> <li>• <i>Knowing God the Father through the Old Testament</i> by Christopher J. H. Wright</li> </ul>	2	14
<b>Social and Psychological</b> <ul style="list-style-type: none"> <li>• <i>Understanding Panic Attacks and Overcoming Fear</i> by Roger Baker</li> <li>• <i>Dialogue or Disaster</i> by Ezzat Shaker</li> </ul>	2	14
<b>Woman and Family</b> <ul style="list-style-type: none"> <li>• <i>The Virgin Mary</i> by Makram Nageb</li> </ul>	1	7
<b>Youth</b> <ul style="list-style-type: none"> <li>• <i>Contextualization in the New Testament</i> by Dean Flemming</li> <li>• <i>Five Minutes</i> by Labebe Meshrky</li> <li>• <i>The Way to Love your Wife</i> by D. Clifford and Joyce Penner</li> </ul>	3	22

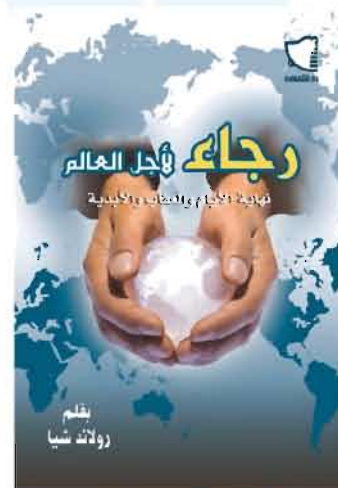
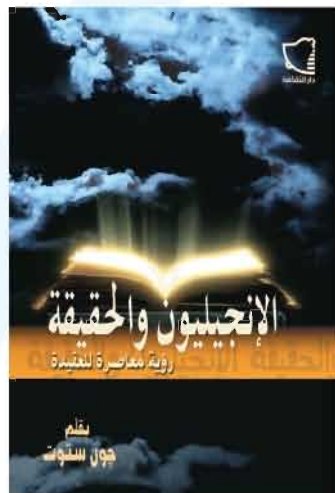


## Sales Department

Revenue from sale of books and gifts increased by 12% in 2010 as compared with 2009 despite the difficult international economic situation. The selection of items sold in the book stores was a factor in success of the year.

### Comparison of Sales 2009 versus 2010

Item	2009 revenue	2010 revenue	Difference
DET Books	802,180	1,062,745	+32%
Christian Books	823,500	755,000	-8%
Presents	416,250	653,900	+57%
Tapes and CD's	307,290	325,180	+6%
Discounts	239,715	187,200	-22%
Total	LE 2,412,400	LE 2,827,850	+11.7%



## Audio Visual Department

Comparison of Income and production 2009 versus 2010

Item	2009 income	2009 quantity	2010 income	2010 quantity
CD/DVD's printed	292,682	120,621	101,491	52,215
Studio machine	53,058	922	31,500	0
Montage machine	87,550	0	99,023	0
Films produced	712,300	9	767,106	16
Transfer to sales	45,582	50,500	4,028	3600
Totals	1,191,172		1,003,148	



## Peace Building and Conflict Management

*The CEOSS Peace Building and Conflict Management program trains religious and civil society leaders in concrete skills in peace building and crises management. During a March Trauma Healing Workshop led by Dr. Nancy Wood, professor at Eastern Mennonite University, Virginia, USA, 68 participants learned about trauma, cycles of violence and healing path, relationships and re-connection.*

*In 2010, 80 leaders completed the 40 hour "Training of Trainers III" children with visual impairments to integrate into the community course. The training focused on identifying conflicts in community, church, and family and developing an integrated crisis management training program. Workshops were led by Dr. Adel Madani and Dr. Ahmed Sha'awi Elakabawy, Professors of Psychology at Al Azhar University, Cairo.*

*During the November TOT workshop, CEOSS program partners from Mennonite Central Committee (MCC) and visitors from Eastern Mennonite University (EMU) shared experiences with the trainees and trainers. They discussed the impact of the program in terms of capacity-building towards peace-building and conflict resolution and expressed their admiration for program achievements.*

*Guests included Mr. Lynn Roth, Executive Director of the Center for Justice and Peace Building at EMU and his wife Mrs. Kathleen Brandt Roth and Thomas & Judith Snowdon, Middle East MCC representatives.*



### 2010 TOT Workshops

Training	Period	No. of participants	Training Outputs
TOT work shop Level A	14-19 Sept 2010	91 Participants	<ul style="list-style-type: none"> <li>- Recognizing and analyzing conflict</li> <li>- Methods to enhance delivery of the materials provided</li> </ul>
TOT work shop Level B	19-23 Oct 2010	43 Participants	<ul style="list-style-type: none"> <li>- Ways of evaluating impact of T.O.T. training on participants.</li> <li>- Self and group performance appraisal skills</li> </ul>
TOT work shop Level B	23-27 Nov. 2010	48 Participants	<ul style="list-style-type: none"> <li>- Ways of evaluating impact of T.O.T. training on participants.</li> <li>- Self and group performance appraisal skills</li> </ul>

## Global Media Monitoring Project

*During 2010 , CEOSS participated as the Middle East regional coordinator in cooperation with Appropriate Communication Techniques for Development ( ACT) in The Global Media Monitoring Project 2010“ (GMMP). GMMP is the largest and longest longitudinal research and advocacy project on gender in the world’s news media. It is unique because it involves participants ranging from grassroots community organizations to university students and researchers to media practitioners, all of whom participate on a voluntary basis. GMMP has two phases. The first is a research phase in which volunteer media monitors all over the world collect data on selected indicators of gender in their local news media, following specified guidelines. The second is the research findings’ application phase which combines advocacy for gender-responsive media policies, capacity-building for gender-responsive media practice and gender-aware citizens’ media literacy.*

*The GMMP is a part of the Media and Gender Justice Program of the World Association for Christian Communication (WACC). The United Nations Development Fund for Women (UNIFEM) and Media Monitoring Africa were partners in the monitoring process.*





# Cultural Development Sector

Annual Review 2010

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Raise up your head

## Forum for Intercultural Dialogue

The need for continuing dialogue between diverse segments of Egyptian society and between Arabs and Westerners is based on local, regional and global developments. It is essential as the foundation to achieve positive peaceful coexistence in our very disparate world. Throughout 2010, the Forum for Intercultural Dialogue (FID) continued to work toward a diverse community engaged in dialogue and supportive of concepts of pluralism, citizenship, tolerance, democracy and coexistence.

The Forum continued with efforts begun in 2009 to engage with civil society organizations interested in promoting dialogue. More than 40 persons, representing different NGO's, gathered to discuss methods of initiating, designing and managing dialogue programs and experience exchanges between organizations, networking and project partnering.

In continued efforts to support the national role of the Presbyterian Church in Egypt, FID partnered with the Heliopolis Evangelical Church to hold a seminar around positive coexistence which brought together 150 participants

The Forum also continued to build the capacities of a new generation of facilitators, to equip them with the skills of conducting and managing dialogue. The training manual designed specifically around FID's experience in facilitating intellectual dialogues was utilized in a series of workshops for the facilitators in training.

As always a comprehensive package of dialogue programs at national and international levels achieved many positive outcomes. Coverage of FID activities was carried in all forms of media- television, press, electronic and radio- thus extending to a wide audience the ideas discussed in Forum meetings .



## At the National Level

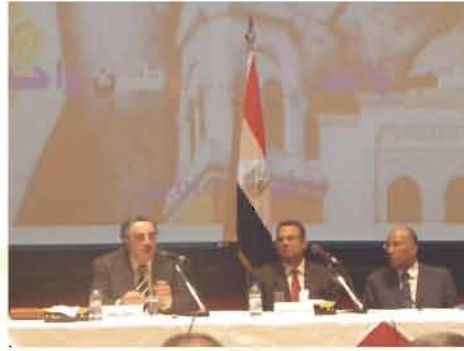
### New Generation Program

Because of the significant role that the youth can play in supporting a culture of dialogue in their local communities, the New Generation Program continued working through young religious leaders, young media professionals and young academics.

More than 500 people (Imams, pastors, media professionals, academics, civil society activists) representing ten geographical groups across Egypt, participated in five conferences, five seminars and 44 workshops of the Young Religious Leaders program, all of which contributed on issues regarding dialogue, pluralism, coexistence and tolerance. Through their participation the youths improved their dialogue and leadership skills, and they were encouraged to activate social roles in their local communities in support of principles learned.



Among the issues that were discussed were the contemporary cultural changes, the role of the civil society in combating intolerance, dialogue instead of argument, societal transformation, critical thinking and dialogue, tolerance in response to violence, the obstacles facing dialogue, the “other” in a popular culture, citizenship and its role in social coherence, the obstacles facing democratic transformation, cultural pluralism and common coexistence.



120 media professionals from Cairo and Alexandria governorates participated in a conference and seven workshops for Young Media Professionals to discuss dialogue issues pertaining to the media field. The participants represented print media, radio, television and electronic media forms. The programs raised participants' awareness about the importance of media discourse in supporting the issues of dialogue.

Among the issues that were discussed were the role of media in eradicating the culture of intolerance, the role of media in crisis management, the media's support of social peace, and community participation.

The Young Academics Program held ten workshops, attended by almost 120 participants representing academics from Cairo, Alexandria and northern Upper Egypt. Participants discussed issues related to the role of academics in supporting the issues of dialogue. Issues included dealing rationally with crises, societal participation, collective action as an entry point to development, education of freedom, the relationship between education and democracy, our dreams for Egypt, the future of science and the role of academics in supporting societal initiatives.



The Forum continued to encourage New Generation Program participants to become active in their communities by initiating community-based projects that aim to spread the message of the Forum. 15 community-based projects have been implemented. They addressed issues of: social up-bringing, crisis management, teamwork, societal peace, characteristics of a healthy community, communication, dialogue, tolerance and citizenship.



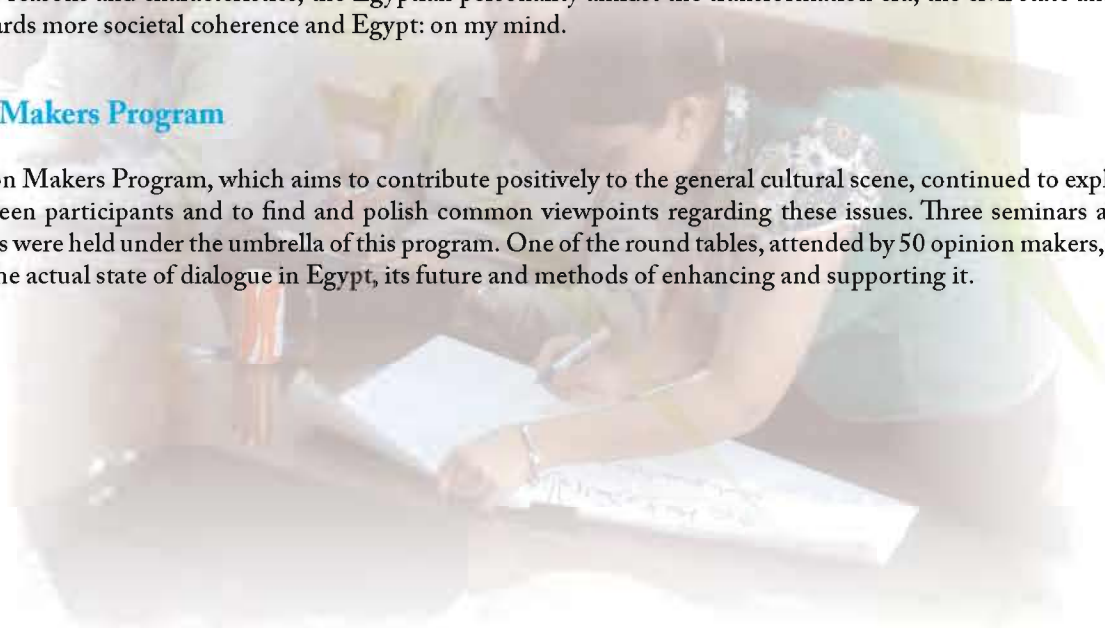
## Regional Program

The Regional Program, which aims to extend the culture of dialogue outside of Cairo, works through committees from the Delta and northern Upper Egypt. Programs present dialogue topics relating to these regions. Four conferences and four seminars were attended by 400 participants.

Among the issues discussed were the role of the civil society in supporting societal peace, together for Egypt, sectarian sedition: its reasons and characteristics, the Egyptian personality amidst the transformation era, the civil state and human rights, towards more societal coherence and Egypt: on my mind.

## Opinion Makers Program

The Opinion Makers Program, which aims to contribute positively to the general cultural scene, continued to explore local issues between participants and to find and polish common viewpoints regarding these issues. Three seminars and three round tables were held under the umbrella of this program. One of the round tables, attended by 50 opinion makers, was held to discuss the actual state of dialogue in Egypt, its future and methods of enhancing and supporting it.





## At the International Level

### Arab Dialogue

The Forum continued to support a common Arab vision on the issues of cultural diversity and dialogue in Middle East and North Africa region by communicating with Arab institutions interested in supporting a culture of dialogue through creating a network. In this context, a meeting was held in Lebanon to discuss how to configure an Arab network for dialogue and how to activate it. Many organizations from countries including Palestine, Lebanon, Jordan, Morocco and Egypt, were involved in the meeting.



### The Egyptian-German Young Leaders' Forum

15 male and female Egyptian youth, and 25 male and female German youth attended the first episode of the Egyptian-German Young Leaders' Forum. The program, held in Germany, addressed the theme of pluralism and participation. This dialogue comes in parallel with the Egyptian-German Dialogue for opinion makers, which is one of the most successful international programs.

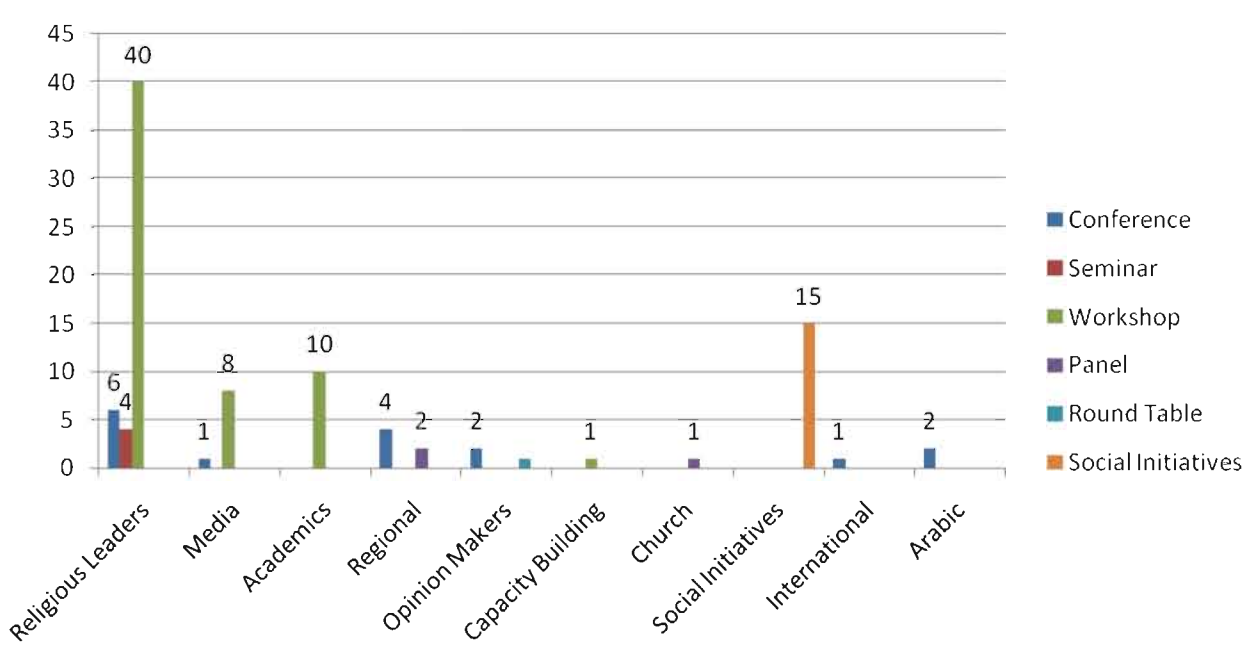


### Arab – European Dialogue

The Forum adopted the strategy of converging the Arab Dialogue and the International Dialogue to create an Arab – European Dialogue. The first meeting for the Arab – European Dialogue, held in Crete, was considered a breakthrough. Participants considered how to run the program, its interests, objectives, themes and its target segment.



Number of activities conducted in 2010 per FID Program



## Publications

In 2010, the Forum published three books. They are entitled Poverty in the Dominant Culture, Academic Freedom and Cultural Pluralism, and The Role of Socialization Institutions in Supporting Dialogue. The Forum also released a documentary film that focuses on the idea of community-based initiatives, including examples of those recently implemented by Forum participants.

## FID Website

The FID website ([www.montada-ceoss.org](http://www.montada-ceoss.org)) was updated regularly and encouraged interactive communication concerning topics of interest. Worksheets provided by Opinion Makers and specialists as well as contributions from youth were published on the website.

## Curriculum Department

The activities of the CD Curriculum Department are 1) developing educational resources that can be utilized as facilitating tools by practitioners during meetings with beneficiaries, 2) documenting experiences and interventions implemented by CEOSS and other civil society associations and 3) issuing a developmental magazine entitled «Risalet el Nour»

## Educational Resources

In 2010 the Curriculum Department finalized drafts of manuals designed to build the capacity of medical service providers, religious leaders, and persons working with individuals with intellectual disability related to reproductive health. The objective of the manuals is to contribute to improvements in the area of reproductive health and rights education and services for youth in Egypt. The four draft manuals include a training manual for medical services providers (physicians, nurses and psychological specialist working in Health Units), a training manual for religious leaders as consultancy providers for youth, a training manual for workers in intellectual disability rehabilitation to protect persons with mental disability from sexual abuse, and a training manual on the required communication skills for addressing reproductive health and sexual topics with youth.



The Curriculum Department also developed drafts of Training and Activities manuals in the area of civic education. The training manual targets societal leaders and those who work with primary-school-age children, and it addresses civic concepts such as justice, dialogue and team work, acceptance of others, and good governance. The activities book is directed towards children and tackles the same concepts. The objective of the materials is to promote democracy and strengthen civil society in Egypt through increased integration of civic education within the schooling system in cooperation with schools, NGOs and CBOs.

The Curriculum Department produced three awareness raising booklets. “*Local and International Conventions related to Reproductive Health Issues*” simplifies local and international laws and conventions related to reproductive health. “*Working with religious and Media Associations in Reproductive Health Issues*” addresses cooperation with religious leaders and media representatives in advocacy issues of reproductive health. “*Case Studies about Medical Testing Prior to Marriage*” uses real stories to highlight the benefits and harms that can occur as a result of practicing or neglecting medical checkup before marriage.

A cartoon film was produced for girls in puberty to teach them how to deal with themselves during menstruation.





## Documentation

The Curriculum Department produced documentation related to CEOSS DEVELOPMENT SECTOR'S project entitled Improving Quality of Life in Egypt by Enhancing Sexual and Reproductive Health and Rights. The documentation included a film, a manual on the advocacy process used in reproductive health issues, and a manual about capacity building for health services providers.

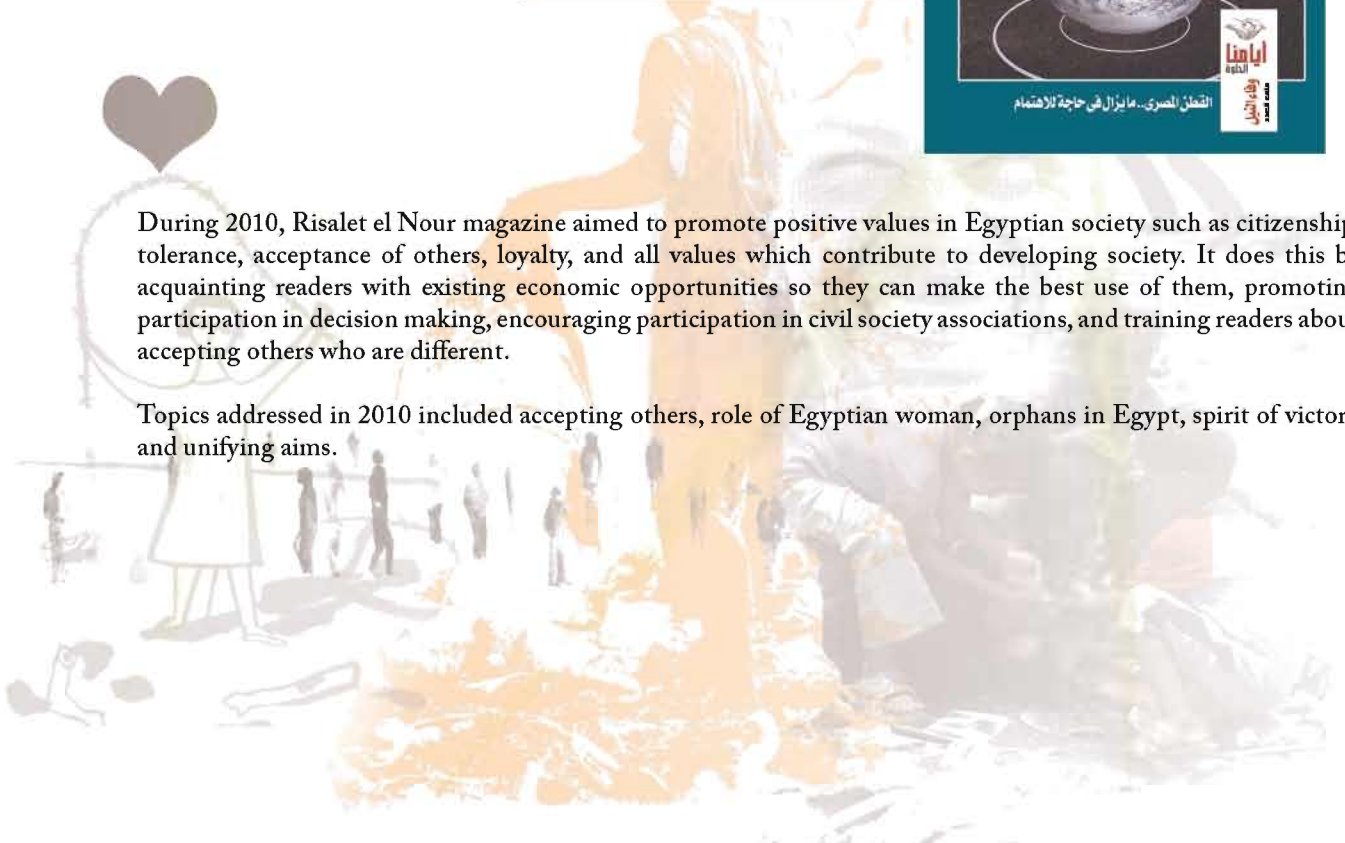
### "Riselet El Nour."

The Curriculum Department's monthly magazine for development practitioners is designed to provide information and methodologies for development field workers, tackle urgent issues related to the grassroots which is the development target, and convey and discuss fundamental events in Egypt.



During 2010, Risalet el Nour magazine aimed to promote positive values in Egyptian society such as citizenship, tolerance, acceptance of others, loyalty, and all values which contribute to developing society. It does this by acquainting readers with existing economic opportunities so they can make the best use of them, promoting participation in decision making, encouraging participation in civil society associations, and training readers about accepting others who are different.

Topics addressed in 2010 included accepting others, role of Egyptian woman, orphans in Egypt, spirit of victory and unifying aims.



# Self Supporting Sector

The purpose of the Self Supporting Sector is to produce revenue to support services provided by CEOSS. It does this through four income generating projects- furniture manufacturing, plywood manufacturing, conference center and Itsa Farm. Through the projects, the sector also directly or indirectly employed 210 persons.

## Challenges:

During 2010, the Self Supporting Sector was negatively impacted by the economic recession resulting from the global financial crisis that emerged in 2008. Buying power of individuals was reduced and funding available to development organizations declined. In addition, because of limited resources, the Sector was challenged to meet requirements of new customer segments.

## Achievements:

The Sector as a whole achieved a growth in its revenues of 102% as compared to 2009. In regard to planned income versus actual for 2010, income from manufacturing projects and plant nursery declined while income from Itsa Conference Center and Princat Farm showed significant increase.



### 2010 Self Supporting Sector Project Achievements as compared to 2010 Planned Income

ITSA WOOD FURNITURE	ITSA PLYWOOD	ITSA CONFERENCE CENTER		ITSA FARM		TOTAL
		Center	El Dahabeya	Plant Nursery	Princat	
98 %	82 %	116.5	112 %	95 %	101 %	98 %

Through a focus on advertising and new exhibitions, the Sector was able to access new geographic markets and thus new consumer segments. Participation in large tenders empowered Itsa Plant Nursery and Itsa Plywood to minimize revenue decline. Introduction of Itsa Conference Center catering service in the last third of the year contributed to revenue growth.



## Itsa Wood Furniture

Itsa Wood achieved 98% of planned production in 2010. This represented an increase of 126% in income as compared to 2009. 23% of contracts were negotiated during organized exhibitions in Cairo and Assiut where Itsa Wood's sophisticated furniture designs attracted many customers. Contracts were received for the implementation of major operations in villages of Toiba and Naga Hammadi, in Itsa Center and in El Minia. Furniture orders came from the Egyptian governorates of Nag Hammadi, Sohag, Assiut, El Minia, Beni Suef, Cairo, Alexandria, and Elsahl elshmary. Itsa Wood continued to develop the skills of nearly 100 technical staff in various products in the furniture industry.



## Itsa Plywood

Itsa Plywood productivity was impacted by price decline of counter equities as well as erratic availability of raw materials on the market. As a result, the project achieved 82% of planned income. Production totaled 16,534 sheets of plywood with a variety of veneers. 288 sheets went to an official tender from Assuit University. New markets opened for the first time in towns of Baba, Beni Mazar and Maghagha.



## Itsa Center including El Dahabeya



Itsa Conference and Training Center aims to provide an attractive and professional environment for training, meetings and seminars for institutions and civil society organizations as well as a place where individuals and families can enjoy leisure time.

In 2010 major developments contributed to income growth. Work performance contributed to a breakthrough in revenue. The Conference Center grossed 116% of projected income. The

El Dahabeya Houseboat Mini Center and Restaurant posted revenues of 112% of planned income. Catering services to venues outside of Itsa Center resulted in a surge in income. A number of creative activities including an Easter event, Sports Tournament, and large scale church programs generated new revenue. By offering Egyptian rates to international guests, a new category of customers were attracted to ITSA Center.

In addition, major renovation positively impacted revenue. 28 guest rooms have been air conditioned and updated with new furniture. Dining room furniture in Itsa Center Restaurant was improved, and kitchen equipment and implements at both Itsa Center and Al Dahabeya were upgraded to develop the potential of the restaurants. In addition the Salon at Itsa Center was renovated to be suitable for receiving VIP guests.

## Itsa Farm

Itsa Plant and Tree Nursery achieved 95% of planned 2010 income. Work included cultivation of 23 football fields in centers and villages of Minia Governorate where 60 000 square meters of sod were installed. The farm supplied and supervised planting of 10,400 trees in 52 villages in Beni Suef governorate in conjunction with “Egypt’s most beautiful” program implemented by Egyptian youth. Water stations in the towns of Bani Ahmad, Bhdal, Saft el Gharbia, and Saft Abo Garg were supplied and installed with greenery. Itsa Farm also realized sales through its participation in the Itsa Wood Furniture exhibitions in Assiut and Cairo. Retail products grew by 47% in 2010 as compared to 2009 due to improved production processes and specialized workers.

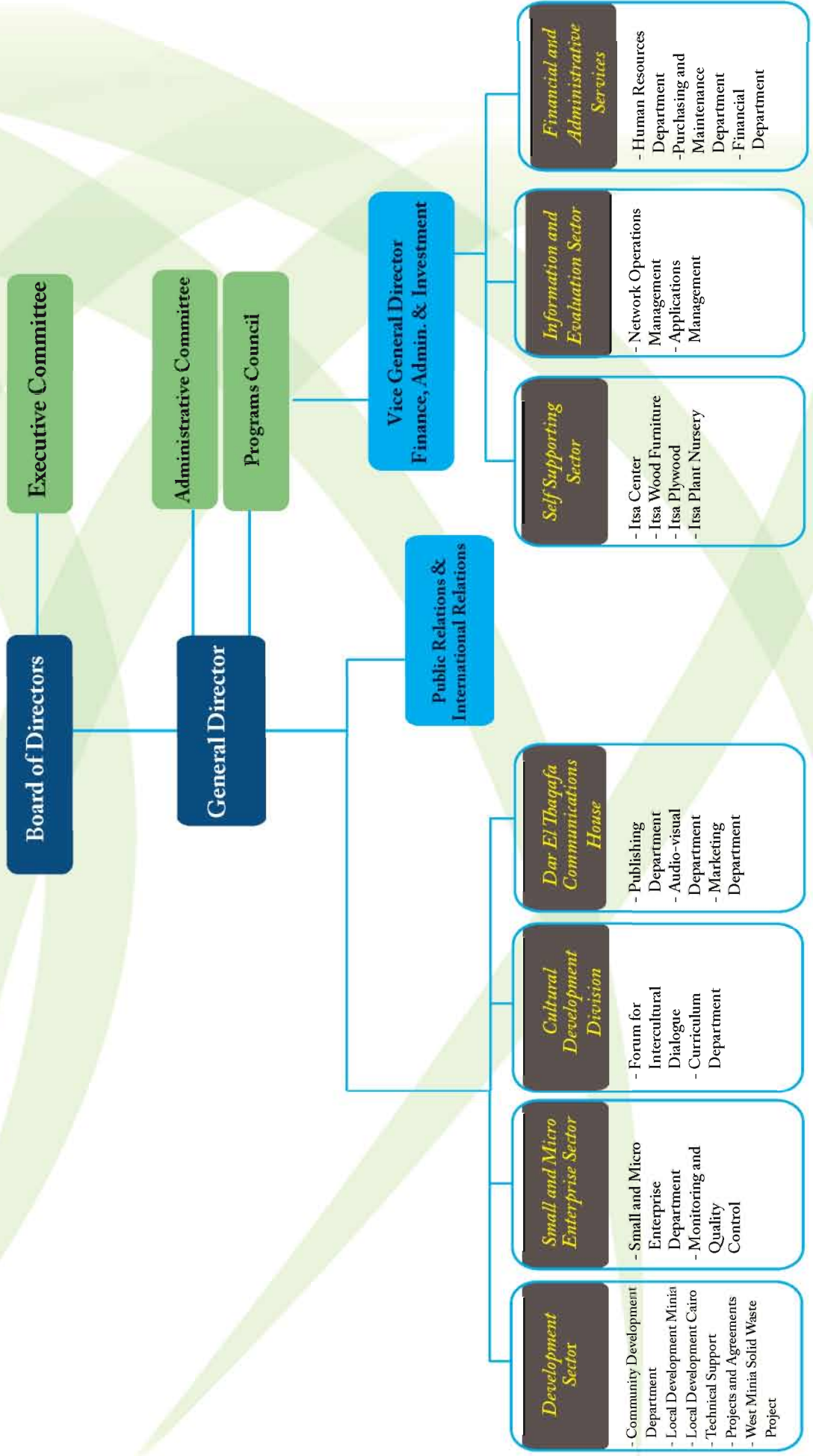


Princat Animal Farm achieved 101% of planned 2010 revenue. For the first time, the farm manufactured silage for sale to individual farmers. By the end of 2010, the herd of sheep and goats increased to 134 head. Focus was placed on increasing the number of female sheep and cows; they increased from 55 to 72 by end of 2010.





# Organization Chart

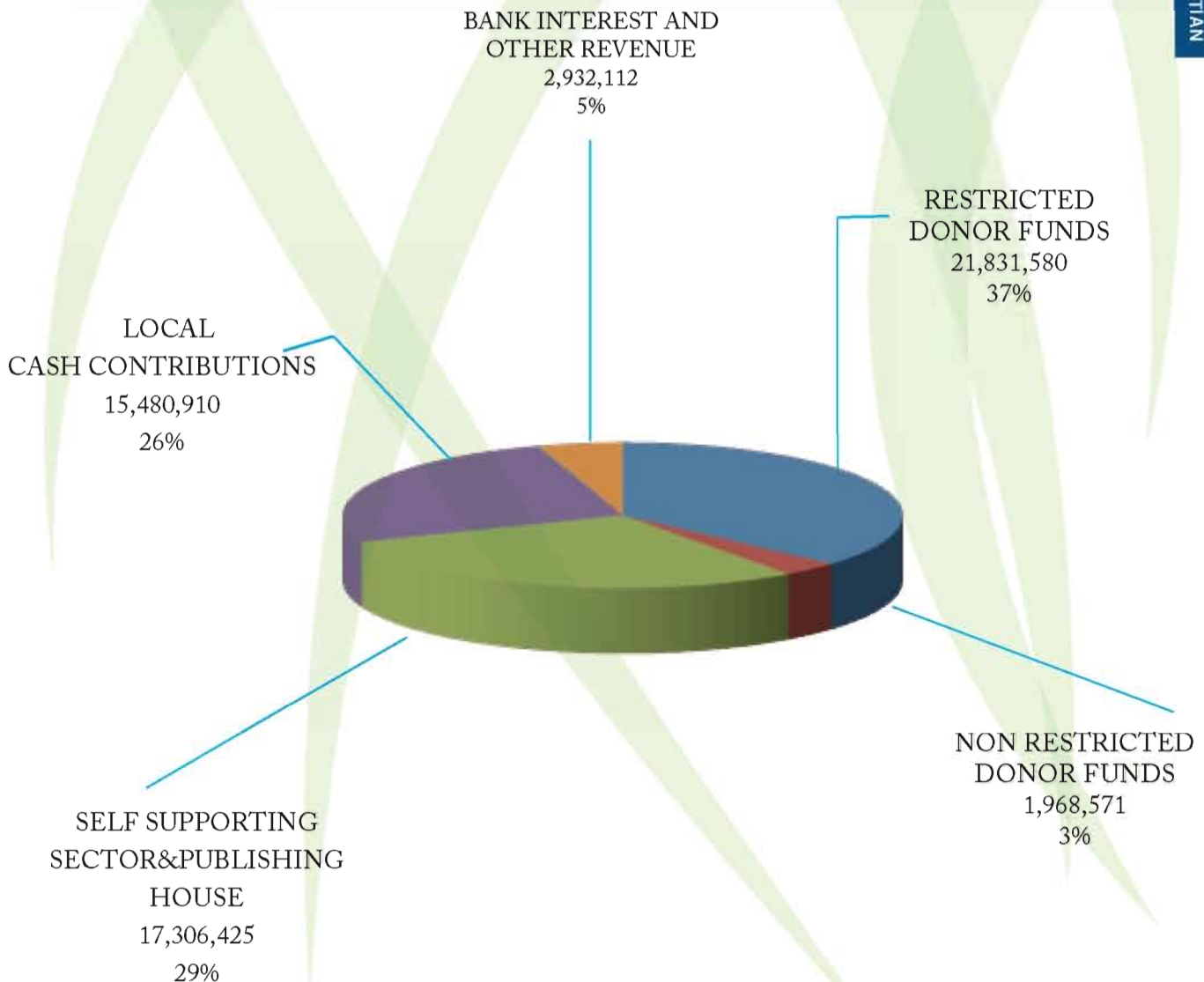


# Financial Report

## REVENUE 2010

59,566,606

All amounts in L.E





# EXPENDITUR 2010

All amounts in L.E

51,723,583

Annual Review 2010

35

Raise up your head

GENERAL  
ADMINISTRATION  
EXPENSES

8,672,843  
17%

DEPRECIATION AND  
OTHER EXPENSES

3,775,660  
7%

PROGRAM  
EXPENSES

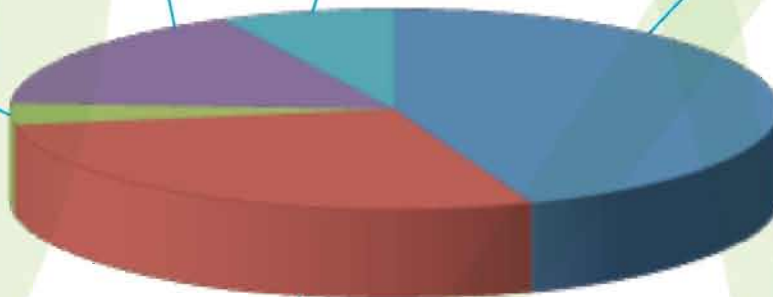
22,845,196  
44%

MARKETING AND  
INTERNATIONAL  
RELATIONS

1,789,934  
4%

SELF SUPPORTING  
SECTOR AND  
PUBLISHING HOUSE

14,639,950  
28%



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On behalf of the nearly 2 million people we help annually, we thank the foundations, non-governmental organizations, and multilateral agencies whose support makes our work possible.

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- . The Sawiris Foundation

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- . American Baptist Churches (USA)
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- . Christian Aid
- . Christian Blind Mission
- . Church of Scotland
- . Church World Service
- . Coady International Institute
- . Comite Catholique Contre La Faim et pour le Development
- . Cook Communications Ministries
- . Danmission



- . The Danish Mission Council, DMCDD
- . Uniting Churches of Netherlands
- . Diakonia
- . Enterprise Development International
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- . American Schools and Hospitals Abroad
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- . Deutsche Gesellschaft für Technische Zusammenarbeit
- . Egyptian Association for Health and Environmental Development
- . Egyptian Environmental Affairs Agency
- . Egyptian General Authority for Literacy and Adult Education
- . Egyptian Ministry of Agriculture

- . Egyptian Ministry of Insurance and Social Affairs
- . Embassy of Japan
- . Embassy of Switzerland
- . Embassy of the United States of America
- . European Union Med A
- . National Council for Childhood and Motherhood
- . Royal Embassy of the Netherlands
- . United Nations Children's Fund (UNICEF)
- . United Nations Development Program (UNDP)
- . United Nations Educational, Scientific, and Cultural Organizations (UNESCO)
- . United Nations High Commissioner for Refugees
- . United Nations Industrial Development Organizations (UNIDO)
- . United States Agency for International Development (USAID)
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- . World Food Program

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