Purpose
To create regional development models which lead to the alleviation of poverty and embrace human dignity, through improving youth capabilities and providing opportunities, which enhance the living standards of less-fortunate communities.

Vision
To witness an economically independent society where youth are empowered and engaged in sustainable development.

Values
RESPECT the human being
- Respect among team members
- Respect the community we work in
- Respect the country we belong to
- Respect the views of others

COLLABORATE for the greater good
- Collaboration and commitment of team members
- Collaboration and trust among different project leaders
- Collaboration of the community and participation in decision-making and knowledge sharing
- Collaboration with other NGOs, companies, and institutions

INNOVATE for social change
- Innovate for promoting voluntarism in development
- Innovate social services to develop marginalized communities
- Innovate sustainable strategies for the development organizations' continuity and expansion

MANAGE the organization professionally
- Manage resources efficiently and effectively
- Manage a professional working environment
- Manage the quality of service provision

BELIEVE in results
- Believe in the purpose and vision
- Believe in teams' competencies

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Twelve years have passed since Alashanek Ya Balady (AYB-SD)'s inception as a campaign across various universities in Egypt, and eight years since its registration as an NGO. I am proud to have been part of this organization since it came to exist. I have seen it growing from four individuals to thousands of volunteers across Egypt, and from working in one governorate to sixteen governorates. To all of us, AYB-SD is a long story of passion, persistence, and success to serve and develop our beloved country.

This year marks a special time in the history of AYB-SD, where we have consolidated our economic development model, not only to reach various governorates, but also to be replicated through various NGOs in Egypt. A three-year strategic plan was also developed to reach more beneficiaries in the coming years, and ensure the organization’s sustainability. This year is also special because we have adopted a new slogan “developing the human being to develop society”, which further helped in structuring our programs in the coming years.

Beyond this slogan, there is a philosophy. While most of us know the Chinese proverb “give a man a fish, you feed him for a day… teach a man how to fish, you feed him for a life time”, AYB-SD takes this proverb even further. You can train a man to fish, and this man can feed himself and his family, but the fishing industry might have structural problems that hinder the ability of this fisherman to sell his fish. Maybe there is a monopoly that keeps prices down. Maybe he does not know how to access the fishing market or set the right price. Or maybe fishing itself is not safe and fishermen do not have rights as workers. Along this line of thought, we came to understand that teaching children Arabic and math will not put an end to child labour, and providing soft skills training to poor youth will not necessarily guarantee them a decent job in Egypt, both due to stereotyping and labour issues. If we want to solve the problem of unemployment, we realized, we would have to address the structural problems in the market.

In line with this, the innovative model of AYB-SD came to be, which integrates advocacy, coaching, vocational training, education, and employment. AYB-SD believes that it is very important to work with the private sector to ensure labour rights and minimum wage level to make certain that the poor receive fair employment opportunities. At the same time, AYB-SD guarantees that labour supplied to the private sector are of high calibre, who received intensive coaching and training to meet specific market demands. Even beneficiaries who wish to establish their own businesses are coached and trained before receiving their funding from AYB-SD. This way, AYB-SD is empowering the poor to find decent jobs that secure a sustainable and decent source of income, which would help them graduate from the circle of poverty.

It is worth noting that AYB-SD’s main concern is for our development model to become widely replicated wherever applicable and deemed in need, not for the sake of credit, but for the sake of benefiting as many people in need as possible. The name of the model does not matter, the creator of it does not matter, what matters is that it works, and people’s lives improve because of it.

I have the pleasure to present to you the 2013 Annual Report for AYB-SD. This report shows the organization’s success in addressing the problem of poverty and unemployment through its various projects and interventions. It also shows how AYB-SD strives to innovate in the sector both on the organizational and community levels.

I hope you enjoy reading!

Thank you.

Dr. Raghda El Ebrashi
Founder and Chairperson
Dear Colleagues and Supporters,

It is my pleasure to share with you the first official Annual Report for Alashanek Ya Balady Association for Sustainable Development (AYB-SD). Throughout 2013, AYB-SD realized many accomplishments on the strategic and operational levels, as a result of the genuine efforts and hard work of its team members. The organization went through an extensive and inclusive improvement process, starting with the design of AYB-SD’s 2013-2015 Strategic Plan, in which the views and lessons learnt from partners, donors, board members, staff, volunteers, overseers, and other supporters have been incorporated. Consequently, the change process took place, effectively tackling the current practices to enhance the organizational methodology on the path of fighting the resilient problems of unemployment and poverty in Egypt.

Not only does this plan shape and reaffirm AYB-SD’s priorities of supporting youth in playing an essential role in developing their communities, finding employment opportunities, establishing micro and small businesses through training, and providing career and business counselling, education, awareness, micro-finance, and other services, it has also provided an overview of the commitments toward continuous organizational learning and development, enhancement of core programs’ procedures, fulfilling our stakeholders’ expectations, and assuring sustainable and impact-driven operations over the coming years.

In reference to the organizational performance indicators, the team members managed to reach the largest number of beneficiaries (youth, students, and households) in AYB-SD’s history, served by our programs and initiatives, in addition to the significant increase in our projects, partnerships, events, number of volunteers, and outreach in various governorates.

We also developed innovative methodologies and internal processes to guarantee positive transformation of our beneficiaries’ lives, expansion of our reach all over Egypt, building stronger strategic partnerships, strengthening our efficiency and accountability, and insuring integrated and responsive programs’ services, in addition to increasing our ability to document and measure outcomes, and investing in human potentials.

Therefore, in the end, I salute all of our partners, donors, board members, and other supporters, in addition to our committed and passionate staff and volunteers, who achieved these great results in the most challenging circumstances. I look forward to our work together in the coming years toward serving our community and realizing our shared vision and goals.

Sincerely,
Mohamed El Kamel
Managing Director
In terms of our outreach efforts to children and adolescents, we have been able to reach 10,965 beneficiaries earlier this year. Nearly 10,250 of which were elementary school student of public schools in various governorates who received nutritional awareness sessions, as well as nearly 2,000 high school students who received career planning training.

The report also outlines the results achieved by our 12 franchises throughout the year – 1,267 volunteers, which include abolishing the literacy of 118 beneficiaries, working with 552 children by giving them educational assistance, establishing 58 small projects, employing 10 beneficiaries, training 58 beneficiaries on computer skills and handcrafts, reaching nearly 840 families through their charity programs (Ramadan packs, clothing exhibitions, blankets, etc.), in addition to carrying out 51 awareness campaigns, events and medical convoys all over Egypt.

Furthermore, AYB-SD has participated in 18 events in total, ranging from exhibitions, fairs, conferences, round tables, and festivals. Over and above, our outreach and replication efforts have extended to include providing micro-finance in new governorates, such as Kafr El Sheikh.

Statistics and research show that the unemployment rate in Egypt in the last quarter of 2012 was 10%. (CAPMAS 2013) Although this is an alarming figure in itself, not all segments of the labour force share the same problems in finding jobs. As the below diagram shows, for example, the segment of the labour force with below intermediate education (primary or preparatory level), 16% of the labour force, represent 8% of Egypt’s unemployed, however the market demand for them is quite high (51%). The problem in this case is that there may not be a match between their skills and the market needs. On the other hand, in the segment with intermediate education (high school and vocational diploma), 24% of the labour force, represent a whopping 55% of the unemployed and yet the market demand for them does not exceed 4%. This presents a different kind of problem, since they represent a large percentage of the unemployed and the demand is very low, this means that their skills are not wanted by the market, which leads to the necessity of exploring other alternatives. In addition, in terms of those with an above intermediate level of education (Institutes and 2 year college), representing 6% of the unemployed, we find that there is a close match between their percentages of unemployment and market demand, which also indicates a mismatch in skills versus market needs (CAPMAS 2013).

To tackle the above mentioned problem, AYB-SD is committed to providing suitable employment opportunities for beneficiaries through offering several tailored training programs such as vocational, HE skills, and specialized training to prepare youth for the job market and match their skills with the market needs. Personal coaching and career guidance are also offered in addition to providing micro-finance for establishing small projects for beneficiaries. AYB-SD also offers education and awareness services for children and adolescents, in order to alleviate the economic burden of the cost of education and health care off impoverished families, while striving to promote voluntarism in community development and fostering private and public partnerships.
AYB-SD's micro-finance program provides impoverished Egyptians with the opportunity to establish their own small businesses and make them profitable enterprises, securing both job opportunities for themselves and potentially others, as well as a secure and suitable income to meet their needs. This involves equipping them with technical and financial assistance, project and financial management training, and vocational trainings as needed. Micro loans generally range from 1,000 EGP up to 3,000 EGP, while small loans range from 3,000 EGP up to 12,500 EGP. Extensive follow-up and assistance is conducted for up to one year, starting from the establishment of the project, to ensure that the desired impact has occurred; making a tangible difference in the beneficiaries' standard of living.

I. PROGRAMS AND ACTIVITIES

A. Micro-Finance Program

In 2013, AYB-SD has been implementing the following projects and activities:

EGYPT@WORK:

Egypt@Work is a two years and three months long project, funded by MasterCard Foundation and in partnership with the International Youth Federation (IYF) and Nahdet El Mahrousia NGO. It aims to provide job opportunities and micro-financing for small projects (with funds ranging from 500-12,500 EGP) for 2,000 underprivileged male and female youth in Cairo, El Beheira, Qena, El Minya, and Luxor.

The project began in February 2012, and since, AYB-SD trained over 2597 beneficiaries on soft skills and various high demand vocations, 2357 of which have graduated from their training courses and were able to start their own projects or become employed.

Starting January 2013 till December 2013, 1153 beneficiaries were trained, 1019 of them have graduated successfully, out of which 276 were successfully employed, while 427 others have established their own small projects. As of January 2013, the total funds allocated to micro-financing small projects were 586,500 EGP. The project continues till February 2014.

MICRO-FINANCE PROJECT IN KAFR EL SHEIKH:

This project takes place in Kafr El Sheikh governorate and is sponsored by British Petroleum (PB). It has begun July 2013, aiming to directly benefit 500 of the residents of Motobas, Kafr El Sheikh, throughout one year, renewable based upon the success of the current phase. AYB-SD will fulfill the aim of the project through financing the establishment of small projects for beneficiaries, with funds ranging from 1,000-15,000 EGP and where it will also be a pilot for implementing the forward sale system, in line with Islamic financial mechanisms in Micro-finance. 1,700,000 EGP have been allocated to financing these projects.

Based on field research and distribution of inhabitants, the project gives priority to fishermen, followed by farmers, and female heads of households. The project covers nine villages in Motobas, Kafr El Sheikh, as follows; Borg Megheizal, Abu Khashaba, Khan El Genni, Waqf Bahari, Waqf Qebli, Al Yusr, Al Rubaeiya, Arab El Mahdar, and El Gezira El Khadraa.

By the end of December 2013, the project premises in Motobas community development center has been prepared to commence the project activities. AYB-SD has received 540 loan applications, from which 50 feasibility studies have been submitted and reviewed, and 115 of which have been accepted and their loans delivered. 65 other feasibility studies have been reviewed by the review committee in the second half of December, 21 of which have been accepted and due for delivery in January 2014.

The latest update of all figures and activities is December 2013.
This project began in December 2012 and is sponsored by JP Morgan Chase Foundation, with the aim to help 200 beneficiaries in Cairo and Upper Egypt to establish their own small projects, as well as to provide them with project and financial management training and technical assistance. A sum of 1,382,000 EGP was allocated to financing these projects. The project ended in December 2013, with 276 beneficiaries having established their own small projects successfully, in addition to 297 other beneficiaries employed in the newly established projects. This has directly impacted the lives of 2292 beneficiaries, mainly the family members reliant on those who have established projects and employed, providing them with a secure, decent, income and a dignified living.

A. Micro-Finance Program

AYB-SD has been working on the Comprehensive Family Development Project since the last quarter of 2012. This project is in partnership with and sponsored by ExxonMobil Egypt, and takes place in an impoverished area in Alexandria called “El Haramein”, where 10 families have been selected, whose members have undergone the various comprehensive development activities. This was a pilot through which the model of comprehensive family development has been applied and tested. AYB Alexandria, one of AYB-SD’s franchises, has been an integral partner in the implementation of this project.

This project was initially set to commence for a year, by December 2013, seven out 10 breadwinners have received their funds, totaling 35,000 EGP, and began establishing their small projects. In addition, 26 children and adolescents, ranging from 6-16 years of age, were trained on life skills, as well as educational tutoring provided for 12 beneficiaries in the same age range. AYB-SD is currently preparing to work with eight feasibility studies for eight other families in Alexandria, to be delivered at the beginning of the new year, bringing the total number of beneficiaries to 15.

The project works through providing three types of services targeting each member of the families, which have been carefully selected by AYB-SD’s team, having conducted all the necessary field visits and case studies and analysis:

- Enabling breadwinners of the families to secure Job opportunities or establish small projects, by providing the necessary skills and training based on market needs.
- Raising health awareness of family members, focusing on personal hygiene, healthy nutrition, disease prevention and reproductive health.
- Offering educational courses to children, complementary to basic education to help them complete their various stages of education, using modern and effective curricula. Life skills courses are also offered to enhance their creative potential and to develop communication and leadership skills.

Based on the outcome of the initial phase of the project, this model has been replicated in Ain D. Seera, Cairo, also in partnership with ExxonMobil Egypt, with seven additional families, in December 2013.
In partnership with and sponsored by Bank of Alexandria, AYB-SD has replicated the model of its previously applied Comprehensive Family Development Project. This project takes place in Ain El Seera, Old Cairo, where 10 families would be chosen, whose members would undergo the various comprehensive development activities.

The project has begun in August 2013, and by December 2013, 10 families have been selected, in the first phase five breadwinners have received their loans, three of which have already established successfully running projects, with loans ranging from 3,000-5,000 EGP. Another five families will be receiving their loans in the second phase. The remaining aspects of the project will be set to be implemented by AYB-SD’s Education and Awareness Program.
In light of the persistent unemployment problem in Egypt, and the skills gap between what the labor market needs and what youth actually possess, this program, created and developed by AYB-SD's team over the years, exists to provide a solution to this problem. Through analysis of labor market assessments, needs assessments and various types of research, this program aims to provide employment opportunities for youth, and simultaneously provide them with an employability package, making them more attractive to the market and increases their likelihood of being matched with the available jobs, as well as stay and succeed in their positions.

This is done by providing training especially suited for employment or entrepreneurship (life skills, business skills, and vocational training), in addition to career guidance, coaching and mentoring. On another hand, AYB-SD builds partnerships with employers in order to enhance their understanding of providing decent opportunities for the qualified youth available, including proper salaries, working environment and conditions, hours, and adherence to labor laws, enabling AYB-SD to be able to monitor the performance of the employees and receive the necessary feedback, and take action as necessary.

This project aims to improve the standards of living of the inhabitants of Dar El Salam, Basateen, and Ezbet Kheir Allah, by providing training for employment and micro-finance (with funds ranging from 500-10,000 EGP) in order to secure a sustainable income. The project first began in January 2013, and is set to end in January 2014, and is funded by the World Bank for The National Council for Childhood and Motherhood and Masr El Kheir Foundation, and being implemented by AYB-SD.

The project targets 1200 beneficiaries, to be trained in the above mentioned areas, ranging from 18-38 years of age, 180 of which are to establish small projects, while 240 others are to be provided with employment opportunities. The project officially entered into its implementation phase in June 2013, and AYB-SD intends on continuing to serve the target area in the same manner through 2014 and after. By the end of December 2013, 73 beneficiaries received their loans to commence their projects of choice, after having been trained on feasibility study and project management, as well as having submitted their feasibility studies and obtained the necessary approvals by the project's review committee. 377,500 EGP have been allocated to the above mentioned beneficiaries to start their projects.

Life skills trainings have commenced, covering 54 beneficiaries by the end of December 2013, in addition to the commencement of training on manufacturing handmade products, having covered 15 beneficiaries to date.

The Training for Employment program has achieved the following during 2013:

**YOUTH EMPOWERMENT PROJECT IN DAR EL SALAM:**

This project aims to improve the standards of living of the inhabitants of Dar El Salam, Basateen, and Ezbet Kheir Allah, by providing training for employment and micro-finance (with funds ranging from 500-10,000 EGP) in order to secure a sustainable income. The project first began in January 2013, and is set to end in January 2014, and is funded by the World Bank for The National Council for Childhood and Motherhood and Masr El Kheir Foundation, and being implemented by AYB-SD.

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The Training for Employment program has achieved the following during 2013:
VOCATIONAL TRAINING PROJECT IN CAIRO AND BEHEIRA:

This project, funded by the Embassy of the Kingdom of the Netherlands, aims to provide training for employment and micro-finance for underprivileged youth (males and females between the ages of 18-35) in Cairo and Beheira. Vocational trainings in both Cairo and Beheira cater to high demand industries, namely textiles, leather products, wood and furniture, in addition to motor vehicles repair and maintenance.

The project has officially begun in July 2013 and continue for year and half, by the end of December 2013, a total of 146 loans were delivered in both Cairo and Beheira. Types of projects include (but are not limited to); groceries, bamboo products, poultry raising, clothing shops, sewing and tailoring, crochet weaving, goat raising, barber shops, furnishings (table cloths and the like), banquet equipments, fodder shop, juice shop, restaurants, stationary shops, fodder shops, painting supplies, home appliances, packing and packaging meat, and iron welding. In addition, 362 beneficiaries were trained, on soft skills and on-job training on vocations including carpentry, handmade souvenirs, and hairdressing, as well as 109 employed, in jobs such as electricians, carpenters, tailors, sales clerks, bakers, and mechanics. By the end of the project it is expected to extract 700 men and women out of the circle of poverty, by providing them with full time job opportunities or small projects.

ZAYTOONA HANDICRAFTS PROJECT:

This project is carried out in partnership with and under the sponsorship of Solidarity Accor (of Accor Hotels), aiming to transform 10 women into handicrafts producers through providing them with the necessary vocational training through ‘Zaytoona’, AVDB’s social venture responsible for handmade crafts. The 10 women, after being successfully trained on handmade crafts such as Khayameya and Damit products, are set to work in ‘Zaytoona’s workshop, selling their own handmade products and securing a sustainable income for themselves and their families. The duration of this project is one year, expected to conclude in the last quarter of 2014.
The achievements of the Education and Awareness Program in 2013 are as follows:

NESTLÉ HEALTHY KIDS PROGRAM:
This program is owned and sponsored by Nestlé Egypt and implemented by AYB-SD, in partnership with the Ministry of Education. This project targets raising children’s level of nutritional awareness, in the elementary phase of public schools. The duration of the project is five years, divided into three phases. The period that lies between 2012 and 2013 was the second phase of the project, where AYB-SD worked in seven governorates: Cairo, Giza, Alexandria, Dakahlaya, Bani Sueif, Gharbeya, and Suez. This phase, concluded in June 2013, resulted in raising the nutritional awareness of 105,000 children in 150 schools, in addition to 250 of the children of Nestlé factory workers.

The third phase, which commenced right after, is set to work on nine governorates; Cairo, Giza, Alexandria, Qaliubiya, Ismailia, Dakahlia, Sharkeya, Beni Suef and Fayoum, and access to the 200 schools. This phase of the project concluded in February 2014. By the end of December 2013, 270 volunteers participated in this project.

RAISING COMMUNITY AWARENESS:
This project began in December 2013, sponsored by social media website Nassya.com, and involves training 150 children in the Gezira youth center and Dar El Salaam, where 12 volunteers will educate the children to increase their awareness of community ethics and responsibility, teamwork, and acceptance of others. This short term project began as an online competition via Nassya.com where three community projects were publicized for people to vote on; the project that wins the most votes will win (20,000 L.E.). As a result, AYB-SD has been selected along with one other NGO, and conducted a sports and social ethics awareness session at the Gezira Youth Center in December 2013 for 90 children from ages 8 to 15 years, having provided a TOT for the 10 volunteers who conducted the session. In addition, 97 “Goodness Packs” were distributed to the marginalized children of Dar El Salaam and El Bazatin, containing various educational and sports items for children.
AYB-SD has developed a series of products, starting with different sized notebooks with unique colors and designs, which have been released in “On the Run” stores in early December 2013, courtesy of ExxonMobil Egypt and “On the Run”, whose profits are to be redirected to serve AYB-SD’s beneficiaries. The products were designed by AYB-SD’s social venture and sister company Tafanin for Arts and Design, which directs part of its profits to be reinvested in AYB-SD’s programs and projects. The products have been distributed among the top 15 “On The Run” branches in Egypt.

This project works in line with La Farge’s program for endorsing community development projects, which serves its former employees and gives them the opportunity to establish small projects to secure a stable income. AYB-SD provides support and training for beneficiaries of the company’s program aiming to establish small projects, through providing grants (100,000 EGP) and necessary training for several types of projects, all funded by La Farge.

This project first began in January 2012, throughout which 74 beneficiaries were trained and 33 started their own projects. From January 2013 until December 2013, 38 beneficiaries have been trained, 27 of which have established small projects, with a total amount of 2,700,000 EGP. The projects are very diverse, some of which were; a carpentry workshop, a computer hardware company, an interior decor showroom, a nursery, a construction company, and a women’s accessories and souvenirs shop.

During the past few years and in cooperation with AYB-Ain Shams University (AYB-ASU), AYB-SD has been working on applicable plans to comprehensively develop the informal area of “Ezbet Abu Qarn”, and to engage its residents in the development process, through empowering them to solve their intellectual and economic problems. As a result, AYB-SD developed the idea of the “Ezbet Community Center Project” whose objective is to have an accessible venue which would provide AYB-SD with a fixed place to provide comprehensive development services (training for employment opportunities - small business opportunities - health awareness sessions - formal and informal educational sessions) to the “Ezbet” residents and thus eventually contribute to the development of the whole community in a sustainable manner. The community center will also offer a fixed meeting place for the residents of the “Ezbet” which will serve as an open public space for them to practice different activities and to get together.

In light of this, and in cooperation with Stuttgart University’s Urban Planning and Design Institute in Germany and the Faculty of Engineering in Ain Shams University, it has been decided to hold a competition between academics and students from Egypt and Germany, to come up with a design for this community center, which has been implemented during the second half of 2013. It was announced for both Egyptian and German undergraduate and postgraduate students in July 2013, and was presented as a free summer course. The five best project proposals, selected by the jury in October 2013, were analysed, adapted, and prepared for the realization and implementation process.

The current phase AYB-SD is working on along with other parties, is to get a better usage of the result of the Competition to develop the architectural and urban designs of the community center area, and then to build the center and implement AYB-SD’s developmental programs. AYB-SD has been cooperating in a constant manner with AYB-ASU from the very beginning, as this franchise has been working on the development of Ezbet Abu Qarn since 2004. They are a main part of this project, and they will volunteer in the implementation of AYB-SD’s developmental programs at the community center that will be built.
II. PARTNERSHIPS

Together Association for Development and Environment:
AYB-SD renewed its long term partnership contract with Together Association for Development and Environment, to replicate AYB-SD's development model in Upper Egypt, in terms of micro-finance and training for employment. This partnership has always played a vital role in fulfilling AYB-SD's objectives in Upper Egypt, since its very beginning until present time.

The Community Development Association, Village 7, Edko, Beheira:
AYB-SD renewed its partnership contract with the Community Development Association, Village 7, Edko, Beheira, to replicate AYB-SD's development model, in terms of micro-finance and training for employment.

Intel:
Over the course of 2012 and 2013, Intel has donated a sum of 130 computers to AYB-SD, to be used in providing computer training for beneficiaries. In mid 2013, a computer lab has been established in El Fayoum to train beneficiaries in the area.

Price Waterhouse Cooper (PWC):
PWC has partnered with AYB-SD in line with an in-kind contribution initiative to support AYB-SD's finance team in their plans to enhance our financial and administrative efficiency, first in terms of training on facilitating AYB-SD's calculation of its tax obligations, and advising on managing AYB-SD's social insurance files. After the previously mentioned interventions have occurred, PWC has also agreed to support in drafting the updates of the internal regulations and policies, as well as to provide a special package for auditing our financial records and statements. The cooperation will continue into other areas in the same field throughout 2014.

Carte Blanche:
It is a well known advertising agency which dedicated one of their signature post cards to AYB-SD, designed by Tafanin, and they in turn printed and distributed them in various restaurants in February 2013.

Arab Association for Human Development in Fayoum:
AYB-SD signed a new partnership contract with the Arab Association for Human Development in Fayoum, in August 2013, to cooperate with them in providing micro-financing for the establishment of small projects in Fayoum as well as training for employment. This partnership helped fulfill part of AYB-SD's objectives in the area.

Tafanin:
Tafanin (the Arabic word for creative art), has originated as a social venture of AYB-SD, providing high quality graphic design, corporate branding and printing to organizations and companies, which draws inspiration from local art and culture. Now an established company, Tafanin has always invested the unique talents of its team in producing distinctive pieces of art, which led them to having an extensive list of satisfied clients in the public, private and civil sectors, while promoting AYB-SD's cause by dedicating part of its profits to the NGO's programs and activities.

GIZ’s Blue Collar Promotion Project’s Newsletter "Shoghlana":
The cooperation began in terms of our assistance in distributing copies of their newsletter "Shoghlana", aimed at promoting blue collar jobs and addressing employment challenges from a blue collar perspective, with the objective of challenging existing stereotypes, in addition to editorial contributions. Furthermore, AYB-SD has also partnered with the initiative in their "Comics Competition", aiming to encourage submission of comics illustrating the importance of blue collar jobs and awarding the winners, in terms of publicity and being part of the judging panel. The competition was concluded at the end of December 2013, and the winners have been selected. The exhibition and awards ceremony will be held on February 1, 2014.

Johnson Controls:
Johnson Controls is a global company for air conditioning service and diversified technology and an industrial leader serving customers in more than 150 countries. They provided a number of AYB-SD employees with a training in sales and green environment for the employees, as well as a contribution to the NGO.

Bazaarful:
AYB-SD has partnered with Bazaarful, a website hosting talented individuals or entities offering handmade or designed products to be sold online. AYB-SD has secured a profile on Bazaarful free of charge, through which our products and selling materials are being displayed for sale, as part of Bazaarful’s corporate social responsibility. The website has been launched in early August 2013.
II. PARTNERSHIPS

Micro-finance Partnerships:

Global Biking Initiative (GBI):
GBI supports AYB-SD’s micro-finance program by donating amounts from the funds raised through their cycling tours to the program. The cooperation began in 2011 and continues to date.

Casper & Gambini’s Egypt:
AYB-SD has partnered with Casper & Gambini’s Egypt to support the establishment of one small project. The funds are derived from the profits of the winning dishes of the “Gifted Chef Competition” at all three branches of Casper & Gambini’s. The period of running the dishes was for one month (June 16th-July 16th, 2013). It has been agreed that in December 2013, Casper and Gambini’s will issue a total sum of 3,000 EGP to AYB-SD to begin the project with the beneficiary. The fund was directed in part to a 32-year-old female beneficiary, who decided to establish a grocery store in her area, Ain El Seera, and the other part was reinvested in our loans portfolio.

British Petroleum (BP):
British Petroleum (BP) employees have been contributing on a semi regular basis with funds to be allocated towards AYB-SD’s Micro-finance Program.

Global Fund for children (GFC):
AYB-SD’s cooperation with GFC began in 2012, where they have provided funding in 2013, and will continue further collaboration through the year 2014.

InfoFort:
Funding the Materya Computer Lab Project:
The aim of this project is for InfoFort to equip AYB-SD’s community center in El Materya with a computer lab that will provide impoverished adolescents with an opportunity to develop their computer skills through a safe and modern environment. The location of the center is be at Gehad Primary School at Seha Street, El Materya. This project was executed and concluded by the end of November 2013.

Jumia:
This partnership entailed that Jumia would donate one toy for each toy bought by one of Jumia’s customers during Ramadan 2013. In line with this initiative, Jumia launched an online campaign during the month of Ramadan 2013. After the end of Ramadan, they donated 12 toys and an individual donation worth 750 L.E. to buy more toys for the children. All of the toys were distributed to 48 children in Ain El Seira during Eid El Fitr.

Education and Awareness Partnerships:

Global Fund for children (GFC):
AYB-SD’s cooperation with GFC began in 2012, where they have provided funding in 2013, and will continue further collaboration through the year 2014.

InfoFort:
Funding the Materya Computer Lab Project:
The aim of this project is for InfoFort to equip AYB-SD’s community center in El Materya with a computer lab that will provide impoverished adolescents with an opportunity to develop their computer skills through a safe and modern environment. The location of the center is be at Gehad Primary School at Seha Street, El Materya. This project was executed and concluded by the end of November 2013.

Jumia:
This partnership entailed that Jumia would donate one toy for each toy bought by one of Jumia’s customers during Ramadan 2013. In line with this initiative, Jumia launched an online campaign during the month of Ramadan 2013. After the end of Ramadan, they donated 12 toys and an individual donation worth 750 L.E. to buy more toys for the children. All of the toys were distributed to 48 children in Ain El Seira during Eid El Fitr.
AYB-SD’s Outreach and Replication activities began with the intention of expanding the reach of its services to other governorates in Egypt. These efforts first began in 2009, where an employment project was initiated to cover eight governorates (Daqahleya – Gharbeya – Monufeya – Sharqeya – El Fayoum – Beni Sweif – El Minya – Qena), and continued as such until the end of 2010. While the work commenced on this project, AYB-SD had first begun partnering with other NGOs working in the above-mentioned governorates, beginning with providing them with capacity development to work within the framework of AYB-SD’s development model. In 2011, in light of the above efforts and new projects initiated, AYB-SD began working in Luxor and El Beheira as well, providing training for employment and micro-finance.

Through other projects beginning in 2012, and in line with the official establishment of the Outreach and Replication program in the organization, AYB-SD expanded its work to Alexandria by providing micro-finance to bread winners and education and awareness to children and adolescents, and later in 2013 to Kafr El Sheikh, providing micro-finance according to the Islamic financial mechanisms. AYB-SD’s Outreach and Replication program alone is responsible for its expansion in 12 governorates, where our development model has been replicated in each. This expansion either occurs through capacity development and funding of partner NGOs working in the target areas, providing technical assistance and funding of AYB-SD’s existing franchises in the areas, or by creating new branches in the target governorates, depending on each case and services required. To date, through the Outreach and Replication programs, and AYB-SD’s franchises in universities, as well as branches, AYB-SD has either served or continues to serve 17 governorates in Egypt.

III. OUTREACH AND REPLICATION PROGRAM

The franchise system is created to change the concept of voluntarism in charity to voluntarism in development. This is done through creating student-based development organizations and not through simple matching of volunteers in development NGOs. Students in universities can create a development organization to involve students in the university in various development (rather than charity) projects in a certain neighborhoods, which is affiliated with AYB-SD NGO under the term of a ‘franchise’.

AYB-SD is the first NGO to create a franchise system in development and in NGOs in general. The franchise system of AYB-SD operates as the franchise system in business; however, instead of the franchisee (student groups) paying a royalty fee for AYB-SD (the franchisor), the franchisee contributes to the overall goals of AYB-SD through creating organization growth in terms of volunteers and resources in general. The franchise system is not simply placing volunteers in development, but it is about creating young social entrepreneurs and activists in universities, who manage and develop development projects, lead teams, solve community problems, seek funding, sustain their organizations, and liaise with the government. This is all done under the management of the main franchisor (AYB-SD). The franchise system is also not a simple branching system for AYB-SD, because AYB-SD does not interfere in the internal management, events, and funds of the franchisee.

The franchise system of AYB-SD (as in business) gives the full right of the student groups (franchisees) to manage their organizations, develop their own tactics and plans, and select the programs they want to operate within certain guidelines from AYB-SD. The franchisees keep student organizations democracy by electing new boards every year, and thus bring new generations into the franchises to maximize the inclusion of youth. The old boards combine in the franchises as advisors or volunteers in the same franchise to keep the experience. In summary, the franchise system of AYB-SD has the same concept of McDonald’s franchise system but for a social impact.

While being in university franchises, the board of all franchises and all their key volunteers become general assembly in AYB-SD, and thus become official members in AYB-SD and have voting power. When these students reach the age of 21, they have the right to run in the board elections of AYB-SD, knowing that there are up to 2 places in the board of AYB-SD for the student-based organizations (franchisees).

Accordingly, AYB-SD creates a growth and sustainability strategy for its human resources (ie volunteers), and creates systematic social change by encouraging youth to manage their own development organizations and thus create generations of social entrepreneurs and social leaders.
The American University in Cairo (AUC):

AUC-AUB was founded in 2002 and works in Ain El Seera. In the year 2012-2013 they reached almost 60 members. They were able to achieve the following during last year:

- Worked with 50 kids (social awareness and educational classes).
- 20 computer learning cases.
- Issued six successful loans.

Ain Shams University (ASU):

AYB-ASU was founded in 2003, and works in Ezbet Abo Qarn. In the year 2012-2013 they reached 300 members. They were able to achieve the following during last year:

- They worked with 20 illiteracy eradication cases in order to be able to take the exam during the year.
- Worked with 55 kids (social awareness and educational classes).
- Issued three successful loans.
- Working on having their own community center in El Ebaa and already they were able to achieve 50-60% of this target.
- Seven events and campaigns throughout the year.

The German University in Cairo (GUC):

AYB-GUC was founded in 2008 and works in Matariya. In the year 2012-2013 they reached almost 250 members. They were able to achieve the following during last year:

- Worked with 40 kids (social awareness and educational classes).
- Issued 15 successful loans.
- 18 illiteracy eradication cases.
- 15 computer learning cases.
- 10 various events throughout the year, whether targeting beneficiaries or GUC students.
- Three charity campaigns.

Arab Academy of Science and Technology and Maritime Transport (AAST):

AYB-AAST was founded in 2010, and works in Boulak Aboul Ela. In the year 2012-2013 they reached almost 50 members. They were able to achieve the following during last year:

- Worked with 12 kids (social awareness and educational classes).
- 5 computer learning cases.
- Three illiteracy eradication cases.
- Mosque Makeover event.
- Medical Awareness campaign - World Health Day.
IV. FRANCHISES ACTIVITIES

Cairo University - Faculty of Pharmacy (FOPCU):
AYB-FOPCU was founded in 2010, and works in Zeinhom. In the year 2012-2013 they reached almost 40 members. They were able to achieve the following during last year:
- Two Medical Convoys.
- Worked with 40 kids.
- Seven Medical Awareness Campaigns.
- Five Social Awareness Campaigns: Female Genital Mutilation - personal hygiene – the dangers of smoking and drugs – water conservation – combating violence against children.

Qanat Al Suez University (Ismailia):
AYB-SD Ismailia was founded in 2010, and works in Batheem. In the year 2012-2013 they reached 100 members. They were able to achieve the following during last year:
- Worked with 120 kids (social awareness and educational classes).
- Issued 20 successful loans.
- 10 illiteracy eradication cases.
- 15 computer learning cases.
- 10 employment cases.

Alexandria University:
AYB Alexandria was founded in 2010, and works in Al Haramen. In the year 2012-2013 they reached 140 members. They were able to achieve the following during last year:
- 26 illiteracy eradication beneficiaries.
- 46 children involved in its Child Development Program, receiving social awareness and educational classes.
- Issued seven successful loans, sponsored by Exxon Mobil.
- 120 families reached through its Charity Program.
- 20 women and girls enrolled in the Turning Waste into Jewellery project.

Portsaid University:
AYB-SD Port Said was founded in 2011, and works in Portsaid. In the year 2012-2013 they reached 120 members. They were able to achieve the following during last year:
- Worked with 50 kids through its Child Development Program (social awareness and educational classes).
- 30 literacy eradication cases.
- 90 beneficiaries reached through its Charity Program.
- Three publicity campaigns about AYB-SD in the university.
- Street awareness campaign on breast cancer.

Helwan University:
AYB-SD-HU was founded in 2012, and works in Boulag Abul Ela. In the year 2012-2013 they reached 67 members. They were able to achieve the following during last year:
- Served nearly 450 families through its Charity Program.
- Provided 11 beneficiaries with illiteracy eradication courses.
- Worked with 30 children through its Child Development Program (social awareness and educational classes).
- Micro-financed one project.

Assiut University:
AYB-SD Assiut was founded in 2012, and works in El Megahdeen. In the year 2012-2013 they reached 50 members. They were able to achieve the following during last year:
- Worked with 25 kids (social awareness and educational classes).
- Issued four successful loans.
- One Medical Convoy.
- Four various events.
- Reached at least 180 beneficiaries through their charity program.

MUST:
AYB-SD-MUST was founded in 2013, and works in Boulag Abul Ela. In the year 2012-2013 they reached 40 members. They were able to achieve the following in the last year:
- Worked with 30 kids (social awareness and educational classes).
- Six different events and campaigns.
- Two micro-loans.

Al Azhar University:
AYB-SD Azhur was founded in 2013, and works in El Doweiqa. In the year 2012-2013 they reached 50 members. They were able to achieve the following during last year:
- Worked with 54 kids through their Child Development Program (social awareness and educational classes).

IV. FRANCHISES ACTIVITIES
V. EVENTS ATTENDED BY AYB-SD

- **Passionista Exhibition**
  - **Date:** January 4, 2013
  - **Venue:** Le Pasha
  - An exhibition to sell various products, where AYB-SD had the opportunity to display its selling materials.

- **City Stars Awareness Booth**
  - **Date:** February 15, 2013
  - **Venue:** City Stars Mall
  - AYB-SD set up an awareness booth for a day at City Stars mall.

- **World Health Day**
  - **Date:** May 28, 2013
  - **Venue:** International Garden, Nasr City
  - A celebration of World Health Day with a theme focusing on blood pressure related diseases. AYB-SD's Education and Awareness Program was represented.

- **El Sawy Culture Wheel NGOs Fair**
  - **Date:** March 1, 2013
  - **Venue:** El Sawy Culture Wheel
  - AYB-SD was represented with a booth at the event, where its selling materials were displayed for sale.

- **El-Fit Fitness Festival**
  - **Date:** June 14-15, 2013
  - **Venue:** Uptown Cairo
  - A fitness event and challenge where many upscale fitness enthusiasts, companies and potential donors were present. AYB-SD has been represented by a booth for the two-day duration of the event.

- **100 Tanmeya Forum**
  - **Date:** June 21, 2013
  - **Venue:** Cairo Opera House
  - An event held at the Cairo Opera house for 100 NGOs to come and advertise for their work and announce any volunteer opportunities or vacancies.

- **Ayb-SD's Education and Awareness Programs**
  - **Date:** October 1, 2013
  - **Venue:** Gezira Youth Center
  - The Ministry of Youth International Day of Peace, under the slogan “Peace for Egyptian children and rights and guarantees”, with the participation of a group of Egyptian children and the children of communities of Arab and African countries and foreign residents in Egypt, as well as civil society organizations and development institutions concerned with the rights of children. AYB-SD participated while presenting the Nestle Healthy Kids project.

- **NGO Exhibition for Egyptian and International NGOs organized by IYD**
  - **Date:** November 15, 2013
  - **Venue:** Goethe Institute, Downtown
  - AYB-SD was there to present the NGO, its main activities as well as its net-work with other NGOs.

- **Unqd Egypt Consultation Session**
  - **Date:** November 18, 2013
  - **Venue:** UNDP Egypt headquarters
  - An event held to celebrate the achievements of the Education and Awareness Program throughout 2013, honouring and awarding partner NGOs and volunteers with certificates of appreciation and gifts.
VI. BOARD OF DIRECTORS

Muhammad El-Ebrashi
Treasurer
Group Director Treasury, Investor Relations, and Strategic Investment, Amer Group

Amir Ibrahim
Board Member
Local Product Group Controller, ABB Egypt

Heba ElBazz
Board Member
People and Organization Client Manager, Mars Egypt

Maryam El-Safty
Board Member
Marketing Strategist, AYB-SD, and Managing Director, Tafanin

Hana Shahin
Secretary General
University Civic Engagement Senior Coordinator, The John D. Gerhart Center for Philanthropy and Civic Engagement, The American University in Cairo - AUC

Bassem Fayek
Board Member
Strategy Consultant at Booz & Company and Co-founder of skillacademy.com

Imane Helmy
Board Member
Research Assistant, German University in Cairo (GUC)

Mohamed El-Kamel
Board Member
Managing Director, AYB-SD

Ahmad Hassan
Board Member
Project Team Leader, British Petroleum (BP), Egypt

Hazem Abdo
Board Member
Demand Planning Horizontal Process Network Leader and Business Expert, Procter & Gamble Egypt

Manal Maher
Board Member
Managing Director, Alkorra Foundation

Noheier Nashaat
Board Member
Child Protection Program Manager, Save the children, Egypt

Dr. Raghda El-Ebrashi
Chairperson and Founder
Assistant Professor of Strategic Management, The German University in Cairo (GUC)

Heba ElBazz
Board Member
People and Organization Client Manager, Mars Egypt

Maryam El-Safty
Board Member
Marketing Strategist, AYB-SD, and Managing Director, Tafanin

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Secretary General
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Board Member
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Managing Director, Alkorra Foundation

Noheier Nashaat
Board Member
Child Protection Program Manager, Save the children, Egypt
In 2013, AYB-SD decided to diversify its sources of income and revenues to improve its chances of financial sustainability and not to depend only on one grant or group of projects grants. 16% of the NGO's revenues come from Corporate Social Responsibility programs, programs' revenues and donations, while 70% of revenues come from project's grants.

In 2013, AYB-SD focused on the Micro-finance program for small and micro projects as it has a clear impact on the economical cycle of individuals and their societies, as it leads to increasing individuals income and provides new job opportunities. Moreover, it has an impact on the economic and commercial activity of other projects. The Micro-finance program for small and micro projects represents 67% of the NGO's expenditure compared to 20% for Training and Employment program.

Since 2009, AYB-SD began spreading its development model mainly through the Micro-finance program and Training and Employment program in Upper and Lower Egypt. AYB succeeded to provide the technical and financial support to various entities and NGOs in different governorates to serve beneficiaries in these areas. The activities carried out in these governorates constitute 40% of AYB-SD's total activities and expenditures.
AYB-SD would like to express its gratitude to all individual and monthly contributors for their generous and constant support of our developmental activities.

**Micro-finance Program**
The MasterCard Foundation
Nahdet El Mahrousa
International Youth Foundation
British Petroleum
Lafarge
JP Morgan Chase Foundation
Embassy of the Kingdom of the Netherlands
Misr El Kheir Foundation
Embassy of Japan
Global Biking Initiative
ExxonMobil Egypt
Bank of Alexandria
Pico International Petroleum
Ensisal
Nissan
World Bank
Casper & Gambini’s Egypt

**Training for Employment Program**
The MasterCard Foundation
Nahdet El Mahrousa
International Youth Foundation
Embassy of the Kingdom of the Netherlands
Misr El Kheir Foundation
Embassy of Japan
Embassy of the Kingdom of the Netherlands
World Bank
Solidarity Accor
Drosos Foundation
Schadul

**Education and Awareness Program**
Nestle Egypt
Global Fund for Children
ExxonMobil Egypt
Bank of Alexandria
Nassia

**Government Institutions**
Ministry of Social Solidarity
Ministry of Education
The National Council for Childhood and Motherhood

**In-kind Contributors and Supporters**
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The Community Development Association, Village 7, Elbeheira
Arab Association for Human Development in Fayoum
Zaheer El Nayera Coptic Development Association
Al Noohod Bali Foundation Association
Al Daleel Wall Enshad Association
Zohour Kheir Allah Association
Nahdet Kheir Allah Association
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Sahar Association
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El Sharqeya Youth Association
Faculty of Medicine Student Union, Egypt
Youth Association for Housing and Development in Alexandria