



People Development Foundation

Corporate Presentation

Decree 3588

PDF is a foundation created by



in 2009 and to function as

the company's arm for promoting CSR
We are a group of young Egyptian professionals passionate about building capacity and development in our communities

Vision, Mission & Objectives

Vision

Self-sustainability and security for the vulnerable populations in our community

Mission

To provide services for disadvantaged youth and their communities, creating job opportunities through training and entrepreneurship and developing communities



Objectives

- Developing and empowering youth with the skills required in a dynamic economy
- Providing entrepreneurs with microfunding and mentoring
- Building and improving poor communities based on identified development needs

The People Development Foundation PDF was founded in 2010 under the decree 3588 of the Egyptian Ministry of Social Solidarity

PDF has an agile strategy of providing services and support based on community and market demand

Strategic Agility



There are three programs dedicated to achieving our strategy: Capacity Building, Microfinance and Community Involvement

PDF Programs Overview

Training & Capacity Building



- **Free training programs** for unemployed graduates in economically growing sectors both nationally and internationally.
- We seek entities that are willing to **sponsor training programs** and hope to find **targeted employment** for the graduates

Microfinance



- **Microfinance** addresses **entrepreneurship** and helps youth create their own employment opportunities
- **Loans** for working single mothers and youth (irrespective of education), financing projects ranging from 500 LE to 5000 LE

Community Involvement



- **Community Development**, examples include: financing roofs and homes for underprivileged families, building water and electricity infrastructure
- **Seasonal Charity**, examples include medical aid, iftar for the poor during Ramadan, food boxes during shortages and crises

Results Achieved

- **6 training programs**
- **2,350 people trained**
- **1,890 people employed**

- **100,000 EGP in total funds deployed**
- **60 loans provided 14% interest**
- **15% of loans repaid**
- **8 loans re-deployed monthly**

- **14,000 food boxes delivered**
- **98 regular patients**
- **37,000 Blankets delivered**
- **3,000 hot meals per month**
- **7000 food box 20 critical patients during revolution**

PDF's training & capacity-building program is helping young Egyptians find employment based on market demand

Training & Capacity-Building

Cooking Program



" I really benefited from the course particularly on a personal basis and it gave me hope at the point of real despair"

- Hossam was enrolled in the foundation's cooking program. At the beginning, he expressed his that the program would be any different from other trainings he attended that did not help him find employment opportunities
- He was encouraged to attend the training for ten consecutive days and then assess for himself whether or not he wanted to continue. Hossam was trained by a professional cook and received an international certificate when he graduated from the program.
- After graduation Hossam did not need any further help from the foundation. His qualifications got him employed in Grand Hayatt with a monthly salary of 1,400 Egyptian Pounds. Hossam now sees a future to his career and hopes to be promoted soon.



Autism Shadow Teaching



- **Hassan Nayel ElHelali:** currently working in many centers as a sports trainer for autistic children, he also runs his own business
- **In his own words:** "This training was very strong and allowed me to make a prosperous start"
- **Iman Mohamed Naguib:** currently working at a nursery for autistic children
- **In her own words:** "I really benefited and learned how to interact and deal with children and was later employed at a nursery for a very good salary"

Workshops

- PDF has conducted multiple workshops particularly in the sphere of entrepreneurship and environmental awareness

Our microfinance program is providing youth and women with opportunities for entrepreneurship and self sustenance

Microfinance Success Stories

Success Story 1: Individual Recipient



" I am so happy I got this chance...hope is always there"

- Mahmoud Abdel Monem Awad obtained a loan for 1500 LE
- His business was developing bases for lamps, each one costing around 500 LE , required for his business of making lamps using colored glass
- His loan officer, provided to help him out through PDF, also supported him in his marketing and sales efforts, by helping him land a contract for 50 lamps in a shop in Abdel Azuz street..



Success Story 2: Group Recipients



" Of course I will pay back...I will need more money for my dream shop"

- Gamalat Younis Shahat received 3000 LE to develop a food business with her daughter in law and niece to sell vegetables, cheese and bread
- Her dream is to own an actual shop someday and the loan provided to her by PDF was a step in that direction..

PDF's community involvement program has a two-pronged goal of developing poor communities and providing seasonal charity

Community Involvement Success Stories

Success Story 1: Community Development



Development Challenge:

- In Beni Suef communities, people were living with poor roofing, unstable walls, in absence of a drainage system, and other abominable housing conditions.

Results Achieved:

- Funds are getting raised for 68 families in Beni Suef to rebuild their homes and improve sanitary conditions within the neighborhood. Electricity networks will be repaired, roofs refurbished and walls restructured (we have 100000 LE of the 890000 LE needed)



Success Story 2: Seasonal Charity



Development Challenge:

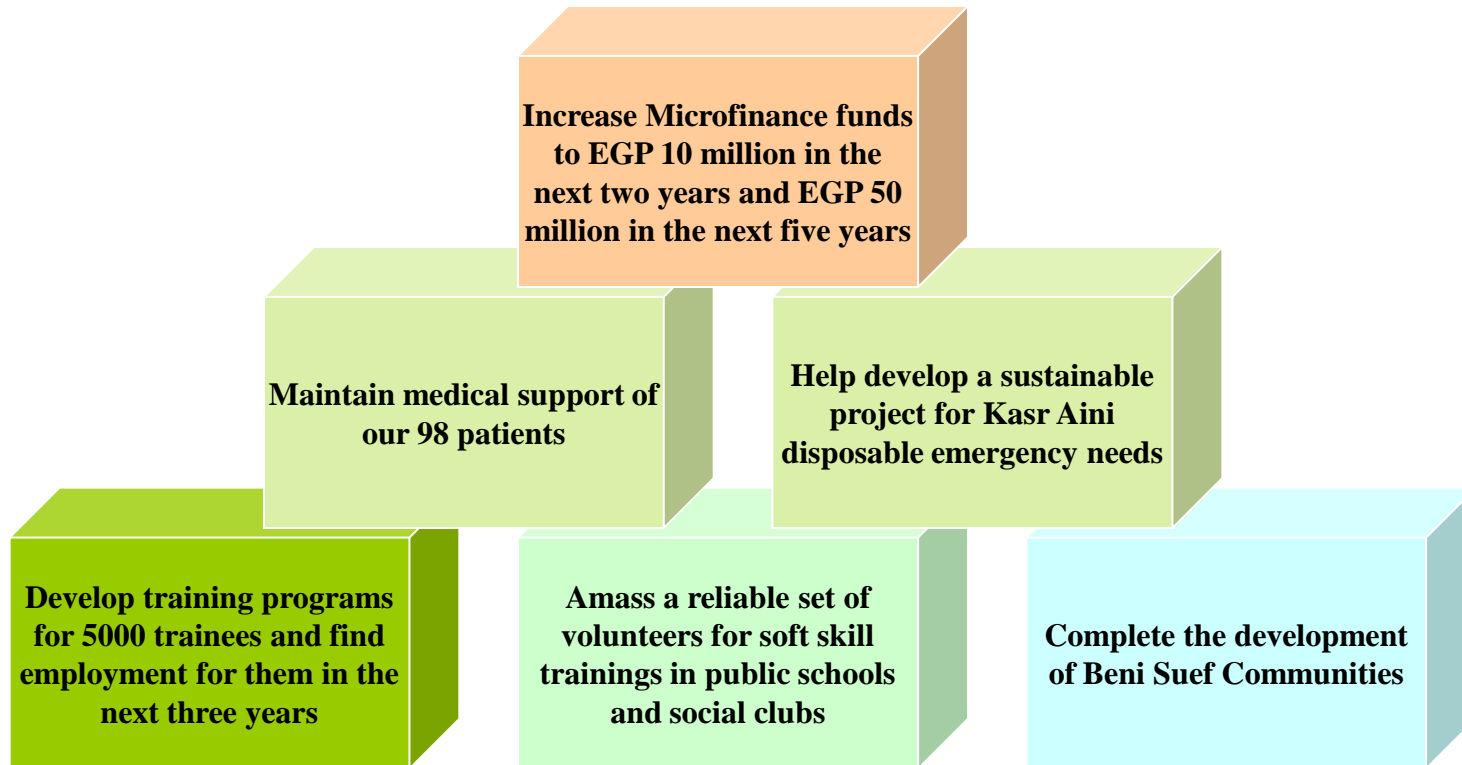
- In light of the current events in Egypt, many workers have lost their sources of income and unable to support their families with basic needs

Results Achieved:

- Funds were raised to purchase supplies, pack food boxes, and distribute them to those negatively impacted by current events to help them survive their current state of unemployment (7000 food boxes)
- We are proud to be among the first to react to the revolution, we started on the 3rd of February..

While PDF has demonstrated measurable successes, our goals remain ambitious for the future

PDF Future Stepping Stones



We have partnered with major companies in the private sector to support our work. PDF shares with its stakeholders the common goal and mutual vision to enhance capacity building and to maintain human security and sustainability.

**Hashem Brothers
for Essential Oils and Aromatic Products**



- The hashem brothers (HB) family partnership in the field of agro business has come a long way since its establishment in 1974.
- Hashem Brothers is an active member of the United Nations Global Compact and has been chosen as one of the top three models in the world published in the official UNGP website (notable reports)
- HB supported PDF in its community involvement program, particularly in the Beni Sweif total community development project.

PDF Partners



Hussein Sabbour Consultant Bureau



- Engineer Hussein Sabbour has individually as well as with other established the group, all these establishments have had a vital and basic role in The development of engineering as well as governmental or private consultancy services in all fields and branches of engineering in Egypt and some Arab countries .
- Sabbour Bureau supported PDF in its community involvement program, particularly in the Beni Sweif total community development project by pledging engineering solutions and supervision of the construction of the houses.

There are various ways you can support PDF in helping develop people and our surrounding communities

- Creating a PDF friends list
 - » Show us your support
- Sponsorships
 - » Alex Bank 126016959001 Haram Branch
- Volunteering to teach for soft skills
 - » send CV on info@pdfegypt.org titled volunteer and stating your specialty
- Ideas and places for micro financing and disadvantaged locations.
- For more information please visit the website www.pdfegypt.org, email us info@pdfegypt.org
- Call us 37426558 or visit us in person at General Mohamed Aly Fahmy Marioutia Pyramids

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Proudly a member of the Egyptian youth federation