



It is December again, in a couple of weeks we are celebrating the coming of the New Year 2020. We want to wish you all a wonderful and safe celebration and a blessed coming year. We hope your holidays will be filled with joy and laughter throughout the new year. Happy new year from all of us in Heya Masr!

We are here to look back, count the blessings, measure the impact and assess our 2019 effort. Once again, this year has proven that we are on the right track. Our effort to make a real change and lasting behavior improvement in the lives of our young Egyptian generation is undeniable.



Let me explain one thing first. Many of you don't know why we named our organizations "Heya Masr". Actually, our organization's full name is "Our Hope Heya Masr for the Society Development"

Heya Masr translates to "She is Egypt". When I started this effort over 6 years ago. I and my team had a core belief that for a society to be fruitful and progressive is for the women to be the focal and the focus of the investment today at a young age. The young women we work with are the next generations of moms, coworkers and the make of the future. Studies after studies show that such investment in young women plays an important key in the improvements of any society. Therefore, She is Egypt " Heya Masr" is a slogan we carry over our heads. Saying, Women. we understand your value in our Egypt. You make the difference, you make things happen, you leave a lasting impact and you make Egypt a better place. We don't stop there, we pursue our vision with our motto Love, Educate, and Empower!



Here is a quick list of achievements that we should celebrate together:

- In 2019 We conducted 10 classes, with a total impact of over 170 children. 135 girls and 40 boys.
- Each girl or boy received over 30 hours of training centered around Character development, Nutritions' healthy wellbeing, and Sexual harassment and bullying awareness.
- New Partnerships in multiple places in Cairo such as Banaty, Childhood rescue center, Association of People of Determination, Our Boys, and others.
- Redesigned and customized curriculums to fit more communities and widen our impact.

- Participated in 2019 International Women's Day and Women 2 Women in partnership with the US embassy and the Egyptian Ministry of Youth and Sport
- Our Founder Moody Demetry was honored to part of the Women2Women America 2019 - Listening Panel

But, wait, before I share any further. I am super excited about sharing something that is happening in January 2020.

Let me introduce you to **Liz Warner**, a runner, and passionate woman about women and humans in general. She is American Born and raised in Atlanta, currently based in Paris. Liz kicked off Run to Reach to inspire and empower every runner to change the world by connecting locally with the places they run in. As she committed to run 30 marathons before turning 30, and in each country Liz runs, she is supporting an organization that makes an impact on women. Liz finished 22 out of her 30 marathons and on January 17th, 2020, she is running the Egyptian marathon in Luxor City in support of Heya Masr!! isn't that SUPER exciting!!





It is the end of 2019, and what a better way to look into the eyes of those young children and see hope for tomorrow. I quickly put this video together to give you a snapshot of the work we have done in 2019. So many lives we touched and changed. This is a powerful calling I am taking with my year to year.



About 6 years ago, when we first started Heya Masr. I was inspired to make this video to send a strong message. The message is clear, that we cast our judgment on people within the first 3 seconds we lay our eyes on them. Even if we don't know them personally. But usually, have the wrong impressions.

In our middle eastern society, we label people with awful naming even when we don't speak it, but we surely think it.

In our Heya Masr program, we train girls and boys on developing their characters, to develop a mental strength to overcome the negativity that others can cast on them. This is achieved by training them to increase their self-awareness and find the qualities within them, and work on strengthening it. As a result, they enhance their decision making and excel in life because they learned to have a choice on life vs accept life passively.

In addition, we take their news skills and put them into practice. Getting taught on healthy eating habits and give them the tools to stand firm against the rising numbers of bullying and sexual harassment. The comprehensive program has been running for over 6 years and has been making a significant impact in all our classes and in every community. As a young girl or a boy, gain and grow in confidence as she or he realizes the power of their decisions making on their lives.



		<p>HEYAMASR.ORG</p> <p>RAISING A GENERATION OF EMPOWERED WOMEN ACROSS EGYPT</p> <p>HEBA.SAMY@HEYAMASR.ORG TEL: +201010923214</p>
--	--	--

Building Egypt's future generations one girl at a time

Who should you contact: Heba Samy, our Development Specialist is waiting to introduce Heya Masr to you. Tel: +201010923214

OUR PARTNERS



Youth & Sport Ministry

As we enter the new year, we reflect on how much we value our partners and the work we do together. We are thankful for all of you. Together, our common mission to change the future of Egypt by impacting the young generations is possible! In the three parts program, we train our girls and boys on how to regain their self-confidence, how to draw their dreams and goals for the future. How to increase their inner self-esteem, how to make the right healthy choices in life, when it comes to eating, hygiene, and how to stand strong against the rising bullying and sexual harassment. The results are outstanding and the parents are very proud of them. We impact the whole community as we invest in young kids and their parents.



Big thank you to the Boston Empower Peace Non-profit, and their continued partnership and support.

It was an honor I had in 2019. Not only representing Heya Masr but also to officially get invited and participate in the 2019 Women2Women-America Listening Panel. In the past August, at the State House in Boston, MA. I and the rest of the listening panelists were honored to sit, listen and discuss the presentation of Delegates' Action Plans done by this year's class of female leaders. 2019. was the largest ever with nearly 140 young women from over 35 countries.







I am very honored and proud of those young leaders who presented their action plan that they have developed to address a social issue of concern in their community and their countries!

Truly a humbling experience!



WOMEN 2 WOMEN EVENT



Building Egypt's future generations one girl at a time      

empower women 2 women leadership conference" with the American embassy in Cairo and the Youth Ministry for Sport. Absolutely proud of all you and your passion to help the next generation of Egypt!

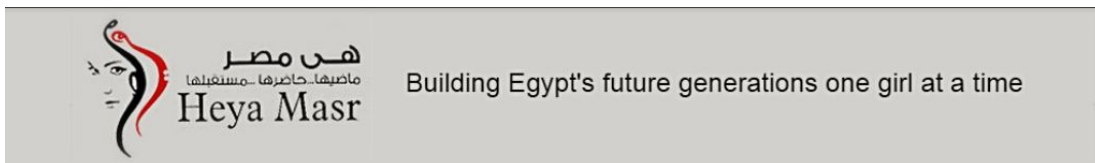
2019, what a wonderful year we had. We have grown our team and our reach. We need your support more than ever. Please, take a moment and send us your support. Pray for us and contribute to the effort happening on the ground. We are proud of the success we made to date and committed to continue our work to change the future for kids all over Egypt.

Moody Demetry

Founder and Director of Heya Masr

Restoring Pride and Dignity of Egypt by empowering young women mentally and physically

+1774 265-0157



HEYA MASR Founded in 2014 and ran as an initiative for three years. In 2017 was registered as a social nonprofit organization with a headquarters office in Ain

**Shams Cairo Egypt. HEYA MASR registered and approved by the Egyptian Ministry
of Social Solidarity under the number 10407**

Heya Masr Newsletters:

<https://us10.campaign-archive.com/home/?u=494b37bb78b078924e67985a2&id=2d8929bff0>