



ANNUAL REPORT | 2019





جمعية الفن للتنمية

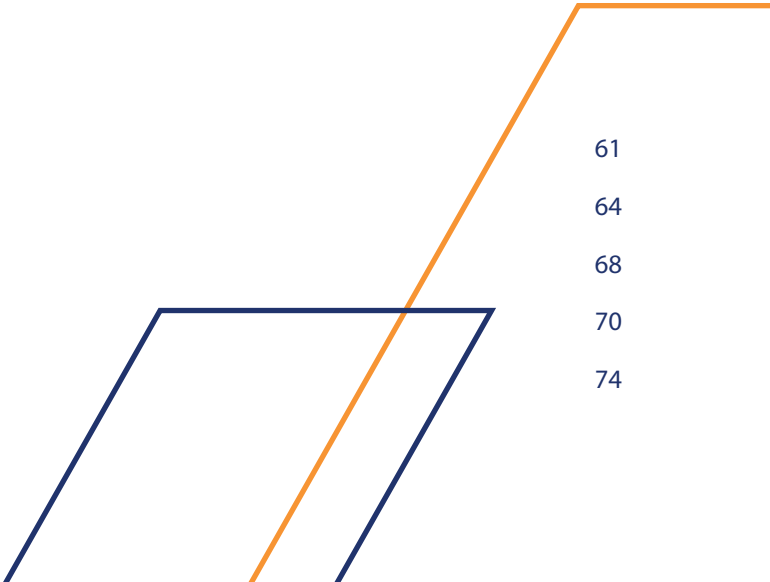
Media-Arts for Development

Registration 6184/2005 Ministry of Social Solidarity



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ORGANIZATIONAL OVERVIEW



FOUNDATION AND HISTORY

Ever since its foundation in 2005, MADEV has been known for providing services to society at large, and especially to marginalized groups. Among MADEV's most important services is presenting values, knowledge, and ideas important to all segments of society in a way that is original, creative, and interactive, using all the different media and art tools available. We do this through simple, short messages that more effectively communicate our values with the society members.

MADEV aims to create positive change in society through media arts, which is what led us to our slogan **"Creativity Transforms"**. We adopt talents, discover the strengths in all the various groups of society, and develop them till we achieve actual change needed in society in general and in the lives of individuals in particular.

ABOUT US



THE ORIGIN AND GOALS OF MADEV

MADEV (Media-Arts for Development) is an Egyptian Non-Governmental Organization aiming to use the art and technology of media as a tool to serve development causes for a positive impact in the Egyptian society. MADEV was registered under the Ministry of Social Solidarity in 2005, registration number 6184/2005.

MADEV adopts causes to support and advocate for various social

groups such as children and their families, women, and young people, addressing all of society holistically. From this starting point, MADEV cooperates with all the groups related to social developmental and civil society to create awareness programs for Egyptian youth, children, women, and families.

MADEV also aims to organize training workshops in partnership with other NGOs and civil society

organizations to raise awareness and improve the skills of workers in various fields. MADEV creates television shows to inform various social groups of development issues and train civil society professionals to be able to use these programs in spreading awareness of the issues addressed in their own programs.

Finally, MADEV trains youth in media production skills to help them achieve positive expressions of their causes.

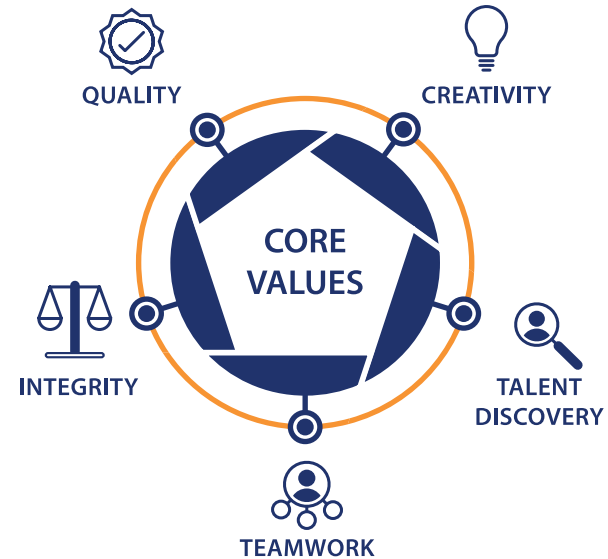
MISSION

Our mission is to use media arts as a tool to achieve support and advocacy to teach, direct, motivate, and encourage positive change in Egyptian society through workshops, training, and media production.

VISION

Our vision is to enable individuals and groups to work towards positive change in Egyptian society through media arts.

VALUES



WHO DO WE SERVE & OUR TARGET GROUPS

Different categories in Egyptian society, especially:



Children



Women



Youth



Children and
Youth with
Special Needs

A WORD FROM THE BOARD CHAIR



Dear Esteemed Partners of Media-Arts for Development (MADEV) NGO,

I hereby present to you my deepest gratitude for your support to MADEV NGO in successfully completing its 2019 projects as planned.

MADEV's team and board of directors are grateful for every effective partnership and supportive efforts received from the Ministry of Social Solidarity, partner civil society organizations, national and international donors. It is an honor for MADEV to be part of the Egyptian NGOs alliance under the National Council for Women, as well as the National Committee for combating illegal migration and human trafficking. MADEV is as well grateful to the esteemed Egyptian Parliament members who supported all efforts of promoting human dignity through MADEV's projects in the various governorates of Egypt.

I thank God primarily for His blessing in accomplishing 2019 projects, and more specifically for the unique team spirit of MADEV's team, performing their duties as a small family striving to develop its big family; the community. This passion, working against time, continuous out-of-the-box solution findings are very unique attributes of this team. The team's commitment to support the marginalized and vulnerable individuals as well as giving voice to the voiceless goes far beyond any signed agreement or contract. This effort that endlessly tries to be creative and innovative to support the community out of pressing challenges to a new tomorrow where peace, justice and mercy shine to color the genuine media arts created by talented Egyptian youth who positively take part in shaping the future civilization of Egypt.



I feel so honored and proud to have the opportunity of being part of this NGO dedicated to achieving its vision. I am happily impacted by statements mentioned by the projects' trainees such as "Thank you, when I came to attend this workshop today I could not breath, yet now I can." This precious lady came to attend the workshop loaded with sadness and frustrations. She was able to open up, share her emotions and was respectfully accepted and felt deep empathy from MADEV team, the trainer and other trainees. This and many similar situations give life a richer meaning than any other success can. MADEV's team, with the help of God, was able to give beneficiaries a safe haven where they can easily find their own unique self-worth and discover new hopes and new abilities to stand against everything that deprives them of their precious value.

No words can express my deep gratitude for every member of MADEV's team for working from their heart, with pure intentions and ethical commitment to empower every child, youth or woman we were honored to work with. History will remember that you have pushed away a lot of despair from the path of hundreds of precious individuals who have every right for life, freedom, discovering self-worth, escaping the chains of failure to receive a new ray of hope and rest in a new day. I wish you an amazing fruitful future with very successful multiplied efforts and projects to celebrate, God willing.



Finally, I thank you for your time to read the following MADEV's 2019 annual report that sheds the light on the projects' activities in detail.

Thank you and best regards.

Sincerely yours,

Mona El Serafy

Board Chair

MADEV



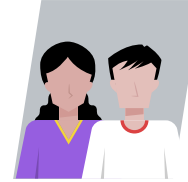
A GLIMPSE OF 2019 IMPACT



A GLIMPSE OF 2019 IMPACT



140 Youth
Learned media skills



475 Men & women
Attended film screening and
supportive groups sessions



1560 Women
Gained psychological support



160 Children
Acquired life skills training



135 Men
Gained psychological support



40 Facilitators
Learned to empower children
on life skills

OUR DEVELOPMENT PROJECTS



Youth Projects



Future Leaders Project

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PROJECT BRIEF/DESCRIPTION

Empowering youth to let their media skills flourish.

PROJECT OBJECTIVE

- To enable young people to use various platforms in producing short films.
- To enforce and build their capacity for art of these new generations for using all possible tools of Social media to present creative ideas.
- To produce audio-visual programs, of 1-2 minutes duration each, and use them in their own communities.
- To enhance their leadership skills.



ACCOMPLISHMENT/ACHIEVEMENTS

1- Sudanese Filmmaking Workshop

Through this workshop, training team has conducted the media training workshop along 4 continuous days from 4th till 7th of March 2019 in MADEV's office in Cairo.

With Total of 11 trainees (6 females & 5 males) participated in this workshop. The trainees have participated in creating content plan, create trendy inspiring ideas, and receive theoretical, practical and hands-on training in filmmaking techniques such as: cinematography, directing, editing, and scriptwriting.

The trainees created 2 short films by the end of the workshop as practical outcomes, the titles of the films are "Love can heal" and "Know the truth before you judge".



Participants' testimonies:

- One of the participants shared how the workshop was very fruitful to him and it was a true learning experience, that he was asking for the possibility to implement such media training workshops in Sudan for the Sudanese youth due to the shortage of such trainings.
- The participants shared how they felt the team work and inclusion spirit as trainers and trainees together as one team.
- One of the participants shared how leadership is so effective and has a great impact with the surrounded people, and true leadership does not mean giving speeches and commands it's a living model that cares about people.



2- Second Filmmaking Workshop

Through this workshop, training team has conducted the media training workshop along 6 continuous days from 27th October till 2nd of November 2019 in MADEV's office in Cairo.

Total of 19 trainees (4 females & 15 males) participated in this workshop. The trainees have participated in creating content plan, create trendy inspiring ideas, and receive theoretical, practical and hands-on training in filmmaking techniques such as: cinematography, directing, editing, and scriptwriting.

The trainees created 2 short films by the end of the workshop as practical outcomes, the titles of the films are "discrimination between community members" and "it's okay for men to say we can't".



Participants' testimonies:

- One of the participants shared that he was inspired by the special spirit created by the workshop trainers; they are not only offering high quality and professional content but also the humble and cooperative spirit.
- One of the participants attended 2 film making workshops before in the project and this was the 3rd workshop for him as he wants to learn all the 4 media tracks.
- One of the participants is a mass communication graduate shared on how this workshop is more practical and professional compared to her education during the university.



El Sekka “The Path” Activity

Decorative geometric lines in dark blue and orange, including a parallelogram and a line extending from the title area.

PROJECT BRIEF/DESCRIPTION

El Sekka is the filmmakers' home, you will learn more about this passion and become part of a community that will share your dreams and help you reach them. We chose the name of El Sekka (The road) as we are not heading to a destination, it is an open path of self-development. El Sekka also is a word used in the shooting location describing one of the camera movements. El Sekka is a place to train those interested in the film industry, starting from the formation of the idea all through the different stages till the final product is delivered to the audience.

OUR WORKSHOPS

Film-making, Directing, Editing, Acting, Producing, Script-writing, Cinematography, Costume Designing, Casting, Sound Engineering, Voice and Speech, Makeup for Film & TV, Broadcasting, 3D Animation, Documentary Film-making, Photography and more.

ACCOMPLISHMENT/ACHIEVEMENTS

- **Create a “El Sekka” Project**

A new brand in the field of filmmaking is created in terms of name, logo, online appearance on different social media platforms, i.e. Facebook and instagram. Designing and printing El Sekka wall sign, El Sekka banner, Workshop certificates.

- **Creating an Online Identity**

Although El Sekka has been on social media only for 6 months yet the effect and exposure has been noticed and we believe this is one of the most noticeable points this year.

From March 2019 till Sep 2019:

Page likes on FB is **32,019**

Total FB page reach is **2,698,940.00**

WORKING ON THE RENOVATION OF EL SEKKA STUDIOS

1. An editing studio equipped with 10 updated laptops so every trainee can work individually on his/her project.
2. An editing unit equipped with updated software for trainees or even internal use for El Sekka Editing purposes.
3. A library that is available for writing workshop or any type of lectures.
4. An acting studio/ a filming location equipped with a lighting system, an audio system and a wooden floor for acting/dancing rehearsals.
5. An audio studio equipped with updated software where sound tracks are recorded and audio workshop students are working on their projects.

WORKSHOPS

- 4 long workshops: 1 script writing workshop with a result of 4 short movies script, 1 cinematography workshop with a result of 1 project, and 2 audio workshops with a result of 9 audio projects.
- 3 “one day” workshop: 2 acting and 1 script writing.
- 1 screening for “Fork and Knife” short movie: a famous short movie joining more than 4 festivals and nominated for many prizes was screened at El Sekka with the presence of the writer and the director who is a young filmmaker whose movie is his 1st project in the field.
- Total N# of attendees in El Sekka events is 82 participants.

To watch the video, click [here](#)

El Sekka “The Path” Activity



Diversity Treasure Activity

A dark blue horizontal rectangle occupies the upper half of the slide. An orange line starts from the right edge of this rectangle, extends horizontally to the right, then angles downwards and to the left, passing through a light blue parallelogram shape located in the bottom right corner of the slide.

PROJECT BRIEF/DESCRIPTION

Diversity Treasure activity started 2 years ago with a field study with partner NGOs through focus group discussions about forms of diversity in each community and acceptance of diversification due to political, religious, gender, ethnicity, etc.. in addition to the best way to enhance the communication between different groups and increase the tolerance and acceptance. The participants recommendation was to work more with youth and use media as a creative way for communicating messages.

During 2018, MADEV conducted a filmmaking camp for 29 youth representing different sectors from the community, through which the participants were exposed to the idea of acceptance, tolerance and its impact.



In 2019 MADEV produced a high-quality video for the song “Shams”, which calls for the concept of tolerance and acceptance of the other within society for use on social media, the song is by Rasha Al-Sharnoubi, Salah Bagato and his band, the words of Essam Makar and directed by Rami Nassif.

The short films created by the trainees in the filmmaking camp have also been modified to suit the campaign on social media.

Link for the song, click [here](#)



Women Projects



“Living for a better story” Activity

Nooun



PROJECT OBJECTIVES

1. Emotionally intelligent women in target areas.
2. Divorced women empowered to combat the social and emotional pressure.
3. Emotionally intelligent men in target areas.

ACCOMPLISHMENT/ACHIEVEMENTS

1- Emotionally Intelligent Women in Target Areas through:

First: Online Gender Magazine www.nooun.net

Specific objective of the online magazine:

- Developing a model via social media “Nooun website and Facebook page” as a safe space to express the concerns of women, through a set of campaigns and articles dealing with various topics to educate women about their psychological and mental health, as well as some issues that concern women at the local level.



- In 2019 Nooun launched 8 different online campaigns, including: "Tell your story Nooun", "Theory of Love", Female Genital Mutation "FGM" Campaign with the title "We Can get over it", "Dabary we wafary", Post-traumatic disorder campaign with the title "After the Shock", and "A New Step" throughout 2019.

Nooun social media statistics:

- Website traffic: **507.172**
- Facebook account:
 - Total Fans: **435,295**
 - Net Likes: **32,911**
 - Total Engagement: **902,805,000 million**



Second: Offline Events

“That’s why I choose to tell” Book

- Nooun launched their 2nd book “That’s why I choose to tell” with Dar El Shorouk.
- The book collects tales from “Nooun” website writers, writers aware of the culture of story telling and its tangible effect in creating warm circles of expression, expressing their dreams and concerns and their desire to open the doors that have been closed inside them for a long time.
- The book was presented in the Pavilion of Dar El Shorouk at the Cairo International Book Fair; implementing a signing ceremony with the book writers in Misr El Gedida library and a releasing ceremony in Maadi library in the occasion of the international women’s day on March.



“Tell your Story” Nooun Workshops

Specific goals for “Tell your Story” Nooun Workshops:

- Implementing number of workshops in the targeted governorates (Cairo, Damnahour, Dakahlia, El Zagazig, and Alexandria) in the name of “Tell your Story” for a group of women to support them with issues related to their mental health, and implementing support groups to help them speak out in a safe environment.
- Helping girls and women from the age group of 18 to 50 years old to accept themselves through the use of various arts such as (drawing, acting, sculpture, musical rhythm, artwork, and kinetic expression) to help them speak out, discover, and accept themselves.

Actual Achievements:

- 62 “Tell your story” workshops were organized for 1470 women in the 5 cities. It covers topics such as:
 - Self-image
 - The subject of “real value”
 - Relationships “rights, the limits of relationships”
 - “FGM”
 - Trauma and its psychological impact
 - The types of love “marriage”
 - Feelings of “guilt”
 - “Inner beauty” & “Wrong thinking”

Quotes and feedback from the participants:

- Helping girls and women from the age group of 18 to 50 years old to accept themselves through the use of various arts such as (drawing, acting, sculpture, musical rhythm, artwork, and kinetic expression) to help them speak out, discover, and accept themselves.
- I am happy that I expressed my feelings and for the first time, I try to express them in color and drawing. when I am at home, all I feel is I want to understand my feelings and I used to color and I prefer to show all my feelings on paper.
- The most thing I learn from the workshops is the experience of others within the storytelling group, I have a feeling that I am not alone, who has experienced pain in this world. Thank you for the safe space that Nooun travels to give it to us.
- I am so happy that I am a member of “tell your story” workshop, this is the first time I participate in something about me not for my husband, or my children, or anyone in the world. I knew that I had a value here in this place.



- Nooun meetings has touched me a lot, I learnt many things and good behaviors, and we learned about how to deal with the other. And we love each other and share with each other's different interests and how we raise our children and cooperate with our husbands, relatives and friends.
- "Tell your story" meeting, a wonderful and fruitful gathering. I do not miss a meeting because I found in it a remarkable result in modifying behavior and self-discovery again, the most beautiful and wonderful is support, it is really strong support, whether psychological or moral. A meeting that encourages me for work, renewal and the wonderful relations between us, in which we have become a family, and I hope to continue with strength and increase the number of times I attend per month to be twice.
- An old pain and hurt was opened, but perhaps it is the time to actually recover and not put a bandage on this hurt. Waiting for you next time to help me recover more.
- The lecture is very enjoyable, the selected subjects are very good, I learnt from it, and the presence of people at my age helped facilitate communication.
- Very grateful, when I came, I was not able to breathe, and now I am breathing, thank you.



Some pictures of tell your story workshops in the governorates



2- Divorced Women Empowered to Combat the Social and Emotional Pressure

Specific objective:

- Supportive workshops for divorced women with the title “Tomorrow for you” through the implementation of sessions dealing with some issues to enable women to manage the social and emotional pressures that they are exposed to after the shock of divorce.

Actual Achievements:

- 9 Divorced women joined a workshop of 18 sessions for combating social and emotional pressure as divorced women.
- The sessions presented once/week. Each session includes a lecture and support group.

Sample of quotes from attendees:

- I had problems in workshop commitment because of my parents and they threatened me not to take care of my baby during the weekly workshop.
- I felt I couldn't have a free will or take any decision by myself because I am afraid of my parents' authority, but after the workshop especially self-affirmation lecture and understanding my rights I changed to take my self-authority and take my decision by myself.



3- Emotionally Intelligent Men in Target Areas

- Preparing and developing a field study (baseline) to identify the psychological needs of men in the targeted communities through the implementation of focus groups in each governorate. This study aims to specify what psychological needs the male community suffers from and ways to deal with their stress and suggest appropriate activities for the intervention.
- **Men's workshop:** "Stress Management – For Men Only" Workshops, 11 workshops were conducted in 2019. The aim of the workshop is to help young men and men from the age group 20 to 50 years to help them relieve the burdens and pressures of life and accept themselves through educational lectures and support groups and psychological support and give a free space to express feelings, and the work of a safe society to tell about the challenges and difficulties they are going through In life, use some fun activities.

Topics covered

- Abusive relationships, is it foolish anger, wrong thoughts and beliefs, right relationships. We received an average of 135 men during the workshops.

Comments from the men workshop participants:

- I am very grateful for the workshop, because I have a sense of freedom, comfort and knowledge.
- The first time I attended a men-only workshop, I was very comfortable, and I felt that my words, my feelings, and my thoughts were understood, and I met men with a similar thought.
- I benefited a lot today, especially the information that I knew today. It will benefit me a lot later on especially in knowing myself.
- I felt safe, and I could express my feelings as they are, and I am not alone.
- The participation was excellent. I was able to express the feelings that I was hesitant to speak about before, I took advantage of the content discussed today, I was hoping the time would be longer.



4- Offline Events that Serve both Men and Women

Cinema Nooun Workshop

11 monthly workshops were held for men and women, showing a movie, discussing and exchanging ideas and feelings triggered within themselves from the movie, opening a safe space to discuss films aimed at psychological support to the community to help men and women from the age group 18 to 50 years to express themselves through discussion groups and speaking up and also use the colors to do the activity of expressing the feelings that they felt by watching the movie to help them discover themselves and accept themselves. 293 men and women participated in Cinema Nooun events.

Topics that we tackled through the movies:

- Loneliness and feelings of guilt
- Happiness
- Mental illness and acceptance
- Real value
- Relationships and self-confidence
- Relationships and realization of dreams
- Dealing with fear



Comments from Cinema Nooun Workshop participants:

- Really very happy with the subject of today's movie, especially as it is a topic that faces all people. Special thanks for those in charge of managing the dialogue. Thank you very much.
- A useful and organized workshop, supportive, full of beautiful activities and benefited from valuable information, and expressed an opinion, grateful to the organized team, I will definitely attend again.
- Thank you for the space of comfort, which is not found anywhere in my life other than you.
- The workshop is very inspiring, even though the film is animated, but the trainer is capable to introduce to me an interesting topic in my life, the first time I sit in an organized and targeted discussion session. Thank you.



- The movie and the discussion are excellent. this is the first time I attend a discussion in which everyone expresses feelings by writing and coloring. I am really glad that I knew Nooun.

Microphone Nooun

Microphvne Nooun is a space where men and women gather to discuss and raise awareness of issues related to their relationships. 3 workshops were implemented. The number of men and women is 180 participants.

Topics covered

Automatic thoughts and relationships, psychological differences between men and women,etc..



Once Upon a Time Workshop

Stories is an attractive world that engages the child's imagination and conveys their experience and knowledge, a meeting about telling tales and doing activities that increase imagination, and it makes the fun twice as much for the children and also to help mothers to use innovative ways to tell stories for their children at home. The workshop included 29 participants 12 mothers and 17 children.

Topics covered:

Innovative ways to tell stories that help child's development.

Special comments from workshop's participants:

- The workshop is very good and attractive for children
- Delightful, full of fun tales
- Stories are meaningful, and children are very happy
- My daughter and I benefited greatly



MEDIA PRESENCE

- Radio program “Soft Speech with Sherif” hosted the events director at “Nooun” Fifi Abdel Shahid to talk about workshops of psychological support (Tell your story Nooun) and the effect of the storytelling culture on supporting women psychologically and emotionally. And the success achieved by the support workshops in the governorates.
- TV program “Women cannot lie” CBC channel hosted the project’s website executive director “Dina Farag” and some Nooun writers to talk about “This is why I chose to tell” book and storytelling culture on supporting women psychologically and emotionally.



- (Nortona) TV program on SAT 7 channel hosted Dina Farag, the project's website executive director to talk about the culture of the storytelling and its importance through the texts of "This is why I chose to tell" book and the most successful campaigns launched by Nooun website since its launching.
- Telephone intervention, writer Inge Al-Toukhi, one of the Nooun writers, on BBC Radio, to talk about a new step campaign.

For "Living for a Better Story" promo, click [here](#)



Families and Individuals toward Health “Sanfara” Activity

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PROJECT BRIEF/DESCRIPTION

A program for personality and life skills development. It builds the mental health and provides tools for women's social empowerment in Arab and Middle Eastern societies. "SANFARA" activity also consists of an integration between the psychological support program, art therapy and drama.

81 women received mental health awareness workshops, which included lectures and theater therapy.

The participants expressed that communicating information through interactive activities is a very wonderful thing, and that there is diversity in the way of presentation, and this helped that they continue to attend, as they are eagerly waiting the next gathering.



The most prominent comments on the nature of this workshop:

- Distinctive presentation of the idea and theme.
- The opportunity to talk in a safe environment.
- The workshop created courage for the beneficiaries to speak boldly and to speak up and talk about difficult 7 sensitive issues.



Lectures and Theater Therapy

Stories from Sudanese refugee support workshops:

- One lady shared that she was able to stop beating her children because of the theatre of the oppressed activity, she was placed in the place of her children, and she was able to feel the feelings of her children when she beats them.
- I knew that violence can't be resolved with violence, and there was a problem with me at work during the workshop period, and I was able to solve the problem calmly not using violence.
- When she attended the workshop, she felt safe, was heard, was quieter and this changed her to be not nervous when she found someone who could hear her.
- She knew that she had the right to rest, and always presses herself because of her children She thinks of herself a little, but because of the dancing, laughter, and stories, se she returned it to herself, she has the right to remain relaxed and happy.

For "Sanfara 2019" promo, click [here](#)

For media coverage for workshop at Alwan newspaper, click [here](#)



Children Projects



Karab lel Helm “Approach your Dream” Activity

The slide features a dark blue header bar containing the title. Below the header, there are decorative geometric elements: a blue parallelogram and an orange line that starts from the right edge of the header bar, extends horizontally, then diagonally down to the bottom right, and finally horizontally again.

THE OBJECTIVE OF THE ACTIVITY

To empower children age from 10 – 15 years old to be able to discover their self-worth, their dreams, self-confidence and express themselves freely and effectively, and acquire life skills.

Enabling them to prioritize and communicate positively with others. All of these through interactive games and using 4 episodes from the 3D animation series “City of Dreams”.

ACCOMPLISHMENT/ACHIEVEMENTS

- Implementing an evaluation workshop to the activity by group of 14 specialists in the field of development, psychological and educational.
- Implementing a workshop with a group of 16 children to try the activity manual with them making sure all the interactive methodologies used are convenient to them.
- Finalizing the printing process of the manual.

- Implementing 2 TOT trainings for 40 facilitators from 11 NGOs/ organization that are working with children, so that the facilitators gain a new tool for developing and empowering.
- Conducting field visits for the NGOs who received the TOT trainings while implementing the new tool with the children reaching 160 children, to monitor and evaluate the execution of the activity by the facilitators.

Testimonies from the participated NGOs:

Bashayeer Helwan NGO shared

- It's a new topic with easy interactive games that helped us deliver a new skill to our children smoothly.
- The training manual has the flexibility that helped us to modify and creatively add new games serving the objective.
- The training had a great impact on children, that we received calls from the parents that their children were keen to attend the whole training duration and they noticed a change in their behavior, repeating the



song over and over in home, talking about the content with excitement with their friends and other family members.

- Dream maker was a successful new experience to us and MADEV has a very qualified specialist trainer that made us looking forward for another opportunity.
- Thank you MADEV on all the efforts to create a generation who has positive life skills and your excellence in such a high-quality training manual.

The Egyptian Foundation for Comprehensive Development (EACD)

- “Children learned to break their fear, gained self-confidence and learned to plan and choose realistic dreams for the future.”

Habibt El Keer for Development NGO

- “All the activities were useful for us as facilitators and trainers on personal level. The training helped us to understand the children, how they are thinking and their dreams.”

Life Vision for Development NGO

- The facilitators learned a lot and they reflected couple of the activities on themselves first such as “Getting rid of I can’t” ,”Don’t waste your time in minor stuff”.
- On the first day of implementation with the children they were distracted and doing noise and when the facilitators explained how the training is important for their future they started to listen carefully and they were excited to learn until the last day of the training they were keen to come early to learn and they were asking by the end to extend for more days as they enjoyed and learned a lot.

For Karab Iel Helm Activity (Approach your Dream) promo, click [here](#)



OUR NETWORKING DEPARTMENT



NETWORKING DEPARTMENT

- As MADEV is a member of the non-governmental organizations forum under the national council for women it took the responsibility of leading and coordinating couple of the monthly meetings of the forum, one the meetings was with the title “Creativity and thinking outside the box” so MADEV partnered with Gozour foundation and Dawar arts to present how they integrate art and development through their work and projects as a creative tool in impacting their audience, MADEV also presented how it uses media arts as tool of expression and change with its targeted people and screened a short film produced by young youth as an outcome from second chance project combating early marriage and human trafficking.
- MADEV led and coordinated another meeting where the program started by screening MADEV’s short film “That’s it” that tackle different forms of violence against women, the program also included an artistic engaging stage performance where it tackled the issue of early marriage, harassment, divorce and FGM, ending the day with a discussion with a group of specialists and doctors with the title “ the psychological,



health and social side effects of FGM on girls and women” the discussion was facilitated by Dr. Cherry Ramsis the executive director of MADEV.

- MADEV partnered with “You are beautiful” program which broadcasted on sat7 channel, MADEV participated with a group of short films tackling gender issues, “you are beautiful” is a social program that expose the problems that women suffer in our Arab societies and trying to find realistic solutions to these problems and also having a consulting hotline for women in the name of “You are beautiful” in more than one Arab country.
- MADEV was chosen to attend the capacity building program for NGOs workers presented by the Tahrir Lounge Goethe project; the program included 11 trainings in different specialties with experts in the development field.

OUR TRAINING DEPARTMENT



OUR TRAINING DEPARTMENT

1- Implementing Training for 21 Coptic Priests on GBV and Forms of Violations

Objective of the training:

Supporting Coptic priests with different concepts and the types of societal violence and the effects of not fulfilling the psychological needs in the community using interactive activities and media.

The content of the training included:

- An introduction about civil society and its components.
- The violence issue from awareness and psychological side effects on the forms of violence with specific focus on violence against women and children.
- Gender based violence and gender equality.
- Discrimination and stigmatization.
- The psychological needs for the individual in the different age stages and its important characteristics.
- Mechanisms of change.
- Forms of abuses (physical - financial - psychological - verbal - social - sexual).

To watch the video, click [here](#)



2- Filmmaking Workshop in Cooperation with Horus NGO in Sohag

Objective of the training:

To train young participants on producing short films that tackle gender issues.

Achievements:

- The participants' succeeded in producing 2 short films from 2 – 3 min. One about harassment and the other about helping the husband to his wife.
- After the training the youth created another short film with the title "The doctor's father" and submitting it in a festival in Jordan "Hima Mawardia" and the film won an appreciation certificate and it was one of the best films screened in the festival.



3- Implementing Training workshop in cooperation with Plan International Organization within Safe Cities Project

The objective of the workshop:

- Raise the awareness of 10 media specialists/journalists on gender based violence for 3 days and empower them to create real journalism stories to be published on social media.
- The training workshop tools included screening episodes from MADEV produced series “Capture life” using the episodes as an interactive activity, the training also contained brainstorming, work groups, case studies and developing a survey to measure level of violence.
- The components of the awareness training workshop contained domestic violence against women, street children, gender equality and broken families.



OUR SUPPORTIVE PARTNERS



SPECIAL THANKS TO OUR SUPPORTIVE PARTNERS



2019 FINANCIAL REPORT



BALANCE SHEET

at 31 December 2019

Statement	2019	2018
Assets		
Fixed Assets		
Computers	EGP 4,141	EGP 12,398
Furniture	EGP 16,460	EGP 22,323
Studio Equipment	EGP 5	EGP 5
Total Fixed Assets	EGP 20,605	EGP 34,726
Current Assets		
Bank Local and Foreign Currency	EGP 1,511,945	EGP 1,361,174
Debitors and Other Debit Balances	EGP 65,048	EGP 180,927
Total Current Assets	EGP 1,576,993	EGP 1,542,101
Total Assets	EGP 1,597,598	EGP 1,576,827
Liabilities		
Creditors	EGP 396,074	EGP 574,364
Introduction Revenue	EGP 1,167,996	EGP 961,319
Total Collections	EGP 1,564,070	EGP 1,535,683
Current Liabilities		
Increasing (Decrease) income above expenses in 2018	EGP 41,144	EGP 1,192
Decrease income above expenses end of 2019	-EGP 7,615	EGP 39,952
Total	EGP 33,529	EGP 41,144
Total Liabilities	EGP 1,597,598	EGP 1,576,827

STATEMENT OF INCOME AND EXPENSES

to the period at 31 Dec 2019

Statement	2019	2018
<u>Income</u>		
Studio Income and Rent Equipment	EGP 159,350	EGP 87,994
Subscriptions	EGP 1,200	EGP 16,260
Program and Production Income	EGP 28,337	EGP 75,270
Donations for Projects (Teleceny International)	EGP 4,361,464	EGP 2,263,336
Donations for Projects (Interact)	EGP 156,858	EGP 1,971,289
Donations for Ministry of Social Solidarity	EGP 82,295	EGP 77,080
Donations for Projects (Drosos)	EGP 0	EGP 994,421
Total Income	EGP 4,789,504	EGP 5,485,650

Statement	2019	2018
<u>Less:</u>		
<u>Expenses</u>		
Projects Cost (Telecine International)	EGP 4,419,433	EGP 2,232,931
Projects Cost (Interact)	EGP 156,858	EGP 1,968,732
MADEV Projects Cost	EGP 30,819	EGP 129,145
Projects Cost Ministry of Social Solidarity	EGP 82,295	EGP 77,080
Projects Cost (Dross ACT)	EGP 0	EGP 994,421
Admin Expenses	EGP 74,494	EGP 23,199
Tax Claims Allowances		
Total Expenses	EGP 4,763,898	EGP 5,425,507
<u>Less:</u>		
Depreciation	EGP 14,120	EGP 14,120
<u>Add:</u>		
Exchange Profit	-EGP 19,101	-EGP 6,071
Increase (Decrease) of the Period	-EGP 7,615	EGP 39,952

STATEMENT OF CASH FLOW

From 1/1/2019 to 31/12/2019

Statement	2019	2018
Balance of Cash at the Beginning of the Period		
Cash Box		
Bank Local Currency	EGP 729,645	EGP 1,047,085
Bank - Dollar	EGP 631,529	EGP 1,702,441
Total Cash	EGP 1,361,174	EGP 2,749,526
Add:		
Receivables		
Studio Income and Rent Equipment	EGP 159,350	EGP 87,994
subscriptions	EGP 1,200	EGP 16,260
Program and Production Income	EGP 28,337	EGP 75,270
Donations for Projects (Telecine International)	EGP 4,361,464	EGP 2,263,336
Donations for Projects (Interact)	EGP 156,858	EGP 1,971,289
Donations for Ministry of Social Solidarity	EGP 82,295	EGP 77,080
Donations for Projects (Drosos)	EGP 0	EGP 994,421
Total Receivables	EGP 4,789,504	EGP 5,485,650
Add:		
Collections		
Debitors	EGP 115,879	EGP 212,155
Pre-paid Revenue	EGP 206,677	EGP 0
Creditors	EGP 0	EGP 494,517
Pre-paid Expense	EGP 0	EGP 14,214
Total Collections	EGP 322,556	EGP 720,886
Total	EGP 6,473,234	EGP 8,956,062

Statement	2019	2018
Payment		
Projects Cost (Telecine International)	EGP 4,419,433	EGP 2,232,931
Projects Cost (Interact)	EGP 156,858	EGP 1,968,732
MADEV Projects Cost	EGP 30,819	EGP 129,145
Projects Cost (Ministry of Social Solidarity)	EGP 82,295	EGP 77,080
Projects Cost (Dross ACT)	EGP 0	EGP 994,421
Admin Expenses	EGP 74,494	EGP 23,199
Other Payments		
Creditors	EGP 178,290	EGP 0
Currency Evaluation Differences	EGP 19,101	EGP 6,071
Debitors	EGP 0	EGP 128,082
Pre-paid Revenue	EGP 0	EGP 2,035,228
Total Payment	EGP 4,961,289	EGP 7,594,888
Total Increase (Decrease) of Cash	EGP 1,511,945	EGP 1,361,174
Balance of Cash at the End of Period	EGP 1,511,945	EGP 1,361,174

CONTACT US



FOR MORE INFORMATION PLEASE CONTACT US ON

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