

SHAD

Supportive homeland Association for Development

مؤسسة الوطن الداعم للتنمية

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We stand for a better
homeland



D1 Who we are



Supportive Homeland Association for Development is a non-governmental, non-profit Egyptian civil organization registered with the Ministry of Social Solidarity under number (9822). The foundation was established by a group of senior advisors and development experts with a social vision who have worked in the field of development since the end of the last century under the umbrella of the "International Development Support and Consulting Foundation (IDSC)," a specialized consulting company in developing and implementing sustainable development programs.

In response to the legislative reforms in 2014, which stipulated the need for civil society organizations to regularize their status under the supervision of the Ministry of Social Solidarity, **Supportive Homeland Association for Development** was founded as a non-profit entity affiliated with IDSC, enabling the continuation of development work in compliance with national laws.

The team consists of a select group of experts with over 30 years of experience working with prestigious international organizations such as: the **International Labour Organization (ILO)**, the **German Agency for International Cooperation (GIZ)**, the **Center for Development Services (CDS)**, and the **United Nations Office on Drugs and Crime (UNODC)**. Their expertise covers multiple areas, including: health, economic development and education, technical education development, entrepreneurship, gender rights, peacebuilding, refugee support, and capacity building for civil society organizations.

The team also possesses high competence in project design, monitoring and evaluation, community mapping, and mobilizing local resources, enabling the association to implement effective, evidence-based interventions that address the real needs of target communities.



Consultative Status

We are pleased to announce that the United Nations Economic and Social Council (ECOSOC) has granted **Supportive Homeland Association for Development (SHAD)** special consultative status, in recognition of our organization's contributions to promoting sustainable development and social impact.

This consultative status enables **SHAD** to actively engage with ECOSOC and its subsidiary bodies, the Human Rights Council, and—under specific conditions—the General Assembly and other United Nations bodies.



Through this designation, the **Supportive Homeland Association for Development (SHAD)** is now able to:

- Participate in United Nations sessions, events, and conferences to represent our mission on a global platform.

- Provide expert insights and written statements relevant to the work of the Economic and Social Council in areas where we possess specialized expertise.

- Collaborate with the UN Secretariat and ECOSOC committees in studies, investigations, and consultations.

This status also grants access to valuable UN resources, including meeting facilities, libraries, and documentation services, further enabling **SHAD** to enhance our efforts toward achieving impactful development outcomes.

SHAD remains committed to leveraging this opportunity to contribute effectively to the global dialogue and to promote sustainable development in alignment with the priorities of the United Nations and its stakeholders.

Head of the Egyptian Network of the AnnaLindh Foundation

The Anna Lindh Foundation is an intergovernmental organization that brings together civil society entities, institutions, governments, and changemakers from across the Euro-Mediterranean region. It is a regional network comprising civil society organizations from various countries of the Mediterranean basin, aiming to promote intercultural dialogue, mutual understanding, and cooperation in the fields of education, culture, youth empowerment, women's empowerment, and other areas of community development.

In January 2025, the **Supportive Homeland Association** (SHAD) was appointed as the new Head of the Egyptian Network of the Euro-Mediterranean Anna Lindh Foundation for Dialogue Between Cultures, which was established by Presidential Decree No.113 of 2005 and approved by the Egyptian Ministry of Foreign Affairs.



The **Supportive Homeland Association (SHAD)**, in cooperation with the Anna Lindh Foundation, has carried out numerous activities and events, such as participating in the celebration of the International Day of Peace with the members of the Anna Lindh Network in Egypt, in collaboration with the Foundation and the Egyptian Enterprise Center for Policy and Strategic Studies. A workshop on social peace in Egypt was organized at the headquarters of the Anna Lindh Network in Alexandria, in addition to other events focusing on youth, arts, and cultural exchange.



What we aim for

We strive to make our homeland a better place.

In light of our mission, we have identified our most important goals to reflect what we stand for A better life for the oppressed and the disadvantaged.



OUR VISION

A dynamic Egyptian civil society capable of effectively and sustainably improving the quality of life for the oppressed, disadvantaged, and marginalized.



OUR MISSION

Providing support, building capacities, and empowering and integrating Egyptian and Arab individuals who have been traditionally marginalized into mainstream society in the personal, social, economic, and political spheres.



OUR OBJECTIVE

- Improving learning opportunities for future generations in Egypt and encouraging innovation skills.
- Reducing poverty by improving the availability and quality of income-generating activities.
- Improving the health status of communities through health education, environmental awareness, and primary healthcare.
- Promoting local leadership to facilitate decision-making at both the personal and social levels.
- Fostering peaceful coexistence, cooperation, and tolerance.

What we do

Social Empowerment

Economic

Empowerment Peace

building Capacity

Building

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Social

Empowerment

Contributing to the reduction of poverty and inequality by improving the availability and quality of services and raising awareness. More specifically, IDSC works within this area on three subthemes: Arts, Education and Literacy, Health; and Gender mainstreaming



Economic

Empowerment

Promoting demand for labor and labor absorption in the local and national economy through employment, social protection, developing professional attitudes, technical vocational skills of community structures and individuals, and improving the economic security of vulnerable households with a special focus on women.



Peace

Building

Working towards peaceful coexistence, creating community-based peace-builders with the capacities to address and transform conflict in a non-violent way. This is done by building the capacities of youth, social, and political activists on peace, conflict transformation, diversity, human rights, intercultural dialogue, gender and democratic development.



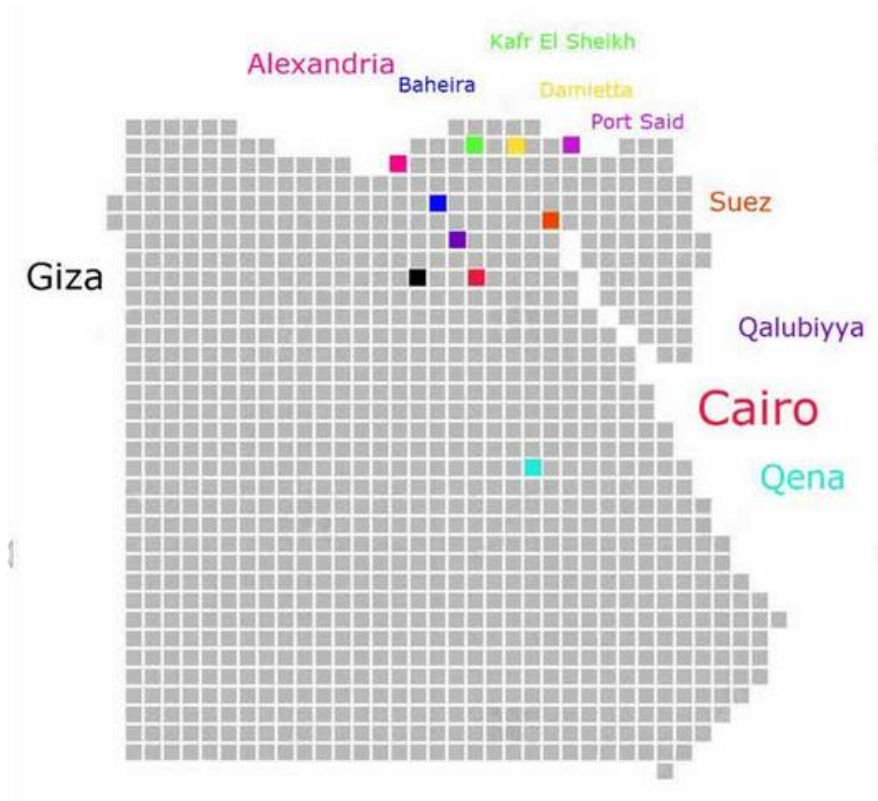
Capacity

Building

Considering the need to produce results that are relevant to local realities, the inclusion and development of local leadership is key to the success of all our projects. SHAD strives to provide comprehensive and customized capacity development services that equip NGOs around the country with the strategy, skills, knowledge and capacity to mobilize resources and ensure the availability of educated, skilled, healthy and productive human resources which contribute efficiently to local and regional development.

Where?

SHAD's staff has experience working in 10 Egyptian governorates as well as international experience implementing trainings in Syria, Turkey and Kurdistan.



Motivated by the need to provide educational alternatives that go beyond the traditional methods available in Egyptian schools and with the drive to stimulate innovation and creativity, in early 2016 SHAD inaugurated [Belady Academy for Creativity](#). In addition to its Cairo-based headquarters, this alternative thinking training center is our main ongoing tool to contribute to stimulating leadership and entrepreneurship

The center provides training in performance arts (dance, music, and theatre), plastic arts (painting and drawing), digital art and software (photography, design and animation) film and book discussion groups as well as formative events. The center serves local children and youth who seek to enrich skills in an enjoyable and fun manner for free or for nominal prices.



03

Approach

How we do it

Methodology and Approach

Participatory Approach

We believe it is imperative to fully understand the needs of our beneficiaries before approaching any mission or project. In many cases and when applicable, we work directly with beneficiaries to clearly define scopes of work and solutions. Only then, we are able to design and develop interventions that truly address critical challenges for the groups targeted.



Human Rights

If progress towards equity is made without accompanying progress in other areas fundamental to human rights, it is likely that the gains will only be short-term and fragile. Therefore, SHAD's endeavors are focused on achieving sustainable progress and results with regard to international human rights standards and operationally directed to promoting and protecting human rights.

Sustainability

We recognize the importance of mainstreaming clear and visible strategies from the design phase of any developmental intervention. We likewise recognize the need for intervention benefits to be sustainable, where possible, beyond the life of the program. Therefore, we emphasize the importance of clearly defined responsibilities from project inception for all key stakeholders including donors, implementing agency, government and communities. Moreover, our programs contain strong capacity development and system strengthening components to enable communities and/or government to continue interventions once the program has ended.

OUR WORK

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European Institute for
Cooperation and Development
(IECD)

For over 30 years, the European Institute for Cooperation and Development (IECD) has been delivering basic management training in nine countries worldwide. The IECD's support for the SME project targets small and micro-business owners who lack the managerial skills necessary to successfully run and grow their projects, by providing them with a tailored training program. The objectives of the Basic Management Training (BMT) program are to support business owners in learning how to achieve greater profitability and sustainability, even under challenging economic conditions, while understanding their responsibilities. In partnership with the Supportive Homeland Association for Development (SHAD), the IECD has implemented a project to support small and micro-enterprises and empower entrepreneurs to manage their projects effectively from the second half of 2024 until now. SHAD has reached the most vulnerable target groups to economically empower them, enabling girls, women, and youth to adopt their business ideas and sustain them, thereby enhancing their capabilities.



Greater Cairo & Giza

Better Future Plates Project 2023

Embassy/Consulate-General, of the Federal
Republic of Germany

Objective

Improving the economic situation of low-skilled young men and women of Manshyet Nasser neighborhood via learning a skill of producing plates, straws and cups from tree leaves, which causes air pollution, and it is better than plastic plates, as plastic never decomposes, and it harms the soil. This project will be the first of a kind in Egypt, since using tree leaves has never been introduced in Egypt.

Manshyet Nasser - Cairo



Objective

Improving the economic situation of low-skilled young men and women in the age group (19 - 45). By providing training and employment for 700 beneficiaries in the fields of tailoring and sewing, restaurants and tourism, food manufacturing, quality control, car accessories, and as warehouse workers.

Greater Cairo - Giza



Work with hope

Medium, Small and Micro Enterprise Development Agency
with a grant from the European Union.

Job opportunity with Hope Project
2021 - 2023

Objective

The project aims to contribute to addressing the root causes of irregular migration, reducing unemployment rates, and preparing and enhancing the skills of young men and women to join the labor market.

This will be achieved by building the technical and practical capacities of 315 unemployed youth, aged between 18 and 29 enabling them to access decent and rewarding job opportunities.

The project also targets providing employment opportunities for no less than 200 beneficiaries out of the total participants in the various project activities, in decent jobs inside and outside Gharbia Governorate, in sectors including:

- Fast food restaurants
- Refrigeration and air conditioning
- Finishing works
- Packaging
- Telesales and call center services, especially for persons with disabilities.

Samanoud , Gharbiya Governorate

Granting financial aids to refugees in need

Supportive Homeland Association
for Development

Self-funded Project
2019 - 2020

Where the Foundation provided financial aids to 10 families in need in Ard El-Liwa area according to the social status research form that was implemented with the people and their data.



A Better Future

2019 - 2020 *Together for a Better Future Project*

Julia Fund for Development

*Foreign Agency

Objective

Economic Empowerment of African Refugees in the Egyptian Society. Building Peace between Refugees and Egyptians. It also targeted interconnection and interdependence between civil society organizations and the beneficiary groups to integrate them into society. This was done by creating job opportunities for Egyptian youth and refugees and building their technical capabilities to set up and manage small projects based on their needs and market's. The project targeted 120 direct beneficiaries and 1,000 indirect beneficiaries from the families of refugees and Egyptians.

Ard El Lewa - Giza

Our Health

Egyptian Jurists
Association

Improving health, and safe handling of live poultry for women
2017 - 2018

Objective

Improving living conditions, and raising awareness, especially for children and women. This goal is achieved through: Improving the services and performance of the nursing and administrative team in the local health unit, family planning clinics, gynecology and dentistry at Boulaq El-Dakrour General Hospital. This includes a physical renovation of the center, modernization of information and communication systems, and renewal of the infrastructure related to clinics, in addition to building the capacities of the nursing team and administrators in information management, basic skills and preventive medicine. Enhancing awareness of health issues that are dealt with by the unit and the safe handling of poultry among the residents of the targeted areas to support their livelihoods. Development of the primary health care office in Boulaq Al-Dakrour, and the two outpatient clinics buildings in Boulaq Al-Dakrour General Hospital.

Boulaq Al-Dakrour - Giza





Family Enabling Program

Family Empowerment Program - Birak Al Khiyam 2017 - 2018

SOS Children's Villages
Egypt

Objective

The program aims to protect children at risk of losing parental care and ensure their upbringing in a loving and healthy family environment.

It works directly with families and local communities to empower them to effectively protect and care for their children.

The program's objectives are centered around four main pillars:

- Providing basic needs.
- Building the capacity of the child and the family to provide care.
- Strengthening support systems for families and children at risk.
- Enhancing the role of the relevant implementing institutions in fulfilling their duties towards children.

A total of 22 families and 61 children were engaged in the Barq Al-Khiyam area, and 36 families and 114 children were engaged in the Ard Al-Lewa area

Birak Al Khiyam, Ard El Lewa - Giza



Shots

Capacity Building Trainings





04

“ Since my husband passed away, my young daughter and I faced severe difficulties paying the rent or even covering our basic needs. Not only did the SHAD team listen to my needs and provided me with a vocational training that sharpen my skills in crafts but they supported me to start a small business to support my daughter and me. Now I only worry about delivering my crafts and picking the furniture for my daughter’s house!

- Amina Sayed Local
Crafts Entrepreneur

What our partners and beneficiaries are saying



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I started with IDSC as a volunteer in Behira, where I showed my interest and enthusiasm in the work provided. Hence, they gave me the chance to join their leadership program. With their support and guidance, now I am the operations manager in the Belady Academy. You could say that IDSC and SHAD contributed in shaping my future as a civil society leader.

- Peter Hanna

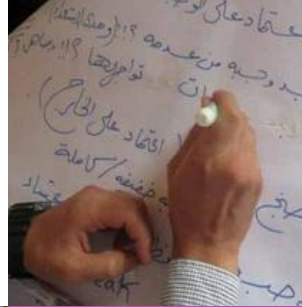
Operations Manager

Through SHAD's courses I have been able to develop my sense of concepts related to peace and coexistence and share them with my students. At the Belady Academy for Creativity I have been able to work closely with promising youth and our understanding of the country's potential grows every day.

- Omar Kamal Art

Teacher and Activist





Contact us!

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