



**Educate Me
foundation**

#The Butterfly Effect



Who we are

Educate Me Foundation is a registered non-profit foundation that aspires to redefine education in Egypt through a progressive skill- based, learner-centered education model while promoting a culture of lifelong learning.

- Established in 2010
- Registered under Ministry of Social Solidarity in 2012
- Headquarters Maadi
- Community schools operating 6 community schools Talbeya, Haram, 1 community school in wahaat (opening soon)
- Public school programs geographical outreach 11 governorates (Cairo, Giza, port-said, Fayoum, Beni Sueif, Menya, Asyut, Sohag, Luxor, Aswan)

Our Vision

“

Every child has
the opportunity to

become a lifelong learner, live
a purposeful life and prosper
in their community. ”



Why we're here

The challenge

Underprivileged children in Egypt do not get equal opportunity to quality education either by not having access to education (in marginalized areas) or receiving poor quality of education due to the challenges in the public education system that include:

- Teacher child ratio
- Teacher-centric learning approach
- Focus on Academic achievement and ignoring all other aspects of child development
- Teacher-child ratio. Currently some governorates reach 69 students per class due to a shortage in teachers and hire freeze by the government since 1998
- Violence and unsafe learning environment
- Focus on teaching content rather than using it as context to enhance lifelong learning skills critical for students to keep up with an ever-changing world.



What's missing

The market gap

Egypt is currently undergoing an education reform with a new curriculum launched that is more skill-based and has a student-centered approach to learning yet there are still challenges in gaining educators' buy-in for the change/reform. This coupled with the lack of contextualized professional development programs for public school educators who face challenges of overcrowded classrooms, limited infrastructure, resources are scarce and a shortage of teachers due to the freezing of hiring by the ministry. This resulted in poor quality of education in public schools and the goal of the education process is passing the test rather than learning.



What is needed

The solution

We believe that the only realistic model of success requires contextualized local solutions and ownership that can translate to enhanced teaching and hence, better learner outcomes. And therefore Educate Me worked in two parallel paths

- 1) A community school model that aims to provide quality education to underprivileged students and acts as our “center of excellence”
- 2) Professional Development programs for public schools that aims to enhance teaching and thus students learning outcomes





What is our methodology

Unique approach

All our programs are **contextualized** to the needs of the education system in Egypt, with all the challenges and current gaps.

All our programs are **evidence based**, employing several tools that secure internal data to improve further, achieving the desired outcomes and allowing for effective scaling.

All our programs offer **practical** and hands-on experience to beneficiaries through follow up, coaching and mentorship.


Sustainability is a key component of all our programs through empowering the community and agents of change.

We apply a **Humanistic approach** to learning and therefore, educators' wellbeing is a core element.

Our Strategy


How we plan to do that

To be able to achieve its vision, Educate Me has developed a 10-year strategy with the support of KiVU international, funded by the British embassy. Accordingly, we identified five strategic priorities we must address over the coming year:




PRIORITY
01

Priority 1: Directly deliver a quality education to children at Educate Me Foundation (community) Schools.




PRIORITY
02

Priority 2: To deliver high quality professional development to teachers and school leaders in Educate Me's partner public schools.




PRIORITY
03

Priority 3: Strengthen research capacity and influence.



PRIORITY
04

Priority 4: Increase influence on policy, through a more strategic and proactive approach in communications and stakeholder relationships, with government and key education influencers.



PRIORITY
05

Priority 5: Sustainable funding Model.

Our Impact to date



2
Organized
Conferences



17
Governorates



8
Educate Me
Community Schools



535
Public Schools
Impacted



16800
Students directly
impacted



170000
Students Indirectly
impacted



430
Educate Me
school students



6868
Educators impacted
through our professional
development services



1274
Parent



Educate Me contributes to Egypt's vision 2030 and supports goal (4) of the Sustainable Development Goals

2021 ● — ● 2022

Impact At a glance



Expanded in
2 new governorates



Impacted,
1212 of teachers



11053
of students directly



24240
of students indirectly



7 Consultancy project to
assess community schools
and pre-schools



UNESCO book "Learning to Build Back Better Futures for Education" published a chapter on our "School transformation journey" program which includes 31 education innovations from around the world

Our programs at a glance



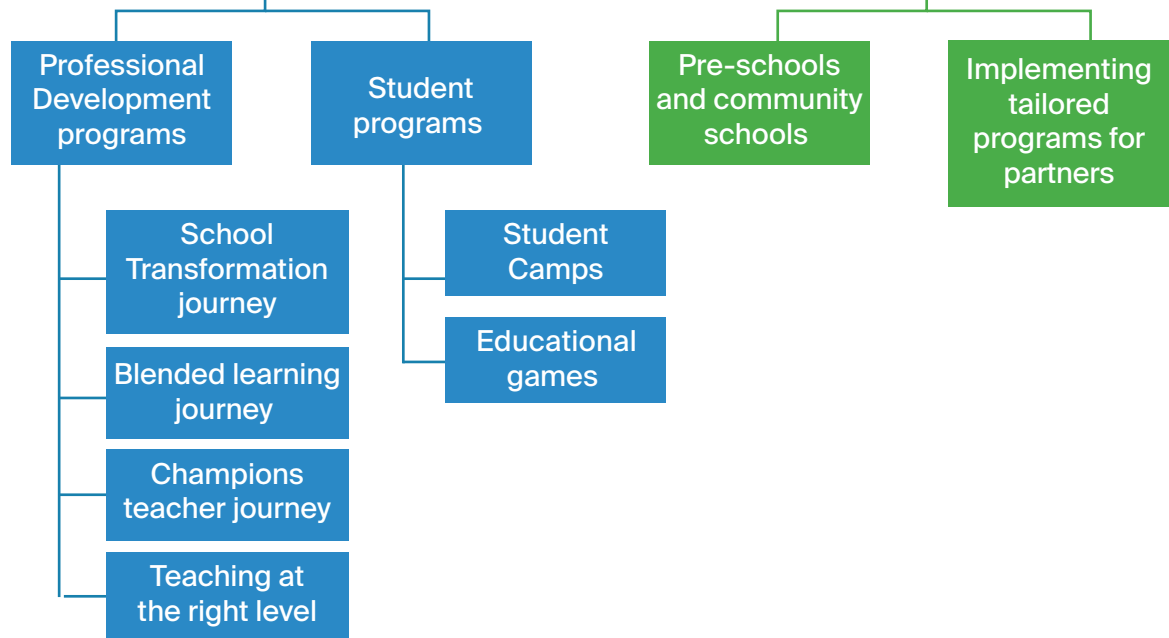
Community
Schools



Public school
programs



Educational
Consultancies



PRIORITY



01

Priority 1: Directly deliver a quality education to children at Educate Me Foundation (community) Schools.



Strategic Objectives



To provide a high-quality education to students in Educate Me Community Schools



To demonstrate a widely replicable model of high-quality education at public school funding levels through optimizing the cost/child



To scale up provision over a 5-year period, both in terms of numbers of children and numbers of schools

Community Schools



Established in 2015, Educate Me Community Schools grant the primary stage government certificate while following a skill based, learner-centered education model that focuses on whole-child development. The school is located on the periphery of the under-resourced district of Talbeya, where we also operate an early learning center serving children aged 4 to 6 employing our wholly owned learner-centered model. With a total number of 21 facilitators and 13 Administration and management team, we are currently serving a total of 432 students.

Our educational model that is built around 4 main pillars



Parents & Community
Engagement



Holistic
Curricula



School Management
& Environment



Equipped
Facilitators

In order to create a sustainable model, community ownership and engagement is crucial. Educate Me works on several interventions to ensure community engagement and empowerment. This includes:



Hiring 75% of the staff from the community



Empowering teachers and staff through continuously building their capacities



Delivering awareness sessions to parents to ensure holistic child development



Creating several channels of communication with parents such as a Board of trustees, a facebook community, etc.,...



The school uses several evaluation tools to track the development, progress and development needs for each student and surveys to measure retention and parents' satisfaction. Every year we carry a baseline and endline assessment to measure our main success KPIs which are Literacy Skills, Numeracy skills, and Social Emotional learning (SEL) improvement rates. The assessments are done using international- ly accredited tools EGRA & EGMA for “Literacy and Numeracy” and IDLEA for SEL and ISELA.

Social Emotional Learning “SEL” is essential for learning to happen. Therefore, we at Educate Me School, focus on SEL as much as we do for other skills and academic achievement - including Numeracy and Literacy skills as foundations to learning away from academic achievement.

PRIORITY

02



Priority 2: To deliver high quality professional development to teachers and school leaders in Educate Me's partner public schools.



Strategic Objectives



To deliver high quality professional development to teachers and school leaders in Educate Me's partner public schools

To expand provision to



500
Schools



15000
Educators



in **10** Governorates,
reflecting a diverse
mix of regions

School Transformation Journey

Educate Me launched the School Transformation Journey (STJ), in an attempt to transform public schools into lifelong learning hubs'. The STJ program is a three years school-based reform; targeting all school team to ensure institutional development rather than individual development. This aims to accelerate change through creating a common language and alignment of vision between the school staff.

The award-winning program is able to create:

A Change of Mindset

A School based reform

A culture Conducive to learning & Growth



“We learned how to make a school improvement plan that enabled us not only to focus on the cognitive side, but also reach a holistic approach. We have learned to give more attention to new angles, such as the psychological and the economical ones. And this will help us to work on all the needed aspects for the students, which is the center of the educational process”.

“Focus Group Discussion”
Beni Suf

Blended Learning Journey

The COVID-19 crisis caused a major disruption in education globally that led to a sharp and sudden transition from traditional, face-to-face education to distance learning education. But the challenge is public school educators in Egypt are not equipped with the necessary skills and qualifications needed for this transformation and no plans will succeed unless we build the capacities of the educators who are the main drivers of the educational process. Therefore, arising from this gap, Educate Me launched the blended learning program that aims to both create a mindset shift on use of technology in Education and build the capacity of teachers for basic blended learning skills and then build the capacity of the digital team which will act as digital literacy team within their schools. The program result to date show its effectiveness in creating a mindset shift towards the importance of use of technology in education to create an interactive learning environment inside the classroom and remotely.



“They taught us how to use technology and merge it into the classroom’s plan. Even after the training is over, they still follow up on our needs to keep improving”.

“Educator”
Beni Suef



Public School Students Programs

Student Camps

In public schools, curriculum tends to focus primarily on external forms of knowing and being while students' inner dimensions are often ignored. In the clamor for standardization and higher test scores there is little talk about imagination, emotions, self-actualization, joy, exploration, or imagination. Education is thus seen as a process of depositing knowledge into passive students. It emphasizes teacher-centric learning where students are passive absorbers of information and that the purpose of learning is memorization of facts.

Arising from a different educational paradigm whereby students are perceived as active change agents in their learning and development with teachers as facilitators and that 21st century students need to be actively engaged in the learning process, Educate Me developed a 3-Day Project based learning camp.

“one thrown pebble in a calm pond spreads out ripples until the whole pond moves, this is how i see educate Me Foundation student camps, a pebble we throw to make an impact time after time.”

Al Zharaa Abdellah
training and development specialist

The Objective of the camp is to nurture 21st century skills and values through a project-based learning-method in a safe and stimulating environment, and through fun activities and methods.



Educational Games

During COVID, Educate Me launched its first educational game “Ta7ady el remal”; an educational board game inspired by our Student Camp to engage students, enhance learning, and enhance cooperation and communication skills. The game targets public schools’ children between 10 and 14 years old.

The game aims to:

1. Increase knowledge.
Children learn about Egypt by focusing on ten governorates locations, monuments, famous characters, and the handicrafts they are famous for.
2. Enhance skills and values

The game works on children’s ability to express themselves (Love and Pride), their collaboration skills, and their sense of responsibility (Perseverance).



“ I used to think that education was boring and hard, but my teachers at Educate Me School changed this myth. We learn through singing, which makes me absorb information easily ”

“Radwa”,
Student at Educate Me School



International Programs Adaptation

Teaching at The Right Level

Educate Me Me partnered with Pratham foundation to bring TARL to Egypt through contextualizing the program and conducting a pilot in Egypt and the first of it's kind in the Middle East. The program aims to enhance basic literacy and numeracy skills for students who lack basic literacy & numeracy skills, through an activity-based and play-based approach. The pilot was implemented in 58 public and community schools in 4 governorates, impacting more than 8707 public school students. The program was successful in enhancing literacy and numeracy skills for the target beneficiaries in 40 days.

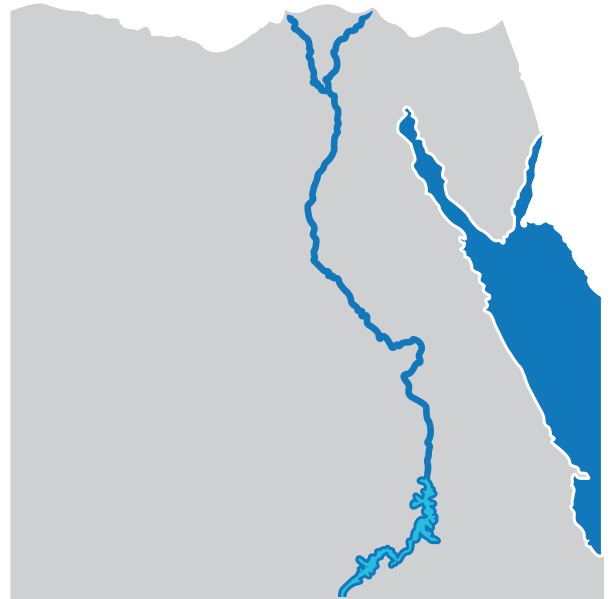
Educate Me plans to continue delivering TARL in more schools both public and community schools and aims to scale it nationwide.



We aspire to create **Systemic Change** in the education system in Egypt

Educate Me aims to scale its programs nationwide to drive wider change in the national system of teacher professional development. This will be done through a focus on:

- Increasing our direct delivery of the programs in more governorates and different geographical contexts
- Running impact evaluations to validate the model in terms of scalability and sustainability.
- Adopting a more strategic and proactive approach to communications and stakeholder relationships, with government and key education influencers



Leadership team



Executive Director
Christine Safwat



School Principal
Amira Fickry



Operations Manager
Ahmed Farrag



Communication and
External Relations Manager
Engy Fahmy



Head of Programs Department
Mohammed Tedawy



HR and Administration Manager
Moataz Momen



Senior Information
Technology Specialist
Ahmed Orabi



STJ Program Manager
Ahmad Kashkoush



Accountant team leader
Shrouk ElBakry

Board of Trustees



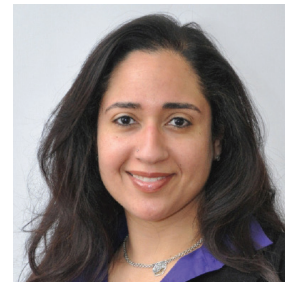
Chairman
Shehab El Nawawi



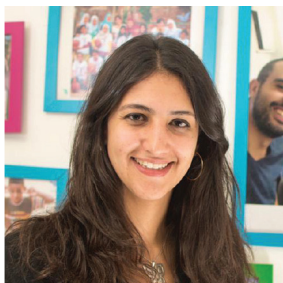
Secretary
Amr El Salanekly



Treasurer
Mohamed Abdel Gawad



Board Member
Dina H. Sherif



Founder and Board Member
Yasmin Helal



Board Member
Alaa Hashim



Board Member
Malak Zaalouk

Recognition & Publications



Educate Me signed an MoU for collaboration with Ministry of Education in 2019 that gives Educate Me access to all public schools in Egypt and Educate Me school offers the primary government certificate



Educate Me is awarded the UNESCO-Hamdan bin Rashid Al-Maktoum Prize for Outstanding Practice and Performance in Enhancing the Effectiveness of Teachers for year 2019/20 as the first award-ee from an Arab country



UNESCO book "Learning to Build Back Better Futures for Education" published a chapter on our "School transformation journey" program which includes 31 education innovations from around the world.



جائزة الأمير محمد بن فهد لأفضل أداء خيري في الوطن العربي
Prince Mohammad Bin Fahd Prize for Best Charity Performance in the Arab World

Educate Me was awarded Mohamed bin Fahd Prize for best charitable organization in the Arab World for medium-sized organizations in 2021

Our Partners



Sawiris Foundation for
Social Development



National Bank of Egypt



Alex Bank



Edita



ExxonMobil



MetLife Foundation



Raya



THALES



Housing and Development
Bank



Qalaa Holdings Scholarship
Foundation



Vodafone Egypt Foundation for
Community Development



SODIC



Giza Systems



Alfanar Foundation



Orascom Construction
Company



Emirates NBD Bank



Henkel



Arab Moltaqa Investments



Transcendium Company



Amazon



Attijari Wafa



Pratham



J-PAL



Rise Egypt



AUC



Universities of Canada



Orascom Construction & The Arab Contractors



Education Development Trust



Nestle



Misr Italia



Cairo Runners



CAC

THANK YOU

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