



Professional  
Development  
Foundation  
*Transforming Lives*

► PROGRAMS **PROFILE**



WE ARE A PATHWAY....  
TO A WORLD OF OPPORTUNITIES

**200,000,000**  
**Total Investments to Date**  
 (Invested in the Foundation Programs)

**25,000,000**  
**Training Hours**  
 (Training Hours Delivered)

**100,000**  
**Youth Scholarships**  
 (Youth Scholarships Granted)

**6000**  
**Teachers / Administrators / Board of Trustees**  
 (Teachers / Administrators / Board of Trustees Trained)

**1500**  
**Executives**  
 (Executive Leaders Graduated)

**3600**  
**Organizations**  
 (Organizations Served & Impacted)

**1000**  
**IT Professionals**  
 (Globally Recognized IT Professionals Graduated)

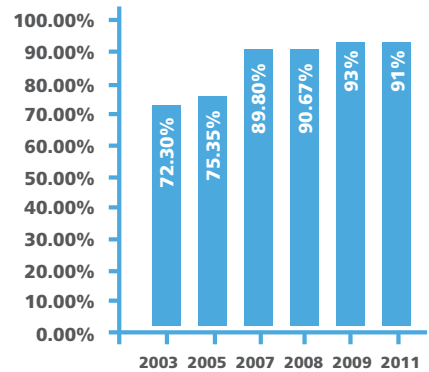
**200**  
**NGO Served & Impacted**  
 (NGOs Served & Impacted in 10 Governorates)

**Geographical Reach**

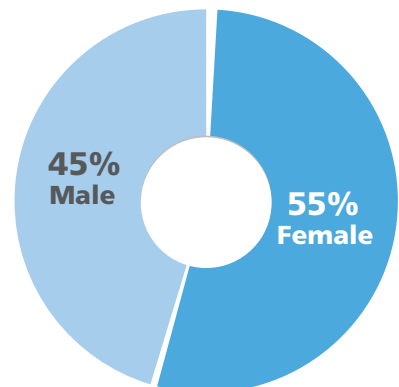


**24 Governorates Covered**

**Employment Rate/Year**



**Programs participation by Gender**





# YOUTH **ACADEMY**

*Empowering and Educating Our Youth*

# THE ENTREPRENEURS PROGRAM

## Introduction

Entrepreneurship is more than the process of starting a business. It is about identifying, valuing, and capturing opportunities. It's about taking a calculated risk; and none better than the fiery, optimistic and daring youth like to take risks. Through the Entrepreneurs Program, we help young adults venturing into the business world realize their full potential through starting and growing their own businesses the right way. Developed to introduce young people to the basic ideas, actions and skills needed to successfully launch, lead and grow a micro or small business, the program uses an instructional methodology called blended-learning in which computer-aided activities are reinforced by face-to-face instruction by onsite facilitators, in addition to hands-on training.

## Objectives

The objectives of this program is all about adding depth, experience and insight to the way young people successfully start and run their business, in order to help them better perform using full capabilities, while easily identifying their limitations. And to help them grow and further develop, the program introduces a wealth of ideas on how to improve and continue learning. And for a well-rounded approach to the program curriculum, a wide range of tools, concepts and values that are imperative in today's market are used throughout.

## Program Design

The Entrepreneurs program consists of two phases:

- **Training program (build your business)**
- **Mentoring Phase**

The Entrepreneurs program is designed for both fresh graduates of universities with a business idea as well as candidates nominated by partner NGOs who also have business ideas or existing businesses.

The Build your Business course consists of 14 modules contained on dvd-rom. these modules include a variety of computer-aided activities that introduce to learners the basic business skills and technology know-how required to create and operate business.

### **A- Build your business**

#### **The modules are:**

- 1) Shaping My Destiny- How can I create my own employment future?
- 2) Creating my business- what is my BIG idea?
- 3) Exploring the Market- How can I document a current unmet need?
- 4) Determining financial risks and goals- is my business idea financially feasible?
- 5) Developing something to sell- How can I develop a suitable product or service?
- 6) Researching the market- How can I find out if there is a market?
- 7) Making the sale- How can I improve my sales skills?
- 8) Reaching potential customers- How can I reach my market?
- 9) Managing my business- How can I organize myself and who else do I need to help with initial and long term success?
- 10) Managing my finances- How can I tell if I am making a profit?
- 11) Obtaining and developing my workforce- How can I effectively hire, develop, and manage employees?
- 12) Financing my business- Where and how can I obtain start-up capital for my business?
- 13) Planning for the unexpected- How can I plan for the future and ensure my business is making money?
- 14) Expanding my business- How might I further expand my business?

### **B- Mentoring Phase**

Participants with existing businesses will be interviewed and assessed on their business upon completion of the BYB modules. If accepted, each participant will be assigned a mentor - who is, in turn, a business owner successfully operating his own business. During this phase, participants will be given ongoing counseling support in human resources, leadership, innovation and legal counseling through functional mentors. Moreover, mentors will assist participants in overcoming the barriers and challenges facing their businesses through a personalized mentoring plan developed and especially tailored for each participant's business.

## **Program Partners**

PDF implements this unique program in cooperation with The International Youth Foundation, Microsoft, Manpower, Enablis and University of Stellenbosch, all of which collectively help establish a standard of excellence and ensure the highest quality in program delivery.

## **Selection Criteria**

- Egyptian citizens
- Current and aspiring Micro and Small scale enterprise owners
- Aged 22-35 years
- Suitable for entrepreneurs in all industries
- Participants should pass the personal interview and placement exam

## **Admission**

For queries please contact PDF

**E-mail :** [youthacademy@pdf-eg.org](mailto:youthacademy@pdf-eg.org)

**Tel :+ (202) 3305 9513/14 – 01021051957**

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# MAHARATY SCHOLARSHIP

## Introduction

Maharaty, is Arabic for “my skills”, and that is precisely what the program is all about – upgrading the work and life skills of today’s youth, therefore helping them jumpstart their career or excel further in their career path. Offering online instructions and sessions that could be delivered anytime and anywhere, Maharaty represents an innovative shift in the field of learning as it provides rapid access to specific skills and information. The program offers a wide range of electronic learning solutions, such as Web-based courseware, video and audio streaming, in addition to coaching sessions done in classrooms once a week.

## Objectives

The program is aimed at fully equipping youth with essential work and life related skills needed to represent themselves professionally and thrive in an increasingly competitive job market. Through a comprehensive training coursework, the program empowers youth with the skills and expertise required to help them attain appropriate jobs and excel in the workplace.

## Program Design

A five-week program consisting of the following:

### A) Behavioral Analysis

Aims to measure peoples’ behavior and how they interact with others. The behavioral analysis test measures:

- How to deal with problems and challenges
- How to influence others
- How to cope with change around you
- How to deal with rules, regulations and procedures

### B) Soft Skills

Maharaty offers six soft skills that are rudimentary and necessary in today’s employee’s character

- Coping with Change
- Communicate Effectively
- Problem Solving and Decision Making
- Business Writing
- Time Management
- Giving Successful Presentations

### C) Specialized Business Tracks

Provides a brief introduction to the following key business concepts that are highly demanded in the modern job market:

- Office Management
- Human Resources
- Customer Service

### **D) Coaching Sessions**

Coaching sessions are done once a week to ensure that all students are aware of the e-learning objectives, review and answer all participants' questions regarding the material covered during the coursework. In addition, to ensure that all students have studied according to the e-learning schedule, participants undergo exams and role play session, in preparation for the final online Edexcel exam.

### **E) Edexcel Exam**

Upon completing the course, participants undertake an online international exam offered by Edexcel – one of UK's largest awarding institutions – hence, becoming fully-prepared and certified for the professional world.

## **Program Partners**

Highly in demand, the program is implemented through PDF in cooperation with Tatweer Learning Technology, Success Insights and Net Dimensions. The program is designed according to Edexcel standards – establishing a consistent standard of excellence and ensuring highest quality in program delivery.

## **Selection Criteria**

Egyptian citizens Participants who are not older than 30 years Bachelor's degree holders, graduates from a recognized university or higher institute of education. Selected candidates have to first pass a personal interview, accepted participants are committed to pay 150 Egyptian Pounds (commitment fees).

## **Admission**

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# WORKFORCE PASSPORT SCHOLARSHIP (WFP)

## Introduction

Workforce passport program is specially tailored to empower fresh university graduates who lack the basic work/life skills needed to jump start their careers. Our program is comprehensive, fully integrated - not only dependent on class - but offers an unmatched learning experience based on real case studies and simulations of the actual work environment. In addition, it has a blended E-learning part where participants can study online in order to emphasize the importance of computers and technology.

## Objectives

The program is aimed at fully equipping fresh graduates with essential work/life skills needed to thrive in an increasingly competitive job market. It involves rigorous training and simulations to empower fresh graduates with the skills needed to attain quality jobs and succeed in the workplace, thus bridging the gap between employers and employees. The program provides participants with a wide range of tools, concepts and values that are imperative in today's workplace, these include: character building, effective communication, leadership, confidence building, professional presentation, critical thinking, continuous learning, self-development, team work and work ethics.

## Program Design

A six week intensive program that consists of the following interactive modules:

### A) Business English Skills Development

The business English skills development for fresh graduates is offered at different levels to accommodate basic and intermediate entry levels of English proficiency. This segment of the program includes conversational English, report writing, business correspondences and presentation skills.

### B) Job Entry Skills Development

Aimed to acquire needed essential career development and employment qualification skills in order to pursue quality careers in today's highly competitive job market, this module is essential in the program and includes:

- Successful Interview Skills
- Communication Skills
- Working Towards Goals
- Professional Resume Writing
- Job Search Techniques

### C) Character Development and Work Values

Workforce passport Program focuses not only on technical development but also on behavior and character development - thus aims to instill in participants the following work values:

- Team Work
- Work Ethics
- Coping with Change
- Problem Solving
- Time Management
- Initiative
- Commitment and Punctuality
- Results Orientation
- Research/Field Work



### **D) Specialized Business Tracks**

These provide a brief introduction to the following key business concepts:

- Office Management
- Human Resources
- Customer Service

### **E) Graduation Project – Innovative Business Ideas**

The graduation project puts to test the six weeks of intensive training whereby participants apply all the skills and tools acquired to develop an innovative business project. Participants are taken through all the stages of developing the business plan. It aims to develop core business skills and competencies through the integration of business skills to workplace tasks and projects. Additionally it focuses on research skills, analysis and project management. Graduation projects are presented by teams of four to six students, led by an elected representative emphasizing teamwork. Competition is fostered among teams whereby the best projects are awarded upon graduation. Participants can select from a variety of topics in various fields and are encouraged to select innovative and demand-driven topics that express the market and specific community needs.

## **Program Partners**

PDF implements this unique program in cooperation with a consortium of training agencies; Maharat for HR Services and Outsourcing Solutions, Berlitz Egypt and Dale Carnegie Training Egypt. In addition, the online part of the program is designed according to edexcel standards - establishing a standard of excellence and ensuring highest quality in program delivery.

## **Selection Criteria**

Egyptian Citizens who are not older than 27 years Bachelor's degree holders, graduates from a recognized university. Selected candidates have to first pass a personal interview and english placement test, full commitment to the scholarship is required, accepted participants are committed to pay 200 Egyptian Pounds (commitment fees).

## **Admission**

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# CIVIL SOCIETY SUPPORT CENTER

*A Capable Civil Society*

# NGO CAPACITY BUILDING PROGRAM

## Introduction

The NGO Capacity Building Program is designed to support NGOs, develop effective and well-managed organizations that make best use of their human and financial resources to maintain business sustainability. With great focus on delivering successful strategies, emerging tools as well as specific skills and tactics necessary to build the capacity of NGOs, the program aims at empowering the organizations to better perform internally and towards the community they serve.

## Objectives

- Create awareness
- Transfer of skills and know-how
- Promote the HRD concept
- Promote decentralization through empowering of NGOs
- Encourage and motivate the knowledge sharing between organizations

## Program Design

The program includes several tracks that cover the different levels within the organization as follows:

### **Organization Capacity Building: (Duration 15 Days)**

Addressing key persons through management training of decision makers of NGOs such as CEOs, Executive Directors and General Managers by assisting them to acquire organizational management and behavioral skills so that they can produce an interesting combination of homegrown activism and modern management techniques that would help them to achieve better results.

- Finance for Non Profits
- Admin and Fundraising Systems
- Total Quality Management
- Communication and Leading Change
- Strategy and Leading Organizations
- Automation

### **Individual Capacity Building:**

This program aims at building the capacity of individuals and the preparation of human resources within the organization as well as developing their skills. By undergoing this program, individual staff members will understand the importance of performing and completing their tasks within the given time frame and learn taking initiatives to respond to the emerging needs of the communities they serve.

### **Senior Level (14 Days):**

- Communication and Human relation Skills
- Managing others
- Strategy and Leading Organizations
- Process Improvement
- Total Quality Management
- Project Management

### **Middle Level (14 Days):**

- Communication and Human Relation Skills
- Administration Skills
- Total Quality Management
- IT skills

## **Admission**

For NGOs registration or for more information, please visit our website [www.pdf-eg.org](http://www.pdf-eg.org)

Or kindly send your inquiries directly to: [ngo@pdf-eg.org](mailto:ngo@pdf-eg.org)

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## **Selection Criteria (NGOs only)**

- NGOs must have legal documents.
- NGOs must have a minimum of 10 employees on payroll.
- Selecting NGOs from various sectors such as (Human Resources Development, Community Development, Women Development, Environmental Development)
- Working with all NGOs sizes (Large, Medium and Small)

## **Partners**

With the intent to offer a highly specialized training program, PDF in cooperation with top notch providers grant nonprofit organizations with the necessary knowledge and skills to enable them to work more effectively and efficiently towards accomplishing their missions.

Such cooperation will definitely make a significant difference to participants from the Civil Society sector who would not have had the opportunity to receive such support and training.

## Introduction

Techsoup Egypt is a program administered by Professional Development Foundation (PDF) as part of its vital role in developing non-governmental organizations which, in turn, realize their important vision in serving unprivileged areas.

We believe that these organizations can have a greater impact on society through the appropriate use of technology. That is where Techsoup Egypt comes in to provide the necessary assistance on how to correctly and efficiently use technology. Techsoup Egypt program grants a wide range of products for the eligible organizations, donated by global technology companies such as: Microsoft and Symantec.

## About Techsoup Global

Founded in 1987, Techsoup Global is a non-profit organization aiming at providing NGOs with the technology resources and knowledge they need to operate at their full potential.

As of December 2009, Professional Development Foundation (PDF) was selected as the local partner in Egypt assigned to implement the donation program. Being the official representative of Techsoup Global in Egypt, PDF was responsible for operating the Techsoup Egypt program.

Becoming a TechSoup Global partner is a unique opportunity for PDF to help renovate the entire technology landscape for NGOs in Egypt, as well as promoting IT as a development accelerator for NGOs – all in efforts to ultimately create a strong and able civil society.

## Objectives

- Improves NGOs capabilities.
- Facilitates coordination and information sharing both internal and external to the organizations.
- Enhances the ability and effectiveness of staff to perform their jobs.
- Facilitates communication and information flow.
- Provides high levels of data security.
- Provides an open, flexible, reliable technology base for the future.
- Facilitates the electronic capture of data at its source.

## How to apply?

For NGOs registration or for more information, please visit our website [www.techsoupegypt.org](http://www.techsoupegypt.org)

Or kindly send your inquiries directly to: [techsoupegypt@pdf-eg.org](mailto:techsoupegypt@pdf-eg.org)

For queries please contact PDF

Tel :+ (202) 3305 9513/14 - 01021051958

Address: 63 Syria Street, Mohandessin. Professional Development Foundation (PDF)

## Selection Criteria

- All non-profit and non-governmental organizations can apply.
- Organizations must have legal registration documents
- Address of organization's headquarters should be the same in official registration documents.
- Organizations must have PCs in place.
- Organizations must meet the worldwide eligibility criteria.

## Partners

In partnership with IT giant Microsoft, Techsoup Global was able to expand the donations program globally with Egypt being one of top priority countries. Techsoup Global provides the platform, products, central administration and support necessary for the program, while PDF localizes and delivers the program in Egypt as well as managing the eligibility processes.

## Introduction

Nothing speaks better to the heart and mind than true and thoughtful words and encounters. At these hard and challenging times, Bright Egypt comes as a motivational initiative that aims at capitalizing on the brighter stories of ordinary Egyptians. Operated by the Civil Society Support Center, Bright Egypt brings together everything from creative ideas to inspirational success stories and life experiences on a unified, online platform creating community-building ideas that will infuse hope, cooperation, work and harmony among us as Egyptians. By shedding the light on everyday people who have powerfully inspiring stories to tell, Bright Egypt reinforces how the biggest accomplishments could be achieved no matter how limiting the resources and circumstances may be. We strive to expose the public to such effective building blocks of today's community, those which prove that it's possible – great things are happening every day, and you could find out about them on [masrmenawara.org](http://masrmenawara.org).

## Objectives

- Help readers find hope and self-motivation
- Spread bright ideas and stories
- Educate the society to support people
- Facilitate learning and create open channels of knowledge
- Offer links to reach expertise and professionals
- Promote to the public that real people can make a difference in the community

## Admission

Submit your story online via [www.masrmenawara.org](http://www.masrmenawara.org)

Or kindly send your story directly to [masrmenawara@masrmenawara.org](mailto:masrmenawara@masrmenawara.org)

For queries please contact PDF

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## Selection Criteria

- Story/ project should have an inspirable impact
- Message behind the story should directly reach and affect the target community
- Personal motive (away from public and private sector initiatives)
- Successful achievements

# PC REFURBISHMENT

## Introduction

Technology nowadays has become a necessary tool used by almost everyone in Egypt. Businesses and governments today are so reliant on computers and its accessories to the extent that all equipment should be replaced constantly, besides that the depreciation of equipment occurs every two to five years. On the other hand, there are underprivileged communities within Egypt which have limited or almost no access to the benefits technology can provide. With such a wide digital divide between the two ends of society, PDF decided to make ends meet, via the PC refurbishment program, in a mutually beneficial cycle.

Designed to empower people so that they can access and contribute to information and knowledge flows, PDF started an initiative to form partnerships with all groups of society whereby companies and institutions would donate their second-hand, damaged, or discarded computers to organizations who will repair and upgrade them using certified guidance from our partners. And in hopes to enhance opportunities of spreading the use of technology, these computers will, in turn, be provided at low cost to educational, social and charitable institutions as well as micro-entrepreneurs.

## Objectives

- By giving outdated computers a second life, we help elongate their life span and minimize the e-waste resulting from improper disposal.
- Empowering non-governmental organizations to better serve their communities
- Providing new jobs in the field of IT for Egyptian youth
- Reducing the effect of e-waste
- Help underserved communities benefit from the usage of affordable, refurbished computers to realize their full potential.
- Reduce the level of software piracy nationally by providing original licenses.

## Project Description

By turning old computers into useful tools that help serve the community, we aim at establishing a comprehensive, self-sustaining system that not only empowers beneficiary entities in the educational, social and entrepreneurial fields, but help conserve the environment, therefore reducing the improper disposal of technology. The initiative provides benefits on all contributing levels by covering the whole range of tasks from mobilizing donors of second-hand PCs to refurbishment and distribution of sold PCs to beneficiaries.

## Partners

We are proud of the efforts exerted by our partners to help foster foundations for enhanced learning and economic opportunities. Through the partnership with Microsoft, PDF is backed up by the world's top software brand to ensure the refurbished PCs run smoothly and effectively. As part of their contribution to the program, Ifixit will provide organizations with the tools, guidance and know-how required to update the donated PCs.



“The dedication and commitment I learnt throughout PDF is immeasurable. This experience exposed me to the real dynamics of the corporate world, I know I could have never learnt otherwise.” *CEE Graduate*

“The scholarship did not only change me on the professional level, it tremendously changed my attitude towards work and life.” *Youth Academy Graduate*

“I appreciate everything I learnt throughout the BBSA program, I can simply say that it brought the best out of me” *Youth Academy Graduate*

“PDF Senior Executive Program is quite intense and yet a much diversified program, useful in practical business life- Thanks to PDF for the excellent level of preparation and coordination.” *CEE Graduate*

“The direct influence of the program was the interaction between the different industries and between senior executive managers allowing them to put aside competition & look at the bigger picture.” *CEE Graduate*

“The Women Leadership Program (WLP) was an inspiring self-assessment journey that proved to be of great value to IBM employees and clients, the one-on-one sessions and coaching in particular were highly personalized and tailored to each participant’s needs.”  
*CIT Graduate*

“As a member of the first group of certified Microsoft Business Intelligence graduates, this opportunity distinguished me from my colleagues and gave me an edge in a new untapped field.” *CIT Graduate*

“The Senior Executive Program enabled me to practice logical thinking in an untraditional way. I especially enjoyed open discussion sessions and was pleased to share this valuable experience with my team upon returning to work.” *CEE Graduate*

“I found the program very interesting and such an important learning experience. Through the program, I was able to engage in activities and discussions that not only enriched my interpersonal skills, but also expanded my understanding of NGO management best practices.” *CSSC Graduate*

“We had the privilege to learn from different minds and NGOs and we believe this is once in a lifetime experience. Thank you for choosing our organization to be part of this great training program.” *CSSC Certified NGO*

