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Pioneering Woman programme

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JCI Lattakia presenting a shield of thanks to "Awareness Foundation", represented by Elza Nasra the coordinator of the "Awareness Foundation" in the Middle East.

The Awareness Foundation is a registered charity in England & Wales (No 1099873)

The Middle East Director

Huda Nassar



Dr. Junior Makhoul, Local President of JCI Latakia



Huda Nassar, Director for the Middle East

"Pioneering Woman" is a Programme that impact women significantly by empowering them to pursue their entrepreneurial aspirations and contribute to the economic development of their communities. It is a programme launched in partnership between JCI Latakia and the Awareness Foundation. Given that women play a prominent role within society, women aspire for parity in opportunities, particularly within the entrepreneurship environment.

The aim of the programme is to deliver both practical and theoretical training in the realm of entrepreneurship, with the primary objective of enabling women to enter the job market. The primary focus is to empower women to enter the job market by imparting the skills and knowledge necessary for them to create and manage their own projects.

It's critical to attract sponsors to ensure sustainability and success of the programme as this can lead to mutually beneficial partnerships between the women and the sponsoring organizations.

The Participants

The selection of the target demographic is based on specific criteria, which is based on an assessment of a cohort of women. The chosen age range for participants falls between 20 to 35 years of age, and from different sectors of society.



The programme is divided into three phases:

Phase one:

This phase encompasses training sessions that cover entrepreneurship, management, creative thinking, and intellectual empowerment. Women partake in these sessions to acquire a solid understanding of leadership principles.

Phase one consists of 50-hour-training. Once the first stage is completed, the women are ready to engage with sponsors to secure financial support and resources. It is always a significant achievement when multiple companies sponsor projects that will have a positive impact on society. These sponsorships can help bring innovative ideas to life and make a real difference in various areas.

As women in leadership positions are vital for the growth of society, they serve as a significant driving force in community development. Their leadership and innovative abilities empower working women, making them the fundamental resource for societal prosperity.



In a nutshell, the programme needs to tackle challenges and use them as opportunities to generate innovative ideas. These ideas should then be transformed into real projects that cater to the needs of women, ultimately leading to their financial independence. It's crucial to ensure that these projects are developed in a safe and supportive work environment.

Stage one led by **Maggie Kafa**. She focuses on the following topics:

1. Entrepreneurship and small business management.
2. Marketing and marketing technical studies
3. Analysing competitors and competitive advantage.
4. Expenses, profit and loss.
5. Preparing economic feasibility studies.
6. Safe working environment for women.



Stage two conducted by Rasha Haider.



She emphasises on the following components:

1. communication skills
2. Self-motivation

Stage three Dr Pierre Filfili spearheaded the third phase, where he broke down the training into these distinct sections:

The intellectual part (soft skills):

1. Communication skills
2. Time management
3. Creative thinking skills
4. The art of negotiation

The administrative part:

1. Definition of the administrative side and its component
2. Project design and how to write a proposal.



Additional training sessions

In order for entrepreneurial women to turn their dreams into reality, we initiate additional training session that build upon the knowledge gained from the previous three programme phases.

This session is conducted under the guidance of an experienced trainer, Eman Ali Abdullah.



The training topics include:

1. Practical obstacles facing female entrepreneurs and how to address them, as well as change resistance skills.
2. The most important practical skills for entering the market.
3. Legal forms of establishing small and micro-enterprises.
4. Quality management concepts in small projects.

Phase Two:

A pivotal conference bringing together Syrian businesswomen & men, project collaborators, official representatives, as



well as the trained women themselves. The conference between the participants and establishes a network to opportunities.

fosters connections secure employment

During the conference some discussions take place between the trainees and the experts, where they point out the weaknesses of the project and how to improve them. They also discuss projects strengths and how to implement them.



Certificates are awarded at the end of the "Pioneering Woman" conference, to the businesswomen who participate in the project training, and whose projects are presented during the conference.



The leading woman is the one who possesses leadership skills, innovation, and influence in her field. She then serves as a source of inspiration for others through her vision, values, and achievements.

Middle East Coordinator

Elza Nasra



During the conference Elza Nasra gave a speech and presented the Awareness Foundation. She said: “Waii” is a nonprofit Christian organization that collaborates with Christian churches, nonprofit entities, and private associations. Our headquarters are located in London, United Kingdom, and we are registered as a nonprofit in both the United States and Canada. One of the primary objectives of the "Waii" Foundation is to nurture a generation of young individuals who are deeply connected to their culture, aware of their societal responsibilities, and engaged in their communities. We aim to help young people discover their genuine and influential roles within their society's culture and heritage.

Additionally, our mission involves encouraging young people to embrace their roots, uphold their identities, and fostering innovative and creative thinking to address the challenges of the modern era. We are committed to promoting coexistence among diverse cultures and religions, founded on principles of mutual respect, love, and cooperation, while also building bridges between the East and West. In Lattakia, an international organization dedicated to youth and community development, has been instrumental in achieving our shared goals.

In alignment with our commitment to youth and children, we recognize the importance of empowering women to become leaders in society and play pivotal roles in its development. To this end, we have jointly launched the "Pioneer Woman" programme, aiming to equip women with practical tools to enter the job market and contribute to economic recovery.

Throughout my years of volunteering with the "Waii" Foundation, I have had the privilege of collaborating with dedicated and ambitious young individuals who are passionate about advancing and serving their communities. We welcome your presence today as part of our journey in the "Leading Woman" programme, offering participants the opportunity to bring their projects to life.

We extend our heartfelt gratitude to everyone who has contributed to the success of this development project, and we look forward to continued collaboration on future initiatives that inspire future generations, foster creativity, and advance our homelands." *"Waii" is "Awareness" in Arabic*

During the conference, successful businesswomen shared their achievements to inspire and motivate aspiring entrepreneurs.

We are very proud to say that our Ambassador for Peace **Grace Ashi** who is a very successful businesswoman was invited to share her life and her expertise in her field. She said: "When you possess the willpower and determination, you are capable of finding the path to your success and distinction.



Grace Ashi, Ambassador for Peace

Phase Three:

Continuous monitoring is a crucial component of our programme that is aimed at helping women secure job placements and achieve self-satisfaction.

The Pioneering Woman Project Committee plays a pivotal role in this process by regularly tracking the progress of individuals whose proposals have been adopted.

The continuous monitoring is a strategy designed to provide ongoing support and intervention as needed to help these women succeed in their journey.

Why we need your support:

Please play your part in supporting our young **Ambassadors for Peace** in Syria & Iraq to enable them to develop their own creative peace-building activities and initiatives so that they promote peace and reconciliation in their diverse and wounded communities.



You can also support our ground-breaking children's programme, **Little Heroes**, in Syria which builds the children's sense of well-being, self-esteem, resilience, and emotional health.



Support our brand new programme **Pioneers**. The programme aims to care for teenagers to take them on a journey through building up their mental and physical wellbeing, self-confidence, resilience, competence, identity and human relationships.



We are infinitely grateful for those who have been already blessing us with their gifts of care and love to keep these two programmes running.

Thank you

We are endlessly grateful to all our friends around the world, without whom we would never be able to carry out our mission and help thousands of young people and children in the Middle East. Your support and donations, large and small, help us to keep going so that we can continue the ministry that God entrusted to us. Please visit our website and make a donation to any programme you choose and let us together make a difference in the lives of the people who are under privileged.

How to donate:

You can donate through our website: <https://www.awareness-foundation.com/donate>

Or send cheques, made payable to:

In UK: Awareness Foundation, 134C London Road, SM6 7HF.

In US: TFCC America, Amin Al-Laty, Secretary

3240 Dovecote Drive, Quakertown PA 18951

We are a registered charity in the UK, (No: 1099873), we have the 501(c3) status in the US, and we are partners with CAF Canada so we can give donors tax receipts in all those countries if they choose to have them.