

In continuation of the mall's CSR initiatives

CFCM SPONSORS A COMMUNITY SCHOOL IN EL-FAYOUM

Cairo-Egypt, 2 February 2021. In partnership with Misr Elkheir Foundation, Cairo Festival City Mall sponsors a community school in El-Fayoum. Through their recently launched Festival Cares programme, CFCM aims to constantly be an active member in the Egyptian market through utilizing a sustainable calendar of CSR initiatives. In time for 2021, the mall realizes the importance of impacting the lives of children and youth through equal access to education and better curriculum in line with the Egyptian Ministry of Education's textbooks, educational materials and extra-curricular activities.

Following the government's vision to reduce illiteracy and truancy amongst the youth, CFCM sponsors a community school to give children enhanced access to education, especially in rural destinations around Egypt. Being the targeted governorate, El-Fayoum currently harbors 82 schools only, which are expected to cater to 2453 students. Therefore, CFCM's efforts are essential to sponsor the education and prosperous future of many children. With that in mind, the initiative also prioritizes the education of females in particular. The school's capacity of students is expected to favor girls, whom will represent 60% of total students.

“With Festival Cares, corporate social responsibility is at the heart of CFCM's key endeavors. Through a sustainable calendar, we aim to tackle various ventures and beneficiaries. Education is a keystone to building a generation of influential individuals who will grow as part of our CFCM community. Accordingly, we are motivated and proud to be endorsing the individual's right to receive access to education through sponsoring a community school in El-Fayoum,” says Hayssam Hajjar, General Manager of CFCM.

“This particular project is quite dear to our team. We have always been big believers in the importance of education as well as every child's right to receive proper former schooling. We are happy to collaborate with CFCM to shape the future of many promising children,” says Amal Mobadda, Head of the Resource Development Sector at Misr El-Kheir Foundation.

Many reasons and factors may cause truancy in Upper Egypt Villages, such as; the limited number of schools per district which translates into the children having to cross long distances ranging from 5 to 7 Kilometers on a daily basis, hence, causing many parents to refuse allowing their children to attend school.

By investing into the upgrading of a community school, CFCM in collaboration with Misr El-Kheir Foundation will be refurbishing the school; including renovating the premises, providing the necessary equipment, individual school supplies for each student, tablets and laptops for better quality of modern education, professional training for the staff, and essential furniture.