



جمهورية مصر العربية
وَزَارَةُ التَّضَامُنِ الْإِجْتِمَاعِيِّ

Training Program
(Executive Training)
JICA Project - Ministry of Social Solidarity

Module Four:
Community Participation – Resource Mobilization –
Policies and Laws
July—August 2025

Training Program Schedule

9	Session	To	From	Activity
Community Participation	First	9:00	9:40	Orientation Activity – Pre-Test – Training Program Objectives
		9:40	10:40	Community Participation (Concept – Importance – Motivation for Participation – Traditional Areas of Parental Involvement – Modern Areas of Parental Involvement)
		10:40	11:00	Who Are the Partners – Challenges of Community Participation – Participation Structures
		11:00	11:15	Break
	Second	11:15	12:15	Concept of Resource Mobilization – Needs Assessment – Nursery Mission – Sources or Providers – Effective Activity
		12:15	1:15	Resource Mobilization Plan – Post-Test – Evaluation



Activity (1) (Self Introduction)



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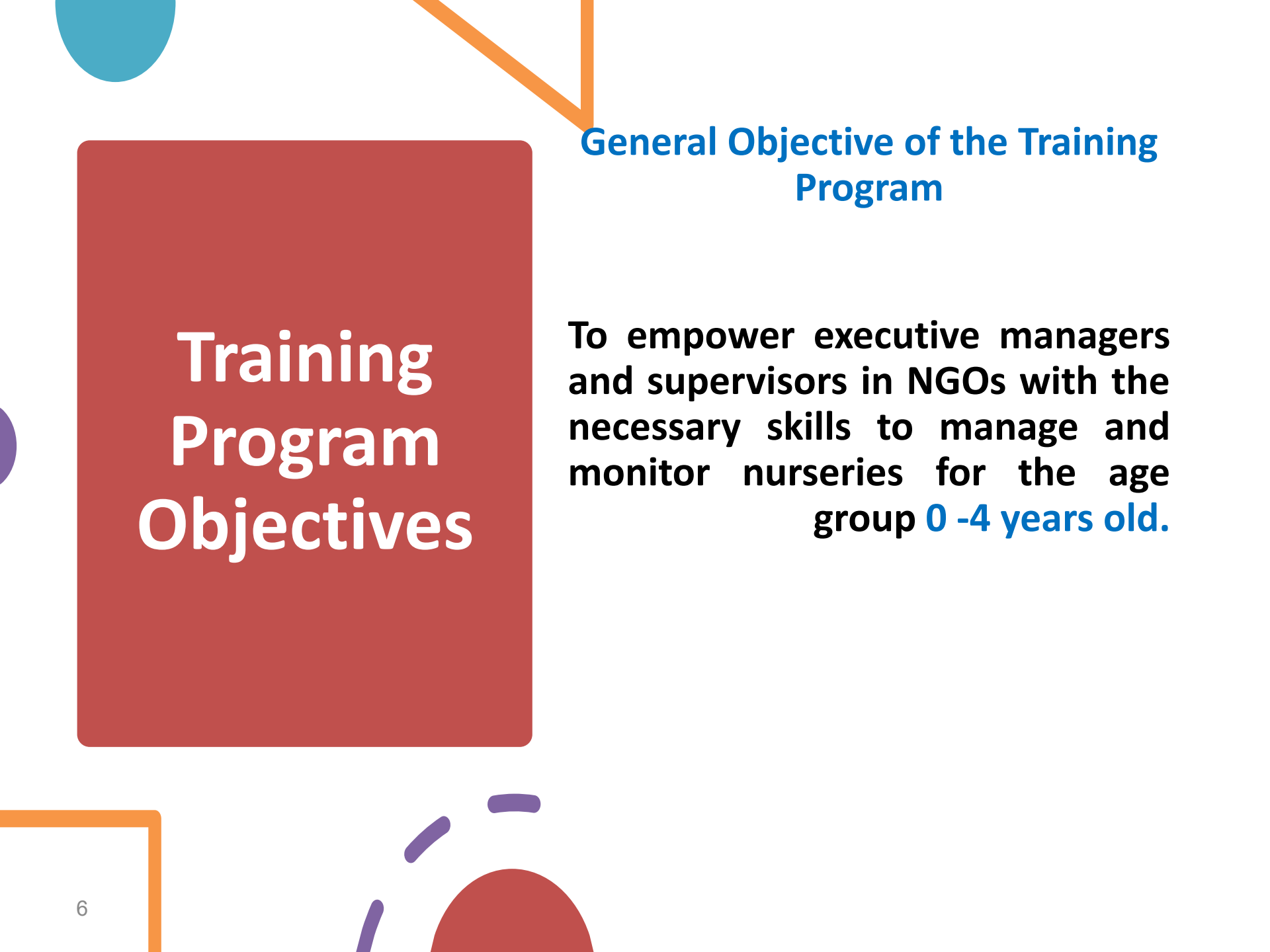
(15 mins.)

Expectations

Based on your previous experiences, what are your expectations for the training program?



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Training Program Objectives

General Objective of the Training Program

To empower executive managers and supervisors in NGOs with the necessary skills to manage and monitor nurseries for the age group **0 -4 years old.**

Training Program Objectives

- Participants define the concept of community participation and its importance in developing nurseries.
- Participants identify the motivations for community participation and the factors that encourage individuals to engage in it.
- Participants infer the different areas where community participation can take place in nurseries.
- Participants conclude the role of community participation in nurseries and its impact on improving services.
- Participants become familiar with the different levels of participation and the mechanisms for applying them in the nursery environment.
- Participants identify the key actors and potential partners who can support and develop nurseries.
- Participants deduce the basic principles of the participation process.
- Participants analyze the challenges facing community participation and propose solutions to overcome them.



Training Program Objectives

- Participants understand the concept of resource mobilization and its importance in supporting and sustaining nurseries.
- Participants identify the types of resources needed to operate and develop nurseries.
- Participants learn the key components of a resource mobilization campaign plan and how to implement it effectively.
- Participants formulate a clear mission statement for the nursery to be used in the resource mobilization campaign.
- Participants are able to identify the target groups for the resource mobilization campaign.
- Participants determine suitable activities for the resource mobilization campaign.
- Participants design a resource mobilization campaign plan based on the nursery's actual needs

Training Session Rules

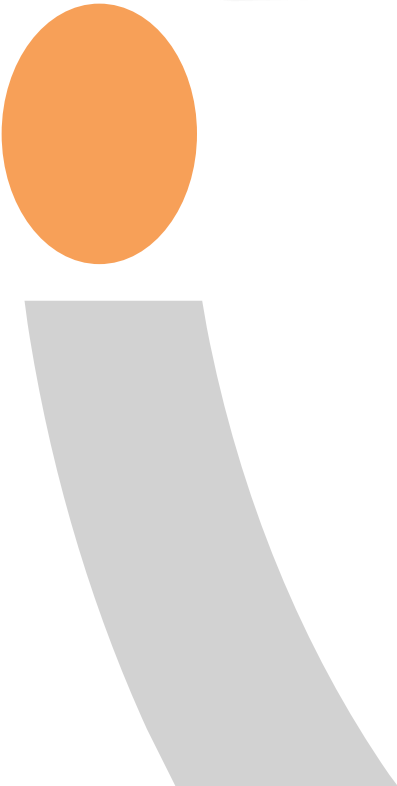


Pre-Test



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(20 mins)



First Session

Day Four

Community Participation



Orientation Activity

What's the first word
that comes to your
mind?

Community Participation



Orientation Activity

Community Development

Partnership

Enhancing
Learning

Social
Responsibility

Local
Resources



Cooperation

Interaction

Support

Volunteering

Institutional Empowerment

Awareness

Training Activity (2)

In front of you is a set of words that you can use to help define the concept of community participation.



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(10mins)

Concept of Community Participation

Setting priorities and ensuring the quality of services provided.

Engaging beneficiaries and community members in decision-making processes

Playing an active role in accountability and transparency processes

The process through which...



Concept of Community Participation

Participation is the process through which beneficiaries and community members are involved in decision-making regarding the services they receive from the organization policy-making processes that affect them, setting priorities, ensuring the quality of services provided to them, and also playing an active role in accountability and transparency processes.



Concept of Community Participation in Nurseries

Partnership and Interaction: Cooperation between nursery management, parents, the local community, and supporting institutions to support and develop the services provided to children.

Participation in Decision-Making: Involving beneficiaries and the local community in policy-making, setting priorities, ensuring quality of services, and accountability.

Support and Sustainable Development: Providing financial resources, expertise, and involvement in activities to ensure the sustainability and improvement of the learning environment in the nursery.



Training Activity (3)

Based on your work experience and your observation of the video, please identify the importance of community participation.



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(10mins)

Importance of Community Participation

- Enhances the management's ability to solve problems
- Provides the necessary resources and means
- Strengthens the management's capacity to improve service quality
- Creates understanding of issues and problems among all stakeholders
- Increases accountability and promotes concepts of partnership and responsibility

Training Activity (4)

What are the motivations for participations?



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(10mins)

The Motivation for community participation

- Interest (Mutual benefit)
- Self-esteem
- Conscious concern



The Motivation for community participation

Interest (Mutual Benefit):

Interest is considered one of the strongest motivations for community participation. Individuals seek to achieve personal or collective benefits by engaging in community activities. These benefits may include obtaining financial support, improving social status, or expanding their personal and professional networks. People participate when they feel that their involvement will bring them tangible advantages.



The Motivation for community participation

Self-Esteem:

This is a psychological motivation where individuals seek community participation to enhance their sense of personal worth. Participating in community activities gives individuals the opportunity to showcase their abilities, which increases their self-respect. The feeling of achievement and contributing to community improvement can boost a person's self-confidence and give them a sense of pride.



The Motivation for community participation

Conscious Concern:

This motivation relates to participation driven by the desire to raise social and cultural awareness. It includes the wish to change or improve community issues through education, awareness-raising, or working on specific causes such as the environment or human rights. Individuals participate because they believe that increasing awareness in the community can lead to positive changes.



Training Activity (5)

Dear participant, in collaboration with your group, examine the following case:

At "Future Flowers" nursery, the facilitators noticed that some children face difficulty adapting, and communication between the nursery and parents is limited. The management decided to launch an initiative to enhance parents' participation in children's activities. However, challenges arose, such as low engagement from some parents due to their busy schedules or lack of knowledge on how to participate effectively.

Discussion question:

Explain the proposed areas of parental involvement through which parents' participation can be activated to support the nursery environment?



(15mins)

Traditional Areas of Parental Involvement

- 
-
- Activity groups.
 - Organizing regular meetings for parents to present nursery programs and activities.
 - Organizing open days where parents get to know about their children's various activities.
 - Encouraging children to take some of their work home.
 - Preparing educational programs for parents.
 - Forming advisory councils from parents to benefit from their special expertise.
 - Issuing newsletters.
 - Parents' committee for the nursery, dedicated to discussing children's issues.

Training Activity (6)

Suggested New Areas for Parental Involvement in the Nursery:



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(10mins)

Suggested Areas for Parental Involvement in the Nursery

- Parents attending some segments of the nursery's program.
- Attending the work team meeting in the learning room to assist in planning.
- Requesting parents to fill out surveys about the nursery's performance (self-assessment form).
- Receiving training in educational aspects.
- Participating and assisting in a nursery-organized trip (organizational roles for parents).
- Attending the nursery program as a participant by telling a story or singing a song with the children.
- Preparing materials, supplies, and tools for the program.
- Designing educational content based on the parent's culture or language for the program (stories, songs, dances, foods, words, proverbs, or specific vocabulary and concepts).
- Being a parent member of one of the decision-making bodies.

Levels of involvement in nurseries

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graph TD; A[Levels of involvement in nurseries] --> B[Participation in resource provision]; A --> C[Participation in the management of the nursery]; C --> D[Indirect Participation]; C --> E[Direct Participation];
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**Participation in
resource provision**

**Participation in the
management of the nursery**

**Indirect
Participation**

**Direct
Participation**

Training Activity (7): Who Are the Stakeholders and Partners?

Some people may think that managing a nursery, particularly when it is privately owned, is the sole responsibility or right of the owner(s). This brings us to an important question regarding the main purpose of a nursery:

Is it simply an investment project aimed at generating profit while providing a safe space for children during their parents' working hours?

Or

Is it a place that supports the child's development and growth, prioritizing the best interests of the children?

If the answer is the latter:

Who are the expected stakeholders that should be involved in decision-making, based on the concept of community participation?



(10 minutes)

Stakeholder and Partner Analysis Model in the Nursery

A tool or mechanism used to identify and assess the significance of key individuals, groups, or institutions that may have an interest in the nursery's areas of work, as well as an influence on its performance and ability to achieve its goals.

Activity 5: Who are the Stakeholders ?

Partner Stakeholders

Government entities
(Ministry of Education, Health, Municipality, Civil Defense)

Local community
(charities, neighborhood residents, supporting companies)

Educational institutions (schools, teacher training centers)

Media and digital platforms.

Partner Stakeholders

Nursery staff
(administrative employees and workers)

Suppliers for
(food, educational materials, furniture)

Partner Stakeholders

Parents

**Teachers /
Nannies**

**Management
(Manager – Supervisor)**

Partner Stakeholders

Private institutions

NGO

**Ministry of
Education**

Stakeholder Analysis

[illegible]

Stakeholder Analysis

Stakeholders	What we expect from?	what they need from nursery management?
Parents	Adhering to attendance and departure times, monitoring the child's development, participating in activities, paying fees regularly	Regular updates about the child, a safe environment, good educational and recreational activities
Teachers/Facilitators	Providing a good educational environment and care, implementing the educational curriculum, focusing on the well-being of the children	Administrative support, continuous training, fair salaries, suitable work environment
Management (Managers-Supervisors)	Supervising daily operations, ensuring the quality of education and care, problem-solving	Support from official authorities, commitment from employees, stable financial resources
Nursery Staff (workers and Administrative Employees)	Maintaining the cleanliness and safety of the nursery, providing support services (feeding, security, maintenance)	Fair salaries, good work environment, training on health and safety standards
Suppliers (Food, Educational Materials, Furniture)	Providing high-quality resources in a timely manner.	Regular payment of dues, identifying needs in advance, clarity in contracts

Stakeholder Analysis

Stakeholder	What we expect from?	what they need from nursery management?
The government agencies (Ministry of Education, Ministry of Health, Municipality, Civil Defense)	Inspection of quality and safety standards, issuing licenses, providing guidance support	Compliance with regulations, providing required documents, implementing necessary improvements
The local community (charitable organizations, neighborhood residents, supporting companies)	Supporting the nursery with resources or volunteering, providing additional activities	Opportunities for communication and collaboration, sending invitations to participate
Educational institutions (schools, teacher training centers)	Collaboration to develop curricula, providing opportunities for teacher training	Effective collaboration with the administration, hosting teachers for training
Media and digital platforms	Media and digital platforms	Media and digital platforms

Training Activity(8)

What are the challenges of participation from your perspective?



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(10 Minutes)



Participation Challenges

Lack of Awareness of the Importance of Participation:

Some parents and members of the local community lack awareness of the important role they play in supporting the nursery and participating in its activities.

Parents' Busy Schedules:

Work pressures and daily life commitments pose a challenge to active parental participation in the nursery's events and educational programs.

Lack of Resources and Financial Support:

Some nurseries suffer from limited funding and difficulty in securing the financial resources needed to carry out activities that promote community participation.

Weak Communication Channels:

The absence of effective communication mechanisms between nursery management and parents leads to weak participation and coordination challenges.



Participation Challenges

Lack of Conviction Among Nursery Owners and Managers Regarding the Importance of Parents Participation:

Some nursery owners and managers believe that involving parents may hinder management rather than support it, which reduces opportunities for engaging them in decision-making.

Pressure on Executives Without Sufficient Support:

Nursery managers and teachers are often burdened with additional responsibilities related to community participation without being provided with the necessary resources or training.

Weak Representation of All Parent Groups:

Participation is often limited to a specific segment of parents, while others remain unrepresented in the decision-making process.

Training Activity (9)

Structures of participation

How can the nursery management provide space for the involvement of stakeholders in the nursery's work?



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(10 Minutes)

Structures of participation



- ☐ Inviting to attend board meetings.
- ☐ Forming committees derived from the board, including relevant stakeholders (Quality Committee, Development Committee, Resource Enhancement Committee).
- ☐ Holding consultative sessions with stakeholders.
- ☐ Inviting to conferences and forums organized by the board.
- ☐ Opening a dialogue window through social media platforms (Facebook, Twitter, Instagram, etc.).
- ☐ Creating a suggestion box and encouraging visitors to the nursery to participate by providing their suggestions.
- ☐ Conducting periodic evaluations of parents' satisfaction with the services and discussing the results with parents regularly.

Take A
Break!

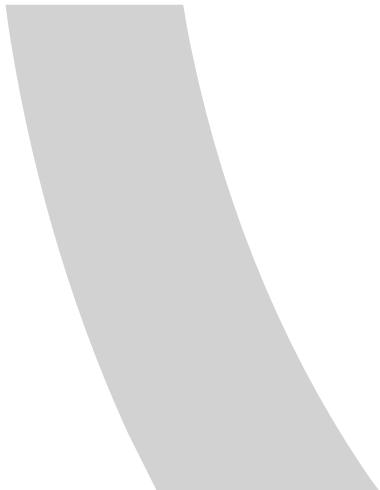
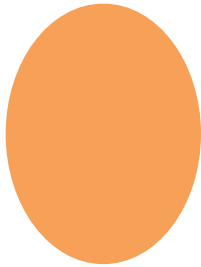


A vibrant, multi-colored paint splatter graphic. The central text "Welcome back!" is written in a bold, white, sans-serif font. The background of the text is a large, irregular splatter composed of various colors including red, orange, yellow, green, blue, and purple. Smaller, lighter-colored splatters and dots are scattered around the main graphic, creating a dynamic and celebratory feel.

**Welcome
back!**

Fourth Day

**Second
Session**



Resource mobilization



Training Activity (10)

Dear participant,
Define the concept of resource mobilization.



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(10 Minutes)

Resource Mobilization Definition

It is the process of gathering and mobilizing available material, in-kind, human, and financial resources within the community, within the framework of regulations and laws, in order to implement projects or instill social values for community development and resource development.



Training Activity (11)

Dear participant,

Please complete the needs assessment table for nurseries



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(15 Minutes)

Needs Assessment Table for Nurseries

The Axis	The Need
The premises (walls - paint - ventilation - lighting)	
Furniture	
Required human specialties	
Technical Skills	

Needs Assessment Table for Nurseries

The Axis	The Need
The premises (walls - paint - ventilation - lighting)	✓ Child-friendly paint in bright colors ✓ Good ventilation with safe windows ✓ Suitable natural and artificial lighting ✓ Provision of safe flooring (parquet or foam)
Furniture	✓ Tables and chairs suitable for children's age ✓ Cabinets for storing tools ✓ Areas for sleeping and resting ✓ Educational toys and recreational corners
Required human specialties	✓ Teachers specialized in early childhood education ✓ Psychological and social specialist ✓ Childcare provider ✓ Cleanliness and safety supervisor ✓ Administrator and accountant
Technical Skills	✓ Ability to interact with children with patience and love ✓ Teaching skills using modern methods ✓ First aid knowledge ✓ Effective communication with parents ✓ Ability to organize recreational and educational activities

Criteria for formulating the message for nurseries

- 
-
- ☐ It should be concise, accurate, and specific.
 - ☐ It should be phrased in clear words and be understandable to everyone.
 - ☐ It should give a good impression and leave an enthusiastic and inspiring impact on the reader or listener.
 - ☐ It should reflect the nursery's overall vision.
 - ☐ It should clarify how to achieve the goals the nursery aims to accomplish.

Training Activity (12)

Dear Participant,
Please draft a message for a distinguished nursery.



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(15 Minutes)

Examples of Marketing Messages for Nurseries

At [[Al-Baraem Nursery](#)], we believe that every child is a precious trust deserving the best care. We strive to provide a safe and stimulating environment that combines enjoyable learning with proper upbringing to help our children develop their skills and explore their abilities. We focus on instilling moral values such as cooperation, respect, and self-reliance, while offering comprehensive care that ensures their comfort and happiness. Our goal is to prepare a confident, educated, and creative generation in an atmosphere filled with love and security.



Training Activity (13)

Dear Participant,
Please mention the entities and sources that can be utilized
to provide funding for the nursery.



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(10 Minutes)

Funding Sources for Nurseries



Training Activity (14)

Dear Participant,

In your opinion, what are the conditions for formulating a good activity for a resource mobilization plan?



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(15 Minutes)

Conditions for formulating a good activity for a resource mobilization plan

- 
- ☐ The activity is realistic and achievable.
 - ☐ The activity is appropriate for the nature of the target group.
 - ☐ The timing of the activity is suitable for the target group.

Examples of activities for a resource mobilization campaign plan

- 
-
- ☐ Direct personal communications
 - ☐ Door-to-door campaigns
 - ☐ Donations through street and market campaigns
 - ☐ Personal letters
 - ☐ Telephone communications
 - ☐ Special events
 - ☐ Donation invitations through media advertising
 - ☐ Annual events organized by volunteer organizations
 - ☐ Subscriptions and membership fees
 - ☐ Art exhibitions
 - ☐ Charity auctions
 - ☐ Charity Savings Box

**Skills required for
the person
responsible for
executing resource
mobilization
campaign activities**

Negotiation

Communication

Marketing

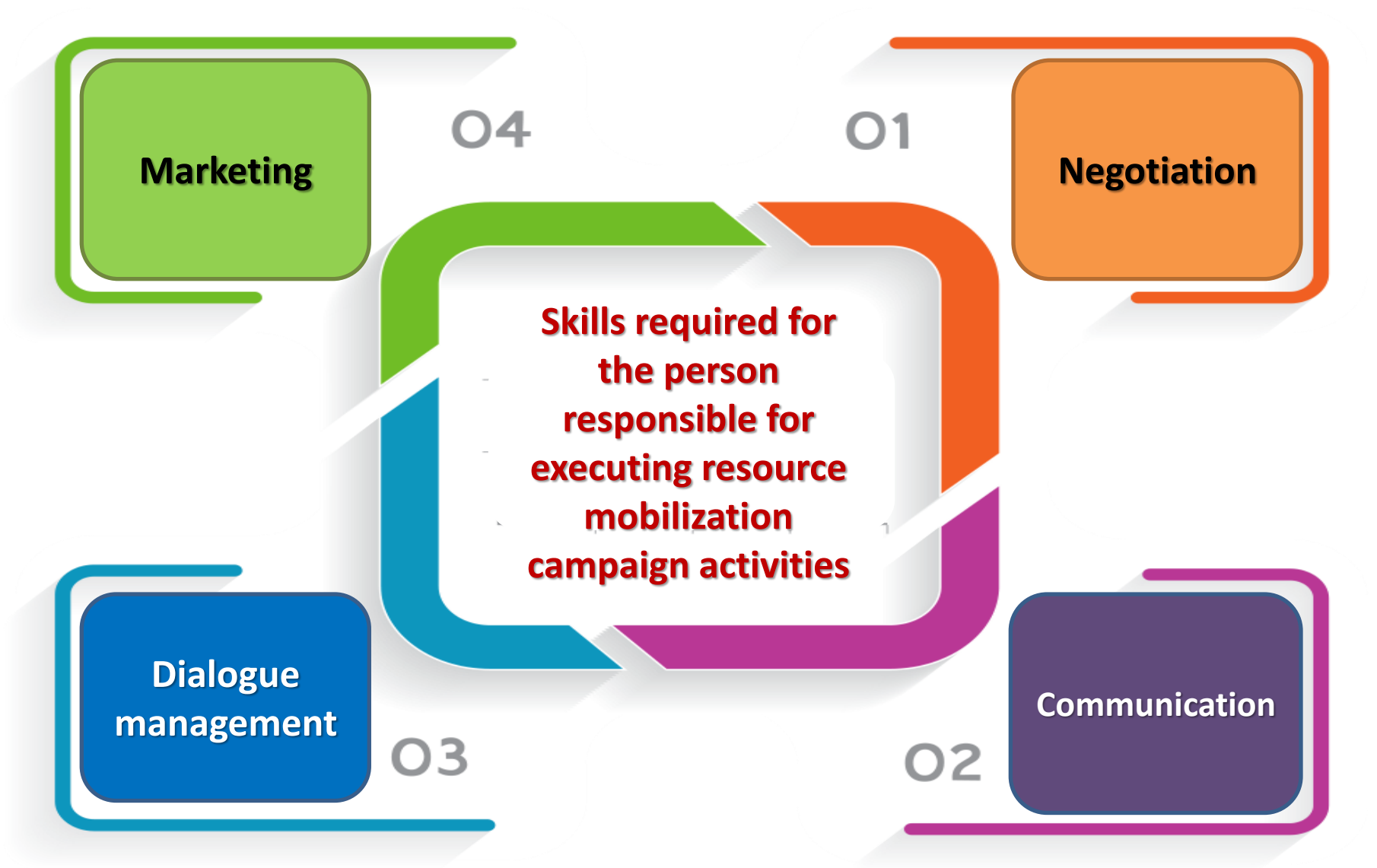
**Dialogue
management**

O4

O1

O3

O2



Training Activity (15)

Dear Participant,
Please complete the Resource Mobilization Plan template.



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(45 Minutes)

Model for a Resource Mobilization Campaign Plan

[illegible]

Model for a Resource Mobilization Campaign Plan

The Axis	The Need	Category / Targeted Entity for the Resource Mobilization Campaign	The activities to be implemented	Person responsible for implementation	Execution time	Verification indicators
Basic Preparations	Provide suitable furniture (chairs-shelves – tables)	Parents, charitable organizations, and local businesses	Organizing a fundraising campaign to purchase furniture and contacting charitable organizations to provide support	Nursery Manager	Month	Providing 100% of the required furniture
Educational Preparations	Provision of Educational Tools (Books, Educational Games, Art Supplies)	Parents, donors, and educational institutions	Organizing a donation exhibition and contacting educational institutions to receive donations	Nursery Facilitators	Two Months	Providing 80% of the required educational materials
Health and Safety	Provision of Health Supplies (Sanitizers, Soap, Cleaning Tools)	Local health entities and donors	Organizing a health awareness campaign and contacting health entities to provide supplies	Nursery Manager	Two weeks	Providing 100% of the required medical supplies

Model for a Resource Mobilization Campaign Plan

The Axis	The Need	Category / Targeted Entity for the Resource Mobilization Campaign	The activities to be implemented	Person responsible for implementation	Execution time	Verification indicators
Recreational games	Providing recreational games (outdoor games, educational games)	Parents, donors, local businesses	Organizing a fundraising entertainment day, contacting local businesses to support recreational activities.	Manager Facilitators	One Month	Providing 70% of the required recreational games
Training and Development	Training female teachers on modern teaching methods	Educational institutions, specialized trainers	Organizing training workshops for female teachers, contacting educational institutions to provide trainers.	Nursery Manager	Three Months	Training 100% of female teachers on modern teaching methods
Nutrition	Providing healthy meals for children	Parents, donors, local restaurants	Organizing a fundraising campaign to provide healthy meals, contacting local restaurants to support nutrition.	Nursery Manager	One Month	Providing healthy meals for 100% of the children

Model for a Resource Mobilization Campaign Plan

The Axis	The Need	Category / Targeted Entity for the Resource Mobilization Campaign	The activities to be implemented	Person responsible for implementation	Execution time	Verification indicators
Local Community	Enhancing communication with the local community	Parents and local institutions	Organizing community events (open day, workshops), coordinating with local institutions to support activities.	Nursery Manager	Two Months	Increasing the number of participants in events by 50%
Technology	Providing educational devices (computers, display screens).	Technology companies and donors.	Organizing a donation campaign to provide equipment and coordinating with technology companies to support the nursery	Nursery Manager	Three Months	Providing 50% of the required technological devices.

Model for a Resource Mobilization Campaign Plan

The Axis	The Need	Category / Targeted Entity for the Resource Mobilization Campaign	The activities to be implemented	Person responsible for implementation	Execution time	Verification indicators
Maintenance	Maintenance of daycare facilities (painting, repairs, cleaning).	Parents, donors, local companies.	Organizing a volunteer maintenance workday, communicating with local companies to provide the necessary materials for maintenance	Nursery Manager	One Month	Completing 100% of the required maintenance work
Marketing	Enhancing the nursery's image in the community	Parents, media institutions.	Organizing a media campaign (advertisements, posters), communicating with media institutions to cover the activities of the daycare.	Nursery Manager	Two months	Increasing the number of enrolled children by 20%

An Example of Volunteering and Community Cooperation

An Example of Volunteering and Community Collaboration

Based on field visits to nursery directorates in 9 governorates and the advice provided by the Ismailia directorate head, the directorate undertakes various efforts to motivate staff working in nurseries, including managers, facilitators, and members of the boards of charitable associations. These efforts aim to support their diverse roles.

The initiatives include organizing voluntary capacity-building workshops lasting one or two days, coordinated between the project's certified trainer in the governorate and the Family and Childhood Department at the directorate. These workshops cover the following areas:

First: Nursery Facilitators



Learning Through Play:

The trainer guide the facilitator to apply learning through play approach using available environmental materials, such as recycling household and nursery items without the need to purchase new materials—for example, using empty yogurt containers.

Interactive Storytelling:

Facilitators are trained to tell stories in an engaging way that stimulates children's imagination, avoiding traditional methods that focus on delivering direct information to the children. The picture books provided by JICA to the target nurseries are also utilized during the workshops.

Workshop Implementation:

The certified trainer voluntarily conducts these workshops in coordination with the Family and Childhood Department of Ismailia Directorate.

Second: Nursery Managers



Balanced Staffing:

Raising Managers awareness on the importance of maintaining an adequate number of facilitators in proportion to the number of children in the nursery.

Training and Development:

Emphasis is placed on the need to provide diverse training opportunities for facilitators, which contributes to improving the quality of the internal environment of the nursery and increasing its appeal to children—ultimately leading to higher enrollment of children and greater income.

The Child's Smile Alongside Administrative and Procedural Aspects:

Guidance is provided to managers on maintaining the nursery's administrative records, while also stressing the importance of ensuring children's happiness. The child's smile is promoted as a key indicator of satisfaction, helping to encourage regular attendance and boost the nursery's reputation.

Third: NGO Board Members

Facilitated Financing:

Workshops are held in coordination with representatives from Nasser Social Bank to inform associations about mechanisms for accessing facilitated loans of up to one million Egyptian pounds, including clarifying the conditions and repayment procedures.

Activity Promotion:

Members are guided on how to promote the association's activities, including the nursery program, through social media platforms. The directorate supports this by reposting outstanding content on its official pages in coordination with the governorate.

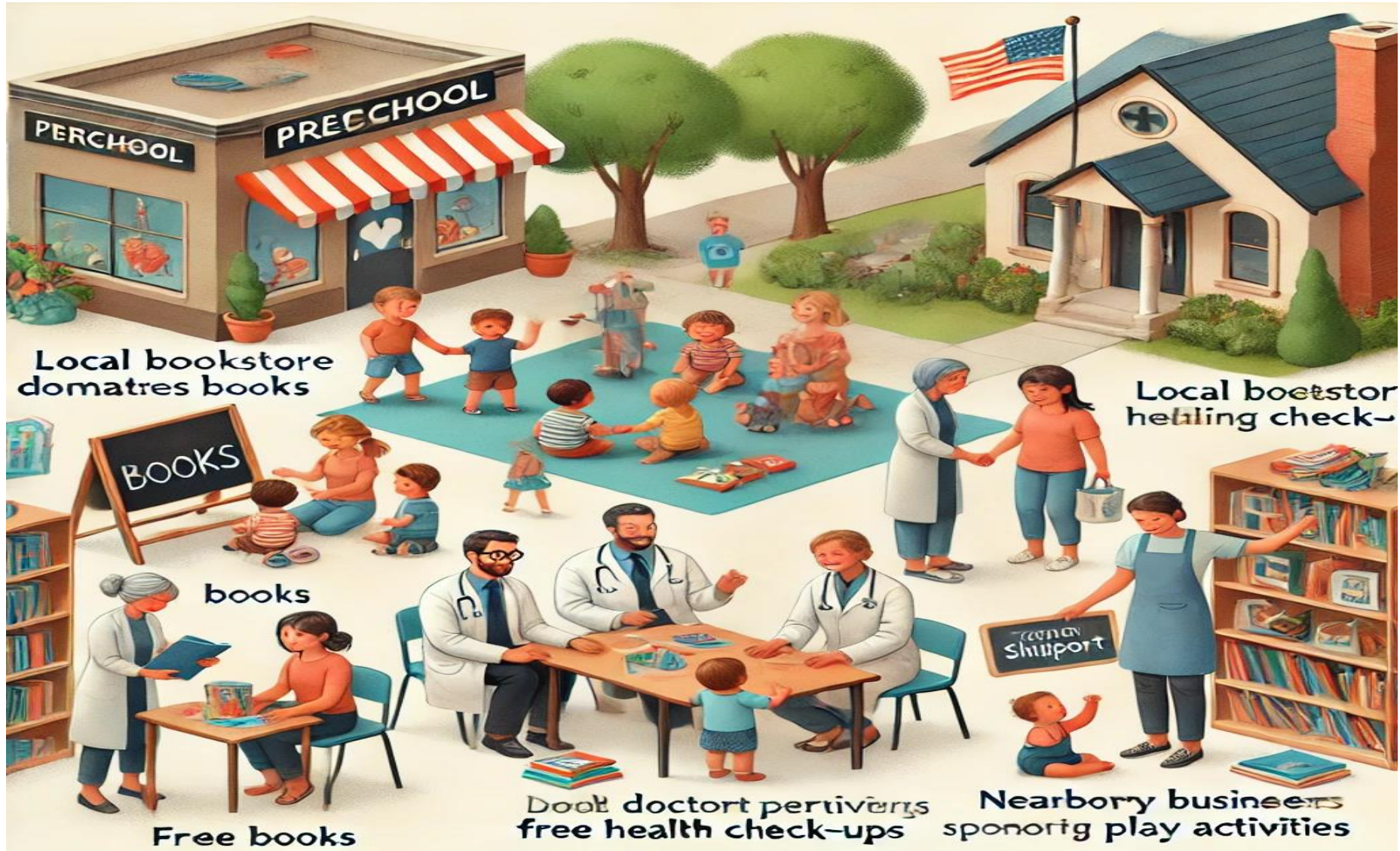
Infrastructure Development:

The directorate coordinates with active NGOs and members of the National Alliance for Civil Development Work to improve the infrastructure of smaller associations. The focus is on innovative associations that provide effective services and serve a large number of children in densely populated areas.

Conclusion

These efforts reflect the commitment of the Social Solidarity Directorate in Ismailia to improving the nursery work environment and supporting its staff, thereby enhancing the quality of services provided to children and encouraging the local community to engage with these vital institutions. It is worth noting that these coordinated efforts do not place any financial burden on the directorate, as they rely primarily on volunteer work and collaboration among the concerned parties.

Conclusion



Conclusion

The image reflects a vibrant nursery environment, showcasing community engagement through:

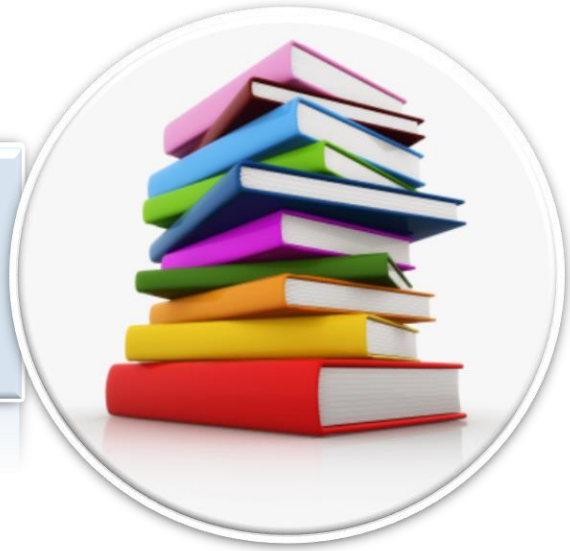
- A bookstore that donates materials to support learning in the nursery.
- A doctor who provides free health check-ups for children.
- Parents participating in story reading sessions.
- Volunteers organizing recreational and educational activities.
- Local business owners contributing resources and educational supplies.



This image embodies the concept of community resource mobilization in nurseries, where education becomes a shared responsibility between the nursery and the local community. This collaboration enhances the quality of services provided to children and offers them a rich environment full of experiences and support.

It's important that nurseries benefit from Such
Community Partnerships

Post Test



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(20 Minutes)

Feedback



