

# Website Menu Structure & Detailed Content

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## 1. Home

**Purpose:** Introduce MMC's mission and drive action quickly.

**Sections:**

- **Hero Banner:**

*"Healing. Empowering. Restoring Dignity."*





Button: **Donate Now** | **Our Impact**

- Background: Image of MMC's work (survivors, staff, therapy sessions, community)

- **Mission Highlight:**

*"MMC supports survivors of sexual and gender-based violence in Tigray, offering healing, hope, and pathways to empowerment."*

- **Quick Impact Stats (with icons):**

-  3,000+ Survivors Treated
-  75+ Supported in One Project Alone
-  Partnered with Save the Children
-  Based in Mekelle, Tigray

- **Recent Success Story (with image & quote)**

- **Call to Action Strip:**

*"Your support can help restore lives. Join us in making a difference."*

[Donate] [Volunteer] [Partner With Us]

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## **2. About Us**

### **Sub-Menus:**

- Our Story
- Founder: Sister Mulu Mesfin
- Mission, Vision & Values
- Our Team

### **Main Page Content:**

#### **Our Story**

MMC was founded in response to the growing crisis of sexual and gender-based violence (SGBV) during and after the Tigray war. It operates from Mekelle and serves hundreds of survivors with trauma counseling, holistic therapy, and recovery support.

#### **Mission:**

To provide trauma healing, dignity restoration, and long-term empowerment for SGBV survivors and vulnerable women in Tigray.

#### **Vision:**

A safe and empowered society where every woman and girl has access to justice, healing, and opportunities.

#### **Values:**

- Compassion
- Accountability
- Inclusiveness
- Empowerment

- Non-Discrimination

## **Meet Our Founder**

**Sister Mulu Mesfin** has worked with more than **3,000 survivors** over the past two years, providing therapy, medical care, shelter, and emotional support. Her dedication has earned national and international recognition.

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## **3. Our Work**

### **Sub-Menus:**

- Programs
- Impact
- Testimonials

### **Programs:**

#### **1. Trauma Recovery Program**

- Individual and group counseling
- Art and music therapy
- Trauma-informed medical support

#### **2. Economic Empowerment**

- Vocational training
- Business startup support for survivors
- Handcrafts and small business coaching

#### **3. Emergency Relief Services**

- Basic shelter and food

- Health supplies
- Psychological First Aid

#### 4. Advocacy & Awareness

- Gender justice campaigns
- Capacity-building for community leaders
- Survivor-centered storytelling initiatives

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#### Impact

- **3,000+** women and girls served since founding
- **75 survivors** supported in a single 2025 program
- **Training programs** delivered in multiple communities
- Partnered with **Save the Children** and other local NGOs

Include impact map, infographics, and real stories.

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#### Testimonials

“I came here broken. MMC helped me heal and now I run my own sewing business. I got my life back.”

— Survivor, 22

“The team at MMC gave me more than therapy—they gave me a family.”

— Survivor, 19

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#### 4. Get Involved

Sub-Menus:

- Donate
- Volunteer
- Partner with Us

## **Donate**

Help us reach more survivors. You can donate:

- Monthly
- One-time
- Sponsor a survivor's healing journey

Include PayPal, bank transfer, or mobile money options.

## **Volunteer**

Opportunities:

- Mental health professionals
- Social workers
- Translators
- Content creators

Form: [Apply Now](#)

## **Partner with Us**

If you're an NGO, government agency, or corporate entity, let's collaborate.

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## **5. News & Stories**

Blog-style updates including:

- Project updates
  - Events & campaigns
  - Survivor stories (with consent)
  - Press releases
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## 6. Media Gallery

- **Photos:** Activities, therapy sessions, events
- **Videos:** Testimonials, partner messages, awareness campaigns

Include social feed embeds from Facebook.

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## 7. Contact Us

- Contact form (Name, Email, Subject, Message)
  - Address: MMC HQ, Mekelle, Tigray, Ethiopia
  - Email: [info@mulumesfincharity.org](mailto:info@mulumesfincharity.org)
  - Phone: [Local & International formats]
  - Social Media: Facebook | X (Twitter) | Instagram
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## Footer (Appears on all pages)

- Quick Links: Home | About | Get Involved | Donate
- Social Icons

- Newsletter Signup
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## Example Structure for MMC Website

Page / Section	Sample Content Suggestion
Home	Mission statement, hero image, quick stats (“3,000 survivors treated”)
About Us	Story of MMC’s founding, Sister Mulu’s bio, vision & values
Impact	Infographics on numbers served, partnerships (Save the Children)
Programs	Description of trauma healing, counseling, vocational initiatives
How To Help	Donate button, form for volunteers, donor stories
News & Updates	Embedded social media feed, press mentions
Contact	Physical location, email form, links to Facebook and X