



Website Menu Structure & Detailed Content

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]

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.

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.

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

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.

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.

7. Contact Us

- Contact form (Name, Email, Subject, Message)
 - Address: MMC HQ, Mekelle, Tigray, Ethiopia
 - Email: 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