



Shaping Futures
Every Child's Right To Belong

Annual Report 2024



Founder's Message

Rasha Mekky, Founder & Executive Director

What began as a personal journey became a collective movement. In 2024, Yalla Kafala expanded its reach and deepened its impact, transforming lives, supporting families, and challenging outdated perceptions of Kafala in Egypt.

When I walked into an orphanage in Egypt over a decade ago and met my son Mostafa, I had no idea that our bond would ignite a mission that would touch thousands of lives. I simply knew I had become a mother and that every child deserves the right to that same love and belonging.

Since 2020, Yalla Kafala has grown from a dream into a force: a cross-continental movement of parents, advocates, and allies committed to a simple but revolutionary belief, **that children deserve families, not institutions.**

Last year was a turning point. We moved beyond advocacy into building family-based care alternatives, leasing a four-floor headquarters in Maadi, Cairo and laying the groundwork for Egypt's first pilot small home for 6-8 children raised in a family-based kafala settings. Through advocacy for equal rights, education for awareness, and the highest standards of care, we're not just guiding families, we're nurturing hope, healing, and justice.

We've found that our biggest challenge is to shift mindsets. For decades, Kafala was misunderstood and stigmatized. Yalla Kafala is helping to change that narrative by telling real stories, uplifting voices that were once silenced, and showing the world what love looks like in action.

As we look to the next three years, our mission is clear and bold:

- Continue to nurture Egypt's first replicable family-based small home, **Yalla Family House!**
- Build a \$2.5 million endowment to secure **long-term sustainability by 2028.**
- Expand our regional **Family Support Centers** to underserved governorates
- Launch **autonomous systems and programs** with real-time transparency for families and donors
- Expand our work with policymakers to **uphold rights and protections** for our children and kafala families.

We are not only supporting families, we are redefining what family can be. This report is a celebration of what we've accomplished together, but more importantly, it is an invitation to keep going.

Every child placed. Every family trained. Every stereotype shattered. You are part of that legacy. Thank you for standing with us in building a future where every child has the right to a family, love, and dignity.



Our Story

Founded: 2020

Registered: 501(c)(3)/ EIN 85-3323627

Offices: San Francisco, USA and Cairo, Egypt

Website: yallakafala.org

Yalla Kafala is a pioneering NGO founded in 2020, dedicated to transforming the landscape for children without parental care in Egypt. Guided by the belief that every child deserves a safe, loving, and stable home, Yalla Kafala champions the highest standard of family-based care as a rights-based alternative to institutional care.

Inspired by our founder Rasha Mekky's personal journey and her Kafala of her son Mostafa, we launched Egypt's first Kafala-dedicated website and established Yalla Kafala. With headquarters in Cairo and San Francisco, we strive to provide children without parental care with the right to family, love, and dignity.

VISION

Shaping a world with a home for every child and hope for every family.

MISSION

Advocating for equal rights, educating for awareness, and delivering the highest standard of care for every child and Kafala family.



Achievements





Year in Review



Advocacy for Equity

Elevating the voices of Kafala families and reshaping national policy conversations to center child rights and family dignity.

- Appointed by the Ministry of Social Solidarity (MoSS) as a primary provider of mandatory parent training for Kafala families.
- Engaged in national policy dialogues with MoSS to improve the kafala application process and reduce systemic barriers.
- Facilitated public and private roundtables with government stakeholders to advocate for contractual parental rights.
- Launched ongoing public service advocacy campaigns challenging the social stigma around kafala and institutional care.
- Promoted the inclusion of small-family home models in Egypt's national care reform conversations.

Family-Based Solutions

Demonstrating sustainable, loving alternatives to institutional care for orphaned children.

- Opened the *Yalla Family House*: Egypt's first small-family home model providing a trauma-informed, stable home for seven girls who are not eligible for formal kafala.
- Developed a holistic care model based on routine, emotional support, and dignity, delivered by trained caregivers and development specialists.
- Continued to guide over 2,000 families through the kafala process, offering legal support, training, and post-placement resources.
- Facilitated 12 preschool scholarships for Kafala children through our Academic Scholarship Program, helping them access early education in high-quality learning environments.



Year in Review

Education for Awareness

Changing mindsets through storytelling, training, and community education.

- Reached over 900,000 people through digital kafala awareness campaigns.
- Hosted 3 major community engagement events, gathering more than 600 Kafala families to foster support networks and reduce isolation.
- Delivered mandatory training to 150+ Kafala parents across 7 governorates.
- Partnered with Procter & Gamble to expand our Positive Discipline Program, promoting healthy parenting practices grounded in child development science.
- Shared real-life family stories across newsletters, social media, and events to humanize Kafala and shift public perceptions.



Capacity Building

Strengthening the systems and infrastructure that support our mission's long-term success.

- Acquired a 4-floor headquarters in Maadi, Cairo, now serving as a hub for training, operations, and family services.
- Launched the first Yalla Kafala Family Support Center, integrated into the Cairo HQ to provide walk-in support, counseling, and group education.
- Maintained strong financial health, established the first YK Endowment with \$20K seed funding for the Yalla Family House and plans to launch a \$50K endowment seed fund in 2025 for a \$5 million capacity building lifetime fund.
- Invested in digital autonomous systems and programs to prepare for a 2026 rollout of real-time financial transparency for donors.
- Launched the YK Ambassadors program in the U.S. and Egypt; engaging diaspora communities and building grassroots fundraising capacity.



Defining Moments

National Policy Advocacy

Yalla Kafala deepened its partnership with the Ministry of Social Solidarity (MoSS) to shape national Kafala strategy. We have been appointed as the leading training provider across all 27 governates for mandatory parent education and contributed to roundtables focused on Kafala reforms and child protection. Our advocacy efforts also included public forums aimed at reducing stigma, improving legal pathways, and establishing stronger contractual protections for Kafala families.



Yalla Family House

In August 2024, Yalla Kafala opened the doors to something truly transformative: the *Yalla Family House*, Egypt's first small-family home embracing children who do not qualify for family-based Kafala with a mother and father unit. In partnership with the Ministry of Social Solidarity (MoSS), Yalla Kafala launched this pioneering initiative to demonstrate *a compassionate, family-style alternative for children who remain in institutional care due to legal, procedural, or eligibility barriers*.

Today, the Yalla Family House is *home to six toddler girls and a 7 year old big sister*, all of whom are receiving the highest standard of family nurture, emotional support, and developmental care. This home is more than just a shelter, it is a safe, loving environment built on structure, consistency, nurture and dignity. Through trauma-informed caregiving, educational enrichment, and a deep sense of belonging, the Yalla Family House reflects our vision for a replicable model of family-based care in Egypt; one that ensures every child, regardless of circumstance, can grow up surrounded by love and stability.

Defining Moments

Academic Scholarship Program

In 2024, Yalla Kafala expanded its commitment to long-term child educational well-being through the launch of our Academic Scholarship Program, designed to ensure that Kafala children have access to quality early education. Through partnerships with national and international preschools, we facilitated 12 full or partial scholarships for children placed in Kafala families who otherwise would not have been able to afford a dignified quality education. The program focuses on academic readiness, emotional development, and social integration, recognizing that education is not only a right—it is a powerful force for equity. By ensuring that every child, regardless of background, can access the same opportunities, the program helps to break cycles of poverty and social exclusion. This initiative is now a cornerstone of our family support strategy, and its expansion is already underway: in 2025, 50 children have qualified for scholarships as part of our holistic approach to building a just and inclusive future for all Kafala children.



Parent Education & Positive Discipline

In collaboration with MoSS and in partnership with Procter & Gamble, Yalla Kafala expanded its Positive Discipline Program to more families across Egypt. We delivered mandatory parenting education to over 150 Kafala parents in 11 governorates, helping them build essential skills in emotional bonding, trauma-informed care, and child development. Our educational outreach continues to be a cornerstone of our support for new and prospective Kafala families.



Real Families, Real Belonging

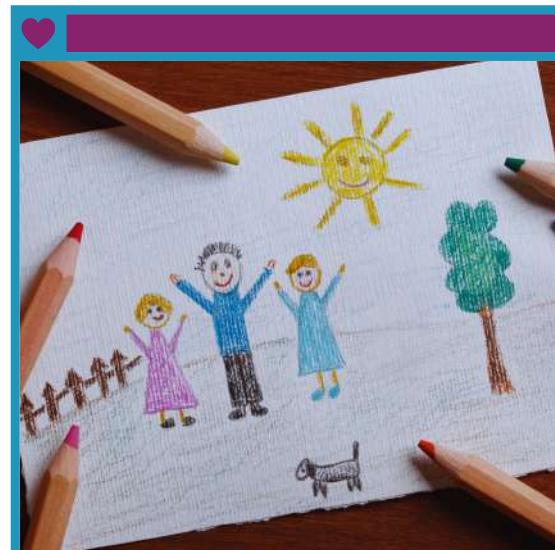
Healing Beyond Biology

Mohamed and Rania had always dreamed of being parents. After facing years of infertility, they turned to Kafala. Through Yalla Kafala's training and peer support group, they learned how to navigate societal stigma and bond with their son, Sami, who joined their family at 9 months old. Now, they're mentoring other new families and volunteering at YK trainings.



First Day of School

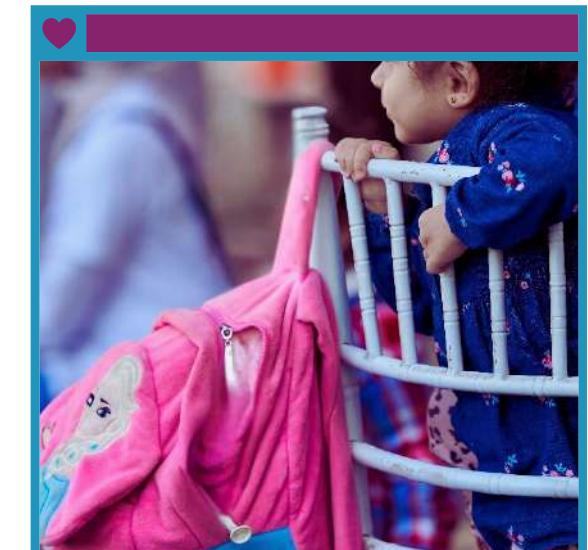
Farah, a bright and curious six-year-old, spent her early years in institutional care before joining her Kafala family. With their love and Yalla Kafala's Academic Scholarship support, she enrolled in a bilingual preschool in Cairo. It was her first classroom experience, and within weeks, she began to thrive, making friends, learning new languages, and growing in confidence. Now, she walks into school each morning with a backpack full of books and a heart full of possibility.



A Mother's Dream Come True

“The moment I saw Lina, I knew we were meant to be a family.”
— Aya, Kafala mother

Single mother Aya was supported by YK through the legal process, mandatory training, and post-placement support. Today, she and Lina are thriving and inspiring others.



Financial Resilience

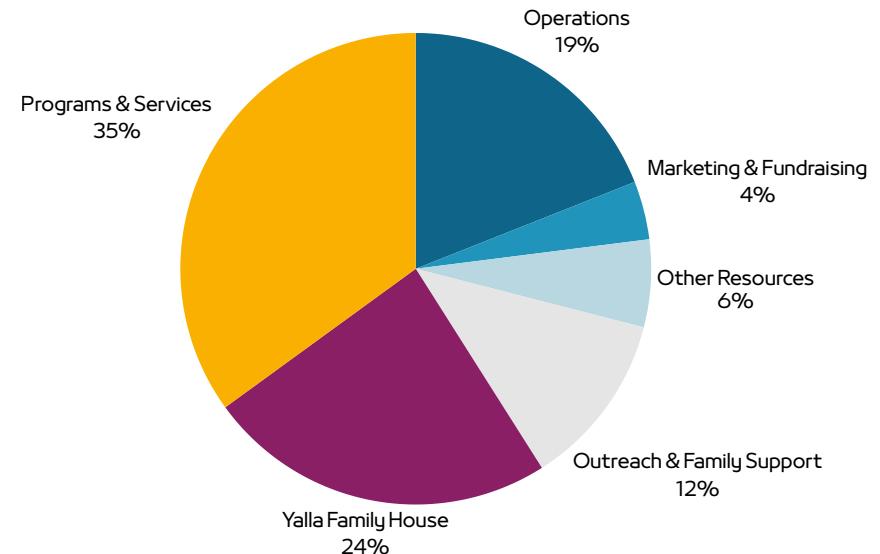
Yalla Kafala's financial results in 2024 reflect both the realities of a challenging fundraising year and the strength of our organizational resilience. With a total revenue of \$126,000, down from \$152,000 in 2023, we navigated a difficult climate for nonprofit funding, particularly as we continued to expand our operations and services in Egypt.

Despite these challenges, we remained mission-focused and were still able to achieve one of our most ambitious goals to date: the opening of the **Yalla Family House**: Egypt's first small-family home model designed for children who are not currently eligible for kafala. This achievement stands as a testament to our commitment to delivering impact, even with limited resources.

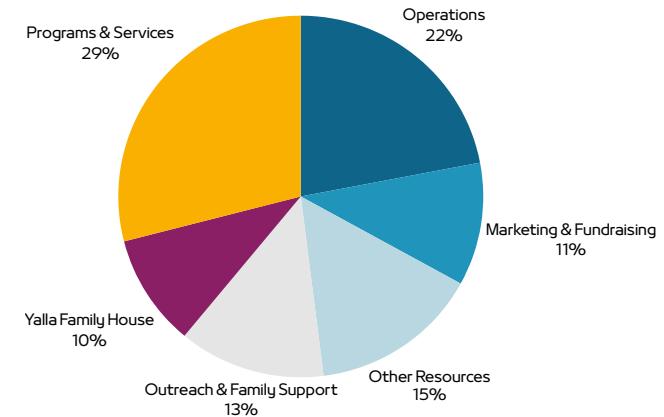
We maintained a disciplined and strategic spending approach throughout the year. In 2024, approximately 72% directly supported programs and services for children, families, and community education. These included parent trainings, kafala legal support, community outreach, scholarship placements, and the launch of our first family-based home. The remaining 28% covered administrative and fundraising costs, which ensured compliance, transparency, and the infrastructure needed to support cross-border operations.

As we move into 2025, we are focused on rebuilding our revenue growth by strengthening donor engagement, expanding partnerships, and launching a \$50,000 seed investment toward a \$5 million endowment fund. This will support long-term sustainability and financial resilience, ensuring we can continue transforming the lives of children and families for years to come.

2024
\$126,000



2023
\$152,000



Looking Ahead: 2025-2030

Phase 3 Influence & Sustainability (2028-2030)

Strengthen our policy influence, deepen stakeholder engagement, and establish financial sustainability through diversified funding and a long-term endowment strategy. We aim to position YK as a national leader in alternative care and family-based systems, influencing policy reform and championing the transition from institutional care to a permanent, family home for every child.

Phase 2: National Scaling Up (2025-2027)

Once our foundation is secure, we will expand our proven models, including the Kafala Support Center, Mandatory Training Program, and Small Home Initiative—across additional governorates in Egypt. This phase emphasizes strategic partnerships with the Ministry of Social Solidarity (MOSS), localized capacity building, and increased public awareness campaigns to normalize Kafala and shift social perceptions nationwide.

Phase 1: Foundation Strengthening (2021-2024)

This phase focuses on solidifying Yalla Kafala's core infrastructure and internal systems to support long-term growth. Key priorities include refining our program models, strengthening operational capacity, investing in staff development, and streamlining financial and impact reporting. By reinforcing the foundation, we ensure that our services remain consistent, high-quality, and scalable.

Looking Ahead: 2025-2030

Family-Based Care Solutions

- Launch Egypt's first kafala-based permanent home in Cairo
- Develop a replicable model for family-based care with wraparound services

Digital & Financial Transparency

- Launch real-time financial dashboard for donors by 2026
- Digitize Kafala application resources and parent support tools
- Establish knowledge library center for Kafala Families

Quality Care & Accountability

- Develop standardized tools, training, and practices across the kafala ecosystem
- Uphold high-quality care, safeguarding and accountability cross the national Kafala system.

Endowment for Long-term Sustainability

- Diversify funding sources
- Raise \$50K endowment seed fund in 2025
- Reach \$2.5M endowment target by 2028

Policy Advocacy & Reform

- Advance legal, regulatory, and public policy reforms to formally recognize Kafala as a permanent, rights-based care alternative.
- Advocate for contractual parental rights and protection for kafala families

Child & Family Support Services

- Empower families through economic and psychosocial resilience programs.
- Open 2 regional Family Support Centers by 2027

Looking Ahead: 2025-2030



Children's Small Home

1 Child (Education, Nutrition, Health, Sports & Rec, Personal needs)	\$2,000
6 Children (Education, Nutrition, Health, Sports & Rec, Personal needs)	\$12,000
1 Yalla Family House (6 Children + Home Home Operations)	\$22,000
1 Operational Start-up New Family House (Permitting, Child guarding compliance, Renovation, Furniture, etc.)	\$12,000

Annual: \$46,000

Lifetime: \$400 K

Advocacy & Education Programs

Alternative Care Ecosystem (Policy influence & guidelines reform to promote family-based care from institutional models)	\$20,000
Awareness Campaigns (12 Campaigns \$60K/Annual + Outreach Booth \$15-25K + Travel \$50K)	\$60,000

Annual: \$80,000

Lifetime: \$1.4 M

Family Support Center

Center Operations (Lease, Utilities, Supplies, Human Resources)	\$20,000
Education Scholarships (Full Scholarship 50 children - (\$600/child) + 50% tuition for 100 children - \$300/child annually)	\$60,000
Case Management (Assessments, service provisions, post kafala compliance, HR)	\$30,000
Health Services (Aid for 50 families: Medical & Mental assessments, procedures, insurance)	\$10,000
Training Programs (Capacity building for 27 governors, curriculum development, ecosystem partner alignment)	\$60,000

Annual: \$180,000

Lifetime: \$3.1 M

Infrastructure & Capacity Building

YK Operations (HR, Utilities, Supplies, Equipment, etc..)	\$60,000
Family Support Center (Purchase Building HQ)	\$100,000
Family House(s) Campus (Purchase building for 4 Yalla Family Houses)	\$100,000
Transportation (1 Bus for Family House and Support Center @ \$20K/each)	\$40,000

One Time \$300,000

**Lifetime refers to the establishment of an endowment fund designed to sustain each program throughout its full lifespan

THANK YOU!



Together, we are changing the narrative for vulnerable children in Egypt, one family at a time. Your generosity fuels our mission and brings dignity, love, and justice to the children who need it most.

Every child deserves a family.

Every family deserves support.

Every act of giving makes this vision real.



Scan the QR Code!



Donate Monthly – Be a sustaining partner

Sponsor a Parent Training – Help build strong families

Fund a Scholarship – Transform a child's future

Partner with Us – NGOs, companies, schools welcome

Volunteer or Become an Ambassador – Help us expand awareness