



Dreams InDeed International

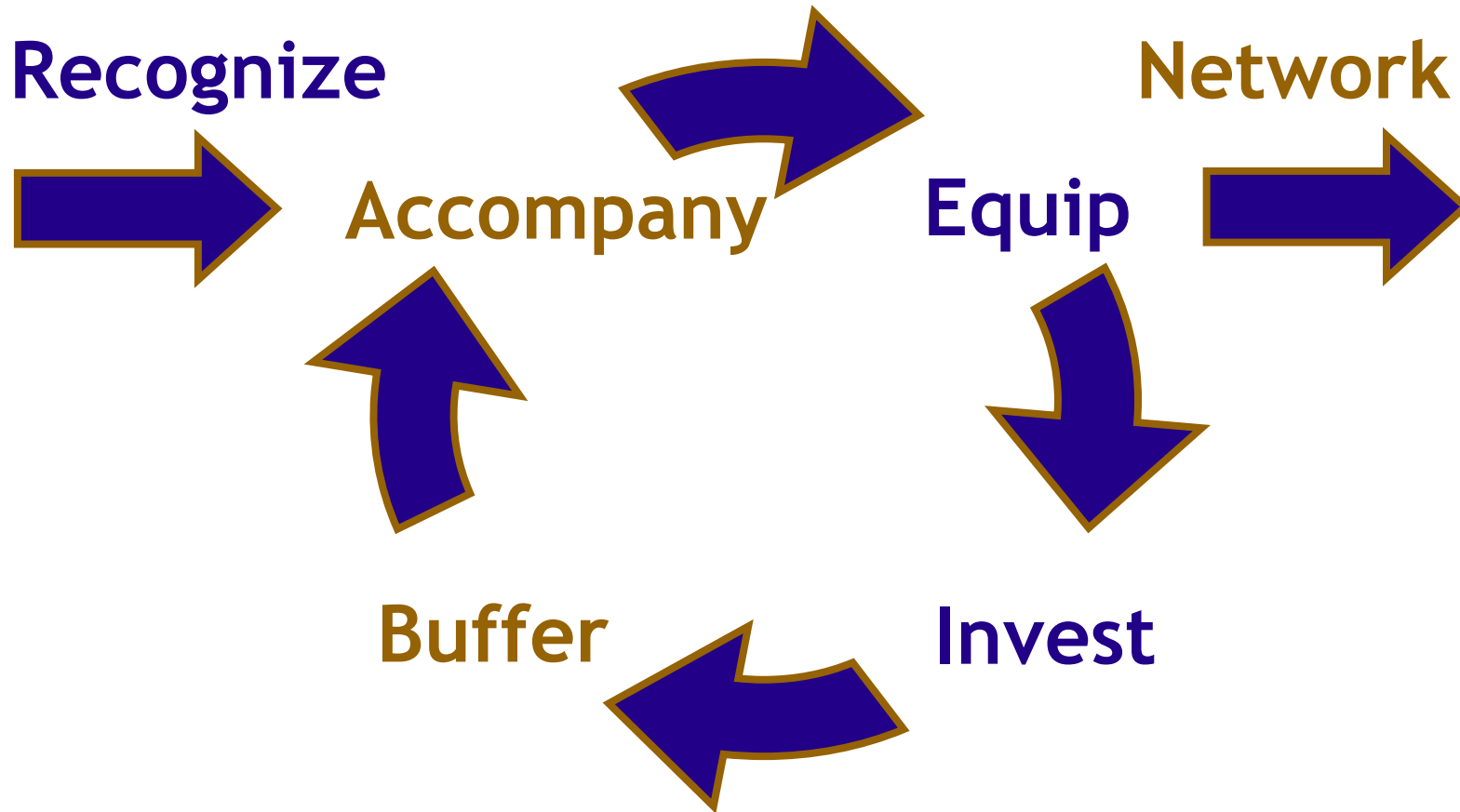
*Turning dreams into deeds
In hard places.*

www.dreamsindeed.org

SUSTAINABLE CHANGE IS POSSIBLE IN HARD PLACES WITH...

- ➔ An insider
- ➔ With a dream
- ➔ Living the values
- ➔ With the right support

Operating Model



Case Study: Care With Love, Egypt



Dr. Magda Iskander

Goal 1: Dignified Employment



1996-2010, 924 Employed

- **83% Women**
- **85% High School Diploma or less**
- **43% Age 17-25**

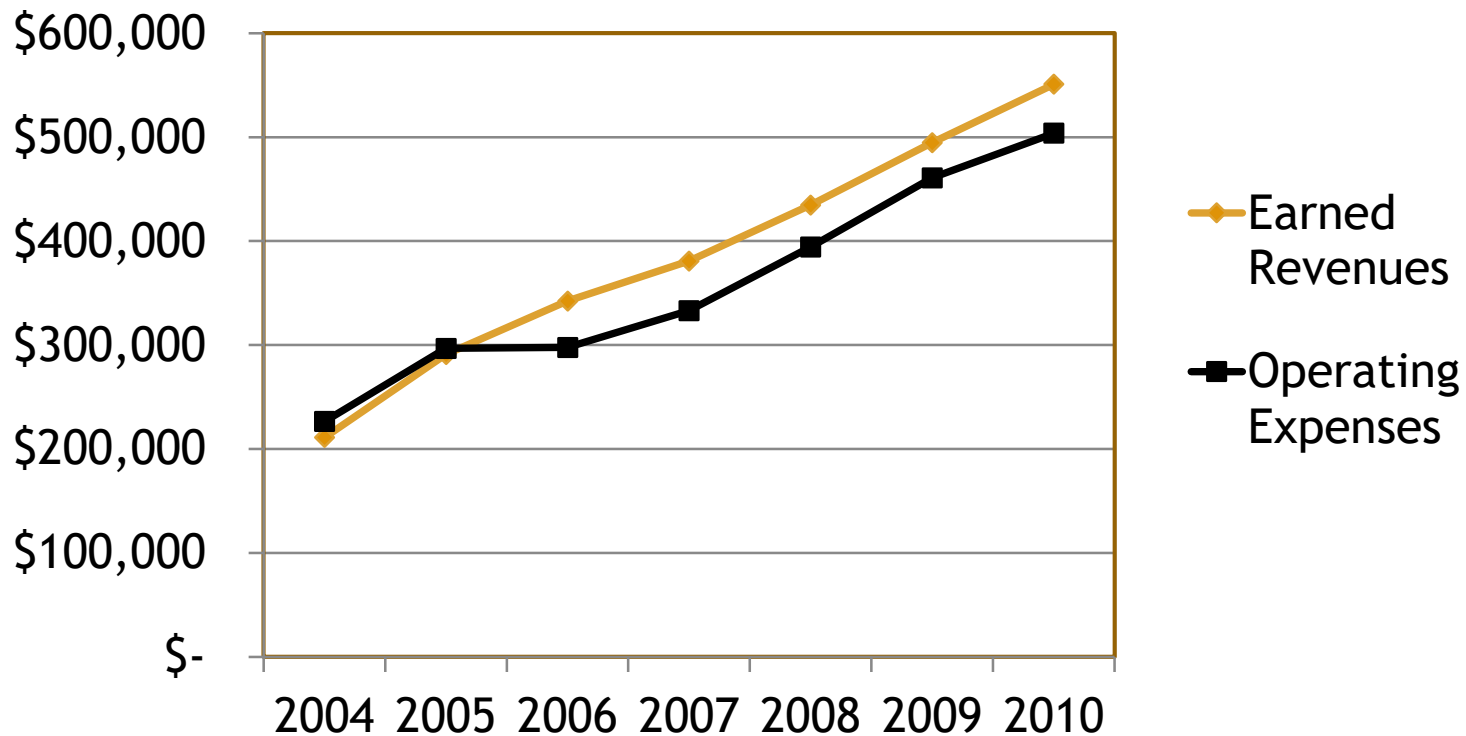
Goal 2: Loving Home Health Care



**1996-2010, 924 Employed
1450 Clients Served**



Goal 3: Sustained Profitability



Goal 4: Respected Profession

2003

- Sawiris Foundation
- Acumen Fund
- Ashoka
- Ford Foundation

2004

- Egyptian Ministry of Labor

2007

- Dreams InDeed

2009

- The Arab League Summit

2010

- US Presidential Entrepreneurship Summit

2011

- The Clinton Global Initiative



The Challenge: Sustaining Quality



The Solution: Values Training



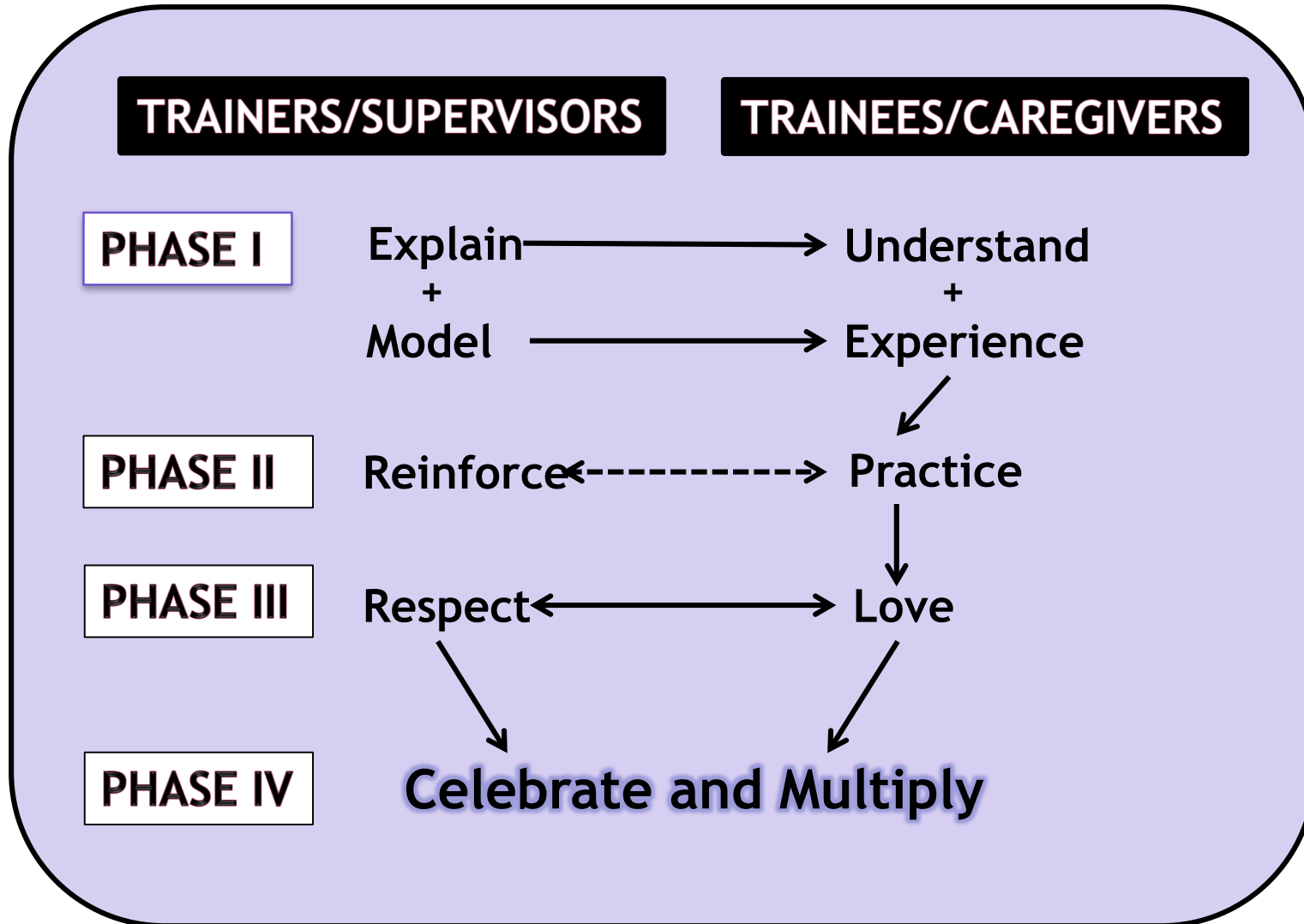
The Tool: Values Curriculum



Egyptian Sources

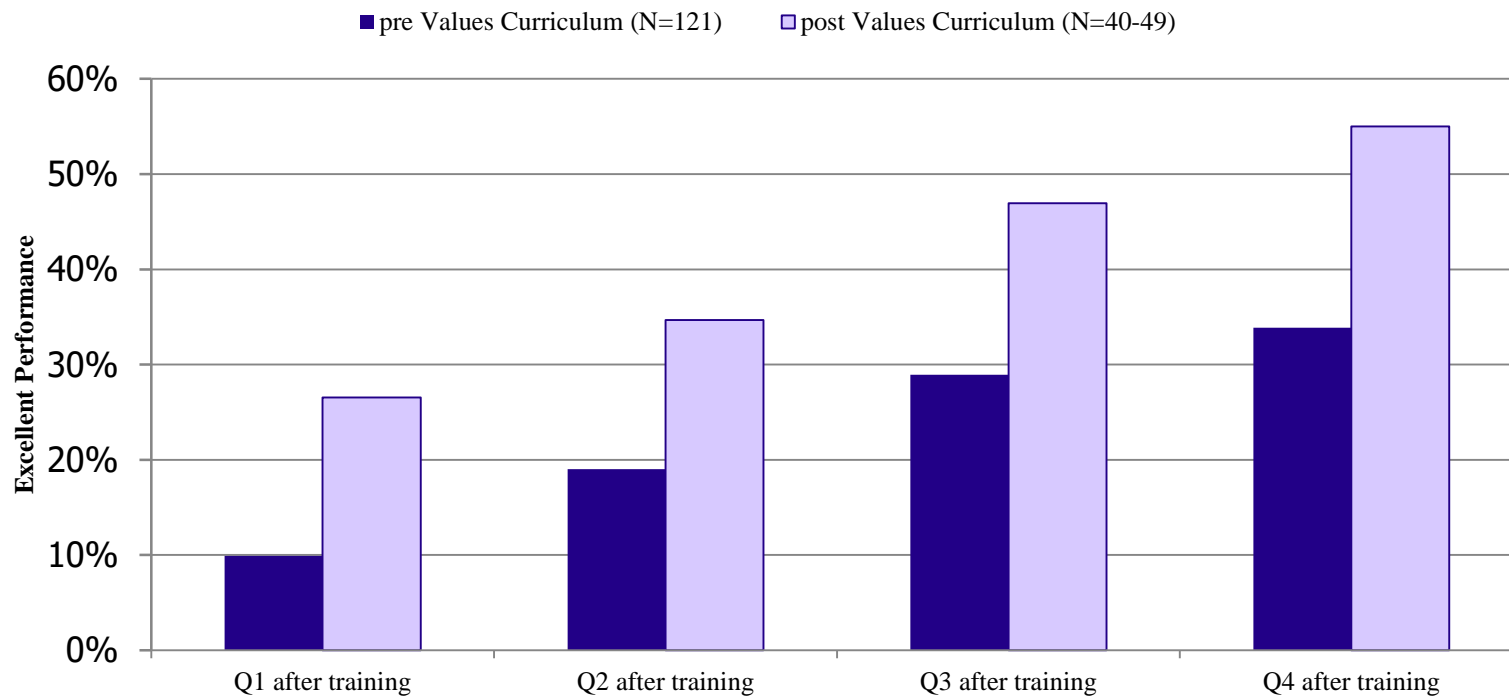
- The Bible
- The Qu'ran
- Folklore
- Care with Love History

The Process: Values Assimilation

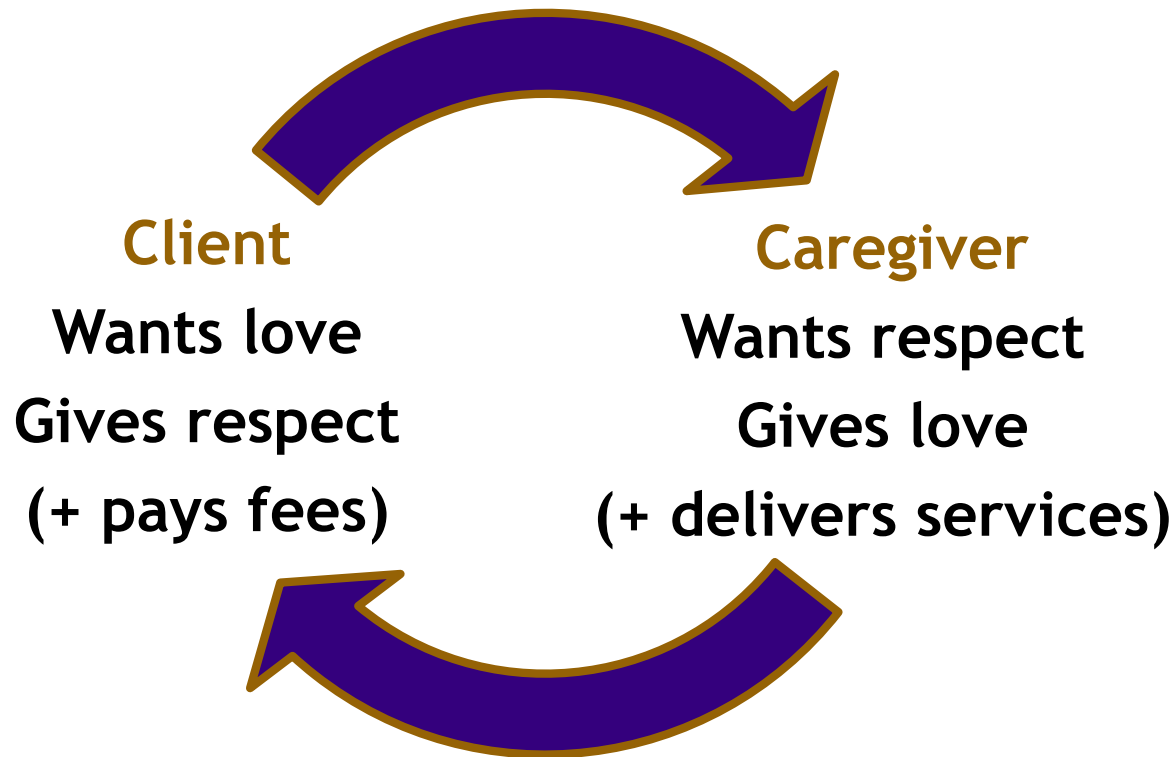


The Impact: Values Training

**Percent Excellent by Quarter
Pre- and Post- Values Curriculum**



The DNA of Sustainable Change: Aligned Values & a Shared Dream





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