



Mavi Kalem Social Assistance and Solidarity Association

# activity report

2021-2022

*Add your color to life!*



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## INTRODUCTION

### Mavi Kalem Vision

# Add your color to life!

Mavi Kalem;

Works to spread volunteerism as a way of life and to improve life through sharing and solidarity.

With a women's perspective, Mavi Kalem carries out community-based activities aimed at empowering women and girls and disseminating information on women's rights, health rights, gender inequality,

Based on the protection and dissemination of children's rights, Mavi Kalem carries out activities in the fields of child empowerment, education, protection and advocacy, Mavi Kalem conducts training and publication activities for the dissemination and development of international humanitarian aid standards in disasters and emergencies, as well as activities to support the population affected by disasters, with priority given to women and children.



### Numbers for 2021-2022

- We served 5798 people in 2021 and 11604 people in 2022.
- 372 women and 64 men attended Gender Based Violence prevention meetings.
- In 2022, 1029 women and 200 men participated.
- 265 activities were organized in 2021 and 241 in 2022.
- 164 women and 1344 children received case-based support in 2021; 749 women and 972 children received case-based support in 2022.
- 132 women and 296 children in 2021; 322 women and 131 children in 2022 were supported with individual psychological counseling.

## 1 Mavi Kalem Hotline: 0850 441 62 84

*Our Hotline, which was established in 2021 to enable more people to benefit from Mavi Kalem services remotely, was widely used in 2022.*

Our Hotline, which was established in 2021 to enable more people to benefit from Mavi Kalem services remotely, was widely used in 2022.

As of the end of 2022, the Mavi Kalem Hotline provides access to all our services.

The Hotline can be accessed free of charge from anywhere in Turkey,

In Turkish, Arabic and Persian,

Every weekday between 9.30-20.00 and on public holidays.



- In 2021, we were called 8047 times from 2366 different numbers.
- 3388 people received general counseling over the phone.
- 1946 people were directed to relevant institutions.
- 2019 women and 471 children were supported through this line.
- In 2022, we were called 5053 times from 2304 different numbers.
- 4512 people received general counseling over the phone.
- 1940 people were directed to relevant institutions.
- We provided support to 2745 women and 370 children through this line.

## 2 Child Protection Project 2021

This project aims to support refugees' access to services, protect children and increase social sensitivity and cooperation in the field of gender-based violence. The working area is Istanbul and Kocaeli.

It was implemented in cooperation with public institutions and civil society organizations.

Within the scope of this project, a hotline was established and general counseling service was provided, both face-to-face as well as over the phone.

Children in need of protection were identified and solutions were sought via case management.

Individual psychological counseling was provided for children.

Families of children receiving individual psychological counseling were informed and supported.

Psychosocial support activities based on art, games and entertainment were organized for children.



Translation support was provided to those who needed language support.

We supported 1,486 refugee children to improve negative conditions such as neglect, abuse, violence, child marriage and child labor. Of the children we supported, 238 were from Kocaeli, 335 from Esenyurt and 294 from Fatih districts, 629 from Istanbul and 609 from other provinces.

We referred 750 children to services provided by the state.

We referred 400 children to the Social Service Center in Istanbul and monitored their situation. If the children and families we referred could not access the services they needed, we made new referrals.



250 of the children received individual psychological counseling from Mavi Kalem twice on average.

We organized 600 psychosocial support activities with 600 children.

350 Syrian and Afghan refugee women were informed about “Gender-Based Violence”.

In 2021, some of the activities were carried out online due to pandemic conditions.

We prepared brochures in Arabic, Farsi and Turkish, printed and distributed 3,500 copies as part of our information activities on Covid-19. With a network of 30 women volunteers, we used social media channels to disseminate information in this field.

We cooperated with the Federation of Eurasian Turkish Associations to work with Afghan refugees. Many volunteers attended our trainings on “Basic Humanitarian Aid Standards”, “Migration and Status in Turkey”, “Practical Data Collection”, “Data Collection Training”, “Project Writing Training”, “Working with Volunteers”.

We could not conduct face-to-face ToTs of the

workshops already developed by Mavi Kalem, namely the “Men’s Participation for Women’s Empowerment Workshop Series” developed in 2019 and the “Girl Child Empowerment Workshop Series” developed in 2015–16, due to governmental restrictions on gatherings during the pandemic. Therefore, we restructured the ToTs to be conducted online. We conducted

five-day online ToTs with a total of 100 social workers from different organizations.

In 2021, 3,711 people benefited from Child Protection, Covid-19 pandemic and general counseling services.

This project was supported by the United Nations High Commissioner for Refugees (UNHCR).

### 3 Gender-Based Violence Prevention- Intervention And Child Protection Project 2022

With this project, we carried out our work in Istanbul and Kocaeli to support children and women’s access to quality living conditions and empowerment.

Within the scope of the project;

General counseling services were provided.

Children in need of protection were identified and case management was carried out for solution.

Individual psychological counseling was provided for children. Families of children receiving individual psychological counseling were informed and supported.

Psychosocial support activities based on art, games and entertainment were organized for children. Translation support was provided to those in need of language support.

Support was provided to strengthen civil society organizations and local governments working in the field of women’s and children’s empowerment.

***With this project, we carried out our work in Istanbul and Kocaeli to support children and women’s access to quality living conditions and empowerment.***

In the second quarter of the year, activities started to be implemented face-to-face.

We provided 2373 people with general counseling services. We referred incoming applications to relevant internal and external units and monitored their status. If the children and families we referred could not access the services they needed, we made new referrals.

972 children who did not have access to basic rights and services benefited from our services. Psychological support services were provided



to 131 of these children twice on average. Their families were also supported in this process.

We chose the topic of peer bullying when working with children. We aimed to provide children with the awareness to change their violent behaviors and attitudes towards each other. For this purpose, we developed the “Children’s Rights and Respect for Differences Workshop”. The workshop was implemented with 4th grade students from Avcılar Leyla Bayram Primary School and 8-10 year old children from Fatih Municipality’s Information Houses and Neighborhood Mansions. 366 children (185 girls and 181 boys) benefited from the workshop.

We provided a series of trainings on “Child Safety, Case Management, Communication with Children, Child Protection” to field staff working in NGOs and local governments. We provided trainings on “Communication with Children” to teachers working in Istanbul Metropolitan Municipality, Fatih Municipality Neighborhood Houses and Neighborhood Mansions, “Case Management” to field staff

of the Women’s Support Center in Avcılar Municipality, and “Children’s Rights” to teachers of Leyla Bayram Primary School. 66 people attended the trainings we organized.

Our cooperation with associations affiliated to the Federation of Eurasian Turkish Associations continued. We provided face-to-face legal counseling services to 960 people living in Beykoz, Esenyurt and Zeytinburnu.

We organized informative activities for Afghan women on access to education, health, social services and services of social service centers to facilitate their living in a new region. 298 women benefited from these activities throughout the year.

In 2022, we started to implement the “Men’s Participation for Women’s Empowerment Workshop Series” face-to-face. In 2022, we carried out 4 implementations for 4 weeks with a total of 14 men in groups of 8. The activities were carried out in our Esenyurt and Fatih offices.

ToTs of the “Girl Child Empowerment Work-







shop Series” and “Men’s Participation for Women’s Empowerment Workshop Series” continued. 64 people working in NGOs and public institutions participated in our online trainings.

In 2022, we developed a new workshop for girls to gain the reflex to “Stop Violence.” The

workshop was tested face-to-face in our Kocaeli office in November. We plan to implement the activity widely in 2023.

We implemented the “Women Write Beautiful Stories” workshop face-to-face with 209 women in our Esenyurt, Fatih and Kocaeli offices. During the workshops, we observed that women requested detailed information about Violence Prevention and Monitoring Centers. We prepared an information brochure to meet this need and shared 209 copies.

In 2022, 5,815 people benefited from the services provided by the Child Protection Project. This project was supported by the United Nations High Commissioner for Refugees (UNHCR).

## 4

# Women’s Consultation And Solidarity Center (September 2019–February 2021)

The Women’s Counseling and Solidarity Center (KDM), which we started in Esenyurt in 2019 to create a safe space where refugee and Turkish women can spend pleasant time together and seek solutions to their problems, served until the end of February 2021.

The center provided general counseling, health counseling, legal and psychological counseling services.

Women who could not access basic rights and services were determined and followed up for solutions.

Women whose needs were determined were referred to counselors within the KDM or to relevant institutions and organizations.

Translation support was provided to those in

need of language support.

Individual psychological counseling services were provided for women.

Psychosocial support activities such as tea-time chats, dance workshops and handicraft workshops were organized. Information meetings and workshops were organized to raise awareness on gender discrimination and gender-based violence. We developed new tools and methods to provide our services remotely. Between these dates, our activities were mostly conducted online.

415 women benefited from legal counseling services.

369 women received protection support through case management.



511 women received individual psychological counseling.

105 women participated in psychosocial support activities.

230 women were informed about gender-based violence.

25 volunteer women working within the scope of the project referred 82 people to the center to benefit from the services.

The Women's Counseling and Solidarity Center was supported by the German Federal Ministry for Economic Cooperation and Development (BMZ), the European Civil Protection and Humanitarian Aid Operations (ECHO) and the German International Cooperation Agency (GIZ). During this project period, we counseled 2,310 people, 1,209 of whom were women, on their rights and access to basic services.

## 5 Mentoring Project For Women Counseling Centers And Local Civil Society Organizations (July 2021-December 2022)

Our aim in this project was to facilitate refugee women's access to services, support their empowerment against gender-based violence and strengthen the capacities of local civil society actors engaged in women's work.

Within the scope of the project, general counseling services were provided.

Individual psychological counseling services were provided.

Psychosocial support activities including physical activities such as knitting, embroidery, handicraft activities, dance workshops and teatime chat meetings were organized.

During the project, the kind of support that is required is determined for 6,637 people we reached, they were informed about their rights and the services they could benefit from, and referred to the relevant institutions.

2303 women were referred to the services they needed.

1,119 women received support to protect themselves from gender-based violence.

407 women received individual psychological support.

239 women participated in psychosocial support group activities.

197 women participated in at least two different activities that support the capacity to live together.

Our Women's Counseling Center organized Turkish Language Courses and Skill Courses in cooperation with Esenyurt Public Education Center. 85 Syrian women attended A1 and A2 level Turkish courses and received certificates. Another 15 Syrian women participated in our painting courses and received certificates.

150 women participated in our workshop titled "Women Write Beautiful Stories", where we aimed to empower women, especially regarding their problems based on gender inequality and forms of violence.

163 women attended our information meetings on their legal rights, protection from Covid-19, application mechanisms in case of gender-based violence, and communication with adolescents.

697 people from Turkey and refugees participated in the "Family Meetings" and "Common Life Meetings" activities aimed at raising awareness on coexistence and gender equality.

Volunteer women took an active role in the announcement and implementation of all our activities. Ten volunteer women explained our work and our approach to their communities, and in total 120 women joined our volunteer

***Our aim in this project was to facilitate refugee women's access to services, support their empowerment against gender-based violence and strengthen the capacities of local civil society actors engaged in women's work.***

network. They became our biggest supporters in the organization and implementation of the activities.

Drawing on the Men's Participation for Women's Empowerment Workshop Series, we redesigned the "Violence against Women" topic of the series as a stand-alone workshop. The participants were adult, married Syrian men with children. 91 Syrian men participated in the "Violence Workshop".

66,637 people benefited from at least one of the services provided by the project. age range. Of this total number, 81% were women and 19% were men.

79% Syrian

11% Turkish

4% Afghan

6% from other nationalities.

2% from the 0-4 age group

6% from the 5-17 age group

12% from the 18-24 age group

66% from the 25-49 age group

&14% are over 50 years old.





### Our Mentoring Activities

We provided mentoring support to four local civil society organizations to strengthen their institutional capacities. Ermetal Technological Education Foundation (ERTEV), Ankara Vocational Education and Training Association (MESEDER), Eksi 25 Association and Sulukule Volunteers Association participated in our mentoring activities.

As part of the mentoring activities, we made field visits, provided on-the-job implementation support, and organized workshops to share knowledge and experience. Mavi Kalem provide support to mentees in their organizational structure, project implementation skills and coordination. Also, field teams of mentees



visit Mavi Kalem and work together on specific cases in related areas. In addition to above, we organized 5 webinars within the scope of mentoring activities, which were watched by a total of 110 people. Our webinars were attended by experts on the topics of “Cooperation between local initiatives and associations”, “Humanitarian aid”, “Creating qualified networks on the axis of development and peace”, “Developing joint strategies from local to global”.

### Digitalization in Women's Work Workshop

We organized the Digitalization in Women's Work Workshop on March 31, 2022 to evaluate our rapidly changing working styles and hab-





its with their advantages and disadvantages and to share our experiences in order to protect ourselves from the Covid-19 pandemic.

A total of 26 representatives from non-governmental organizations working on women's issues, units of local governments providing special services for women, public institutions and UN agencies, as well as 11 members of the Mavi Kalem team attended the workshop.

During the full-day face-to-face workshop in Istanbul, presentations were shared by the Ministry of Family and Social Services Provincial Directorate of Violence Prevention Centers, Human Resources Development Foundation, Support to Life Association, Women's Solidar-

ity Foundation, UNHCR Istanbul, Feryal Saygılıgil (Academician) and Şişli Municipality Women's Counseling Center.

In the group sessions of the workshop, the positive and negative aspects of working with digital tools from the perspective of women beneficiaries and practitioners were discussed. Experiences, observations and suggestions were shared.

This project was supported by the German Federal Ministry for Economic Cooperation and Development (BMZ), the European Civil Protection and Humanitarian Aid Operations (ECHO) and the German International Cooperation Agency (GIZ).

## 6 Women Write Beautiful Stories Project (December 2021–July 2022)

We developed the Women Write Beautiful Stories project as a tool that enables women to talk about their legal rights against violence and the conditions under which they can exercise them. This tool is designed as a face-to-face game format that enables the transfer of information from woman to woman.

In the game, a typical story of violence is acted out with the help of a cloth board and thematic figures. At each step, women are informed about their options in case of violence and the legal rights they can apply for.

We provided ToTs to 53 people in total, including 20 members of the Mavi Kalem team and volunteers who work with women, 11 employees and beneficiaries from Adana Seyhan Mu-



nicipality Women's Solidarity Center, 9 employees of Malat Ya Şam Association, and 13 participants from Avclar Municipality's Women's Counseling Center.

Within the scope of the Gender-Based Violence Prevention, Intervention and Child Protection and Empowerment Project, this practice was



implemented 26 times with 209 women. Within the scope of the Mentoring Project for Women's Counseling Centers and Local Civil Society Organizations, it was implemented 17 times with 150 women.

The institutions we provided ToTs to and the Mavi Kalem team reached 389 women until November 2022.

"Women Write Beautiful Stories" Project was implemented with the support of the Embassy of Ireland.

## 7 Innovative Work



### The First Cell Phone Game Designed For Men: A Family Dad App

Inspired by the board game we implemented in the Men's Participation for Women's Empowerment Workshop Series, we designed a mobile application called "Family Dad" for adult men. In 2021, the design and adaptation of "Family Dad" to Arabic language was completed and the test applications were carried out directly with the users. In July 2022, we tested the game with the support of 20 men (10 Syrian, 10 Turkish) who had never played the game in order to measure the impact of our bilingual game Family Dad, which was published on mobile communication platforms in September 2021. The impact measurement report of the Family

Dad game is planned to be completed in February 2023.

The application was downloaded to mobile phones by 300 users in September-December 2021 and 1852 users by the end of November 2022.

The Family Dad app was supported by UNHCR as part of the Child Protection Project.

### Women's Neighborhood

We developed Women's Neighborhood as a mobile phone application where women can come together, get information and socialize in a digital environment. With this application, we aimed to enable women to access accurate and up-to-date information, chat in a safe



space and follow weekly Mavi Kalem programs. Women's Neighborhood, which we prepared with Turkish and Arabic language options, can be downloaded free of charge.

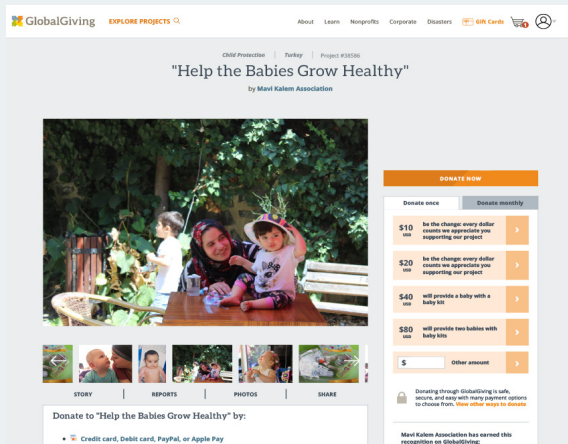
The application was downloaded by 569 people.

The application was launched in 2022 as part of the Mentoring Project for Women's Counseling Centers and Local Civil Society Organizations.

Google Play: <https://play.google.com/store/apps/details?id=com.kadinlarm.app>

App Store: <https://apps.apple.com/app/kad%C4%B1nlar-mahallesi/id1623365376>

## 8 Families Supported With The “Healthy Baby” Activity



Since 2019, we have been running a project called “Healthy Baby” on the Global Giving platform ([www.globalgiving.org](http://www.globalgiving.org)). We use the donations collected to make life easier for babies growing up in unfavorable conditions and their mothers. We prepare kits containing the basic needs of babies, such as underwear, di-

apers, formula, bath tub, baby towel, digital thermometer, shampoo, diaper rash cream, baby nail clippers, washing sponge, washing net and nasal aspirator, and deliver them to families in need.

32 “Healthy Baby Kits” were delivered to 32 households with donations received in 2021.

50 “Healthy Baby Kits” were delivered to 50 households with donations received in 2022.



## 9

# Internal Capacity Building Activities

We organize in-house trainings and workshops to produce more qualified work, increase the knowledge and skills of our work teams, and standardize our work. All Mavi Kalem employees benefit from these supportive trainings and workshops tailored to their fields.

### 2021- 2022 work topics:

Communication Workshop

Art Therapy

Interview

Basics of Storytelling and Relationship Building

Basic Humanitarian Aid Standards

Reporting Workshop

Digital Communication Techniques

Online Communication Techniques

Arabic Literacy Workshop

Turkish Workshop

Learning and Teaching Techniques

Informed Consent Information Sharing Training

Turkish-Arabic Translation Study

Purchasing Orientation, Who is Mavi Kalem?

Workflow Preparation

Principles of Do No Harm

Internal Meeting Report Writing

Gender

Reporting

Child Rights

GBV & SU Working Group

Feedback Study

We aim to support the strengthening of Mavi Kalem teams in the coming years by expanding our training activities in line with the needs of the teams.

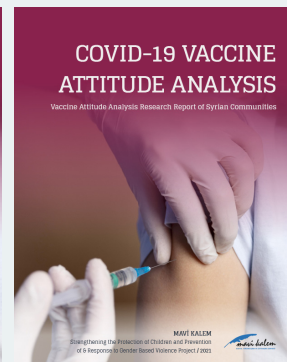
## 10

# Mavi Kalem Research And Information Activities

### Covid-19 Vaccine Attitude Analysis Research Report Published

We conducted a research to determine the attitudes of refugee communities towards vaccination during the pandemic. We interviewed 455 people between February 2021 and August 2021. We analyzed the data we obtained and prepared a report. This report was prepared in English and Turkish and published on the Mavi Kalem website.

<https://www.mavikalem.org/wp-content/>



uploads/2022/05/TR-Final-Web-Mavi-Kalem-Rapor-Final-TR-WebMail.pdf





## “Women and Health COVID-19 Brochure Series” Published and Disseminated

During the pandemic, tasks such as housecleaning, patient care, and cooking have become heavier and more important for women than ever before. In 2021, we prepared a series of brochures for Turkish and refugee women with enlightening information on these important issues in their lives. Each brochure was printed in 10,000 copies and distributed during our events. A digital version of the brochures was published on the Mavi Kalem website.

## “Women and Health Brochure Series” Made Available Digitally

In 2022, we prepared the “Women and Health” brochure series consisting of six different contents to support women in health issues. 500 copies of each brochure in this series were printed and distributed to women during our events. The series was also made available digitally through the Mavi Kalem website and the Women’s Neighborhood application.

### Leaflet titles:

- Diseases affecting pregnancy
- Child pregnancies and their dangers

### Brochure titles

- Correct Use of Cleaning Agents
- Home Care of COVID-19 Patient
- Protecting ourselves while living with a COVID-19 patient
- COVID-19 and Food Hygiene
- COVID-19 and Chronic Diseases
- Movement and Sport in the COVID-19 Process
- Anxiety and Sleep Problem during COVID-19
- COVID-19 and Pregnancy
- COVID-19 and Menopause
- COVID-19 Glossary

<https://www.mavikalem.org/brosurler/>

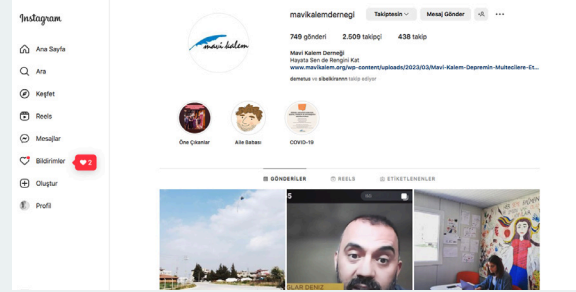
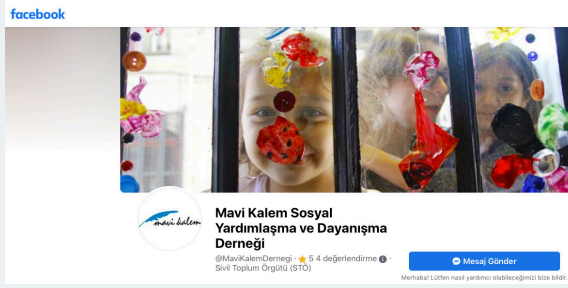


- Pregnancy and what to watch out for
- Childbirth and its variants
- Breast examination and its importance
- Health and hygiene during menstruation

<https://www.mavikalem.org/brosurler/>

## 11

# Communication And Visibility



## Social Media Access:

### Facebook: MaviKalemDernegi

3,346 followers in 2021, reached 20,513

3,578 followers in 2022, reached 15,098

### Instagram: mavikalemdernegi

2021 followers 1,653, reached 15,840

2022 followers 2,275, reached 12,671

### Twitter: MaviKalem

1,684 followers in 2021, reached 44,693

1,695 followers in 2022, reached 73,637

From these three social media channels;

In 2021, we had a total of 81,046 access with 316 original content we shared.

In 2022, we had a total of 101,406 reaches with 483 original content.

## Website: mavikalem.org

### In 2021

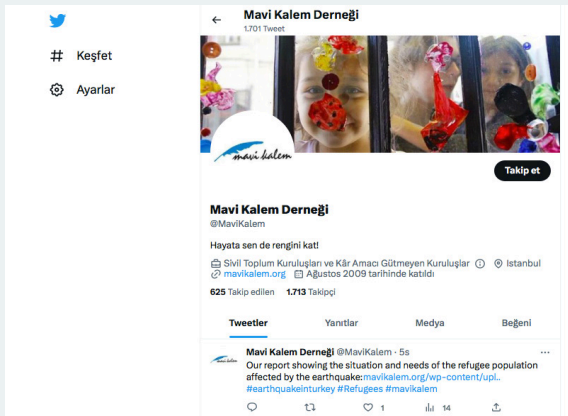
Number of unique visitors: 40.400

Number of page views: 198.254

### In 2022

Number of unique visitors: 41.300

Number of page views: 350.425



## Youtube Channel: MaviKalemIstanbul

### In 2021:

Number of Views 51.100

Viewing hours 1.900

### In 2022:

Number of Views 39.600

Viewing hours 1.440

## 12

## Finance

Mavi Kalem Social Assistance And Solidarity Association  
Income and Expenditure / 2021-2022

Income 2021		Amount (TL)
Member Fees		₺ 0
Grants Received from Abroad		₺ 8.829.376,97
Other Donations and Grants		₺ 4.202,96
Financial Income		₺ 351.025,81
SSSI Incentives and Other Extraordinary Income		₺ 38.987,29
	TOTAL	₺ 9.223.593,03
Expenses 2021		Amount (TL)
General Expenses		₺ 178.108,70
Personnel Expenses		₺ 122.969,85
Total Objective and Service Expenses		₺ 7.656.497,12
Other Expenses		₺ 538.620,04
2022 project expenditures carried forward		₺ 727.397,32
	TOTAL	₺ 9.223.593,03
Income 2022		Amount (TL)
Member Fees		₺ 1.920,00
Grants Received from Abroad		₺ 15.827.635,00
Other Donations and Grants		₺ 426.987,64
Financial Income		₺ 358.226,54
SSI Incentives and Other Extraordinary Income		₺ 224.182,09
	TOTAL	₺ 16.838.951,27
Expenses 2022		Amount (TL)
General Expenses		₺ 288.061,69
Personnel Expenses		₺ 230.760,63
Total Objective and Service Expenses		₺ 15.526.701,83
Other Expenses		₺ 18,46
In-kind Aid Inventories		₺ 352.511,65
2023 project expenditures carried forward		₺ 440.897,01
	TOTAL	₺ 16.838.951,27

## 13 Work Team

	Total	Women	Male	%
2021	77	69	8	89,61 women
2022	71	64	7	90,14 women

Mavi Kalem has supported women with the women's perspective it has developed since 2005.

While women and girls were the primary target group of the projects, 90.14% of the work teams were women in 2022.

Today, we carry out our work with professional women's work teams with a goal that prioritizes women's employment. All units that we have restructured in 2016 and that we have

created under certain headings are carried out by teams with expertise that we have created space for women to work.

The Board of Directors and the Supervisory Board are the two structures responsible for the management of Mavi Kalem. At the 2021 General Assembly, the Board of Directors and the Board of Auditors were elected.

These boards continue their duties until the General Assembly to be held in March 2023.

### Management Team:

#### 2021-2022 Period Board of Directors

Emine Filiz Ayla  
Tiraje Zeynep Yüregir  
Döne Günay Kahraman  
Meryem Tomak  
Cemaliye Yegane

#### 2021-2022 Period Supervisory Board

Hayriye Hülya Kazancı  
Meltem Pultar  
Gülten Karahan



## 14 Notes



# contact information

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## offices

### Main office

Address: Yavuz Sultan Selim Mah. Cibali Street No:31 Fatih-İstanbul

Tel: 0212.635.38.35 Tel: 0537.334.33.68

E-mail: [mavikalem@mavikalem.org](mailto:mavikalem@mavikalem.org)

### Fatih Project Office

Address: Balat Mahallesi Fener K hlhani Street No:7 Fatih-İstanbul

Tel: 0212.521.00.29

### Esenyurt Project Office

Address: Talatpa a Mahallesi 1014-1015 Street No:57-59 Daire: 6 Esenyurt-İstanbul

Tel: 0212.620.07.20

### Esenyurt Women's Counseling Center

Address: Ba lar e me Mah. 1157 Street No: 7 Esenyurt - İstanbul

Tel: 0212.450.34.03

### Gebze Project Office

Address: Sultan Orhan Mah. H rriyet Street No: 30 D: 11 Gebze-Kocaeli

Tel: 0262.644.52.02

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Twitter: MaviKalem

Instagram: [mavikalemdernegi](https://www.instagram.com/mavikalemdernegi)

Youtube: MaviKalemIstanbul

Mavi Kalem Danı ma Hattı: 0 850 441 62 84

Add your color to life!