

“Mahragan El Bahga”

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How it started?

- This initiative is Inspired by my MOM, a life-long heart patient who survived 3 open heart surgeries! She spent the last two and half months of her life in the ICU. Despite the pain and the endless medications, she was always successful to draw a smile on the faces of those around her, either it be us (her family), her doctors and nurses or other ICU patients. Whenever she had a reason to be out of her ICU section to undergo an x-ray or so, she used this chance to draw more smiles of people’s faces including

patients, they called her 'Sane3at Elbahga' which translates as 'The joy maker'.

- As a photographer, nothing is more meaningful to me than seeing and capturing a smile on people's faces. I hope, that me and my team will be able to draw as many smiles on the faces of sick children all over Egypt and hopefully worldwide, one day.
- *Belle Studio* team believes that Every Child has a right to have a Smile Captured, the right to see himself/ herself Pretty and to be remembered that way, despite the sickness and how other children of same age think of him/her.

Our Purpose is to guarantee at least one memory that will be considered as a 'lifetime memory' for children with cancer and other fatal diseases, (especially those of them who might not survive).

Objective

The objective of "**Mahragan El Bahga**" is to draw a **Smile** on the faces of children whose life situations have denied them joy! Whether it be the sick ones who are hindered by life threatening and life limiting diseases (cancer, down syndrome,

cardiovascular disease, disabilities, amputations, etc ...), or it be the poor ones, or whatever the reason maybe!

Targeted Kids	Places	Numbers
Kids with Cardiac Problems	Abu ELreesh hospital	-----
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Photography Project

As for the photography project, it aims to brighten the lives of those kids by changing the way they see themselves, giving them and their families an invaluable sweet memory (maybe in some cases it will be the last) to help those families have something good to hang onto through all the pain and hardship they have to suffer. We are also planning to put together a full entertainment team (costume maker, make-up artists, musicians

and also a clown, planning to arrive on locations in a caravan too) to turn the kids' experience into a really festive one!



The Joyful Spot Project

As an artist, working with a full team of artists, we plan to have other projects apart from the photography one, painting walls of schools and building walls, painting stairs in undergrounds, yarn bombing and more art projects to bring joy and smiles to more faces.



N.B. We have a vision to work with other charity organizations to involve street children in both the painting and knitting projects.

Letters to Santa Project

Another project we have on plan is 'Letters to Santa'. It will be sort of a wishes mailbox that we plan to travel around with between orphanages and poor villages. Places where kids are denied Wishing, the simplest form of imagination!

We will work through two ways; collecting donated items and buying items. Only to make every child's wish come true.

We believe that this can bring even a happier smile to their faces, which will sure be captured as well.



The Awareness Project

Last but not least, we have a major project that on our Agenda! As a means of improving the experiences of those children in pain and hopefully diminishing the number of future patients by providing practical lifestyle (for the families) and medical awareness (for health caregivers). We aim to pull together a team of professional health and medical care specialists to plan and conduct the awareness campaigns and training.

For this goal we plan to partner with the WHO office and the UNICEF & the International Sepsis Alliance.

And we plan to take on this project on campaign basis, one at a time

- 'Sepsis Awareness' for babies and infants is our intended first project. We will be printing materials both for public and healthcare providers and organize awareness lectures for both at the medical facilities
- The deaf-not project which will be involve transforming sign language of the deaf into written or heard words

Although "Mahragan EL Bahga" is a non-profit initiative, it will still require funds to sustain year-long ongoing Photography, Art & Medical Awareness Projects for the children. We at Belle Studio will be donating 3% of our profits for

Our target is to Get at least **100 children** to **Smile** at our shoots each year!

And capture not less than 200 smiles of people stunned and inspired by at the artwork, thrilled by their wishes coming to life.

So, we aim to bring joy to children and leave them with an immortal memory of it too, by capturing it!