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## House of Bread

Urgent fundraising appeal

**House of Bread** is a social enterprise that will provide job training and employment for women from marginalized and remote areas in the West Bank. Palestinians have been living under occupation for generations. Women and children are particularly vulnerable to the many threats of occupation including unemployment, abuse and emotional distress. The strength of both the individual and the family unit are tested on a daily basis. Lack of opportunity provides fertile ground for frustration leading to hopelessness, anger and a diminished sense of self-worth. In Palestine, as across many countries in Europe, lockdown in response to the coronavirus pandemic has greatly increased problems experienced by women including unemployment and domestic abuse. Women who experience violence need protection, support and care.

**House of Bread** has grown out of the experience of a small group of women who were sheltering from domestic abuse in Bethlehem. Following a program of counselling and training these women now feel empowered to help other women going through similar experiences. Rather than return to their abusive situation they seek to create a business in the form of a bakery which will sustain them financially and also provide assistance to other women at risk in remote areas of Palestine. Like bread rising in our bakery kitchen this project will grow to including job training and baking skills for all who need it.

**House of Bread** now seeks funding to establish a professional bakery kitchen with the following objectives:

- i) to provide our community with healthy bread inspired by our own traditions and cultures across the world
- ii) to help Palestinian women who live every day with fear, anxiety and stress to use baking as a skill, to build their own social skills and to support their local community
- iii) to help women to identify, recognize and solve conflicts through baking
- iv) to nurture creativity and expression through baking
- v) to empower women to exchange ideas, knowledge and creative solutions to starting new businesses on their own

**House of Bread** will also provide a training program and allied activities to include:

- \* job training for women to become bakers, to create online baking companies and share their passion with their communities whilst earning an income to support themselves and their families
- \* interactive health and community building activities for disadvantaged children
- \* support for individuals, families, schools and other organizations in need of free bread to be financed through the profits of the commercial bakery
- \* developing and telling stories while learning how to bake bread. Using storytelling as a basis for work with children in schools, orphanages and disability rehabilitation centers

### **House of Bread** plan of action

An online crowd-funding campaign in 2019 raised sufficient funds to send two trainers on a one-month training program in Germany. They were trained in practical baking skills and also learnt how to produce healthy bread, not typically available in Palestine.

We are now seeking funds to establish a fully equipped training bakery in Bethlehem to support training for women in rural and marginalized communities. The objective is to establish a fully sustainable model bakery. All profits will be directed towards extending support to more women and equipping them to develop their own bakery projects.

### **Budget: 65,000 USD**

**Bakery interior work including electricity, paint and tiling: 10,000 USD**

**Rotating Oven 2= 30,000 USD**

**Fermentation Room: 5,000 USD**

**Press Machines 2: 6000 USD**

**Dough Mixer = 2500 USD**

**Trails and Cutting Tables = 2500 USD**

**Kitchen Equipment = 3000 USD**

**Freezer and Cooler: 6000 USD**