



DEQA NUR Community Leadership

Deqa Nur is a strong advocate for social justice, economic inclusion and local, community driven decision-making.

A proud Somali-Canadian herself, Deqa saw mothers in her community struggling, often overlooked and unable to find supportive services and programs that met their needs. In response, she founded Hooyo Innovation Hub (“Hooyo” meaning “mother” in Somali), an organization dedicated to helping Somali-Canadian mothers build strong economic futures for themselves and their families through capacity building programming.

Since 2017, thanks to her leadership as Hooyo Innovation Hub’s (Hooyo iHub) Executive Director and Project Manager, Somali-Canadian mothers living in Toronto have been able to grow their skills and obtain vital tools for their economic stability, such as food handler certificates and First Aid/CPR training. Participants were also able to obtain home daycare qualifications for free, enabling them to establish their own sustainable businesses.

During the pandemic, Deqa’s dedication helped

many of Hooyo iHub’s participants as they were struggling to access virtual services for their families. Through Hooyo iHub, she provided women with tablets and technology literacy education to support their access to services and their children’s virtual schooling needs.

Beyond her extraordinary work with Hooyo iHub, Deqa has given back to the Toronto community in a variety of meaningful ways; she acted as an ambassador on Toronto’s Vaccine Engagement Team during COVID-19, launched a free tutoring program for youth in Etobicoke and currently serves on the Toronto Police Services Community Advisory Panel and the Central Etobicoke Community Hub initiative (CECHi).

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