

Education For All Morocco

Strategy Document 2015-2020



www.efamorocco.org

We believe that changing the world starts with educating girls, because if you educate a girl, you educate the next generation.

What we do

Education For All Morocco Ltd (EFA) is a UK charity registration No 1124500 (the sister charity to the Moroccan NGO Association Education For All) that is building and running girls' boarding houses near secondary (*collèges*) and sixth form (*lycées*) in the High Atlas Mountains, providing the opportunity for selected girls from the remotest villages across the region to continue their secondary education.

We currently (Sept 2015) run 5 boarding houses in the Al Haouz region of the High Atlas in Morocco, accommodating **180 girls**. We also have **31 girls** currently enrolled at University.

Why we're doing it

At present, few girls from rural communities in Morocco continue their education after primary school. The nearest secondary *collèges* are too far to travel every day from the remote villages where they live. Their parents are too poor to afford lodgings near to the *collèges* and they worry about entrusting their daughters to the care of existing facilities.

Through our boarding houses, we want to give girls access to a secondary education and the chance to fulfil their potential in an environment that promotes academic study and social understanding. By making a difference to the lives of these girls now, we will change many more in the future as they will become important role models for the next generation.

"In addition to the numerous benefits education provides students, evidence suggests that well-educated girls will have better educated and healthier children."

- UBS Optimus Foundation, Landscape Analysis, 2013

Why we're different

We have selection criteria to award places in our houses to the most deserving and geographically isolated girls.

As is often the case, the need for accommodation is greater than what we can realistically provide. We have three main criteria that we take into consideration for each year's intake of girls:

- **Poverty** – the family is too poor to consider other options;
- **Distance** – the family lives too far from the college for their daughter to travel every day;
- **Academic potential** – each girl is assessed for her potential to succeed at college if she was to be given a place in the house.

The EFA boarding houses are more than just a place to stay.

We offer the girls activities and experiences to support and enrich their education, beyond what they learn at school, such as:

- Regular, well-run, programme that provides much-needed structure for the girls to succeed in their studies
- Individual support and attention to their academic progress from the housemother, who liaises closely with the 'collège'
- A volunteer programme for women from other, typically Western, backgrounds to live and work with the girls over a 3-6-month period, with an emphasis on teaching languages and IT skills, as well as sharing their insights and new activities; there are many "soft" benefits that accrue from our volunteers.
- Educational talks and activities from regular visitors to the house, ranging from environmental awareness, to careers talks, art sessions or sports. Occasional visits to places of interest, broadening the girls' very limited experience of travel within their own country.

Value for Money

A donation to EFA goes a long way, and your donation will go directly towards the running costs of the houses and staff rather than to high admin costs of the overall organization. We are also happy to put you in contact with the girls you are supporting so you can see directly the impact of your donation.



This simple solution does not cost a great deal of money but opens up a whole new world of opportunity to young women. Clive Alderton, Former British Ambassador, Rabat

Local Trust and proven Model

EFA was founded by business people with long-established relationships in the region and has the support of the local community. The organisation also has the support and thanks of the local Governor of the Province of Al Haouz.

The idea of the state contributing to the cost of the upkeep of the girls at EFA is being considered and discussions on this area have begun to take place. This is mainly possible as the authorities and the local community can see the results EFA are having. The success of our work to date has already begun to spark interest in other organisations who see it as a sustainable model which could be rolled out effectively in different regions across the country.

Milestones

September 2007:
First project opened in Asni (45km from Marrakech).
We rented a small house and provided accommodation for 10 girls
April 2008:
Opened Dar Asni, our first purpose-built boarding house with the capacity to accommodate 36 girls.
September 2009
Opened second house in Talat n'Yacoub, accommodating 30,(100km from Marrakech). The girls attending collège in Talat n'Yacoub come from even more remote villages in the High Atlas
September 2010:
First intake of 10 girls in EFA's 3 rd boarding house, Dar Ouirgane, a purpose built accommodation next to the newly built collège at Ouirgane, accommodating 36.
July 2013:
95% pass rate of girls across 6 years of education with 5 girls passing their Baccaalaureate and 4 going onto university
August 2013:
Secured the tenancy of a new building (Asni 2) and building began on the third house at Asni - Asni 3
August 2014:
The next 5 girls achieving places at University bringing the total to nine.
September 2015:
Opening of Asni 3, with the potential to accommodate 50 girls by 2017
September 2016
180 girls in the 5 houses and 30 girls at University

Results

We are proud of the fact that the results at the EFA houses are above the national average: average 90% compared to 53%



What it all costs

General Costs:

It costs approximately €1,000 per girl per year at each of our houses. This provides 3 meals a day, lodgings for a year at the school house, the staff salaries, equipment, bedding and all the bills.

Building costs

It costs about 150,000 Euros to build a boarding house and a further 30,000 Euros to equip and finish it.

EFA staff

EFA pays local salaries to run all 5 houses, which is mainly the housemothers and cooks at each house. Currently, there is only one paid part-time post outside Morocco, the Fundraising, Communications and Admin Officer, to help us as we grow. Both the Committee and our volunteers work on a voluntary basis allowing donations to go mainly directly to the project.



Fundraising Strategy

We have to date raised funds by a variety of methods both in and outside Morocco through:

- Major donors
- Grants and Foundations
- Individuals and institutions, including schools
- Corporate sponsorship
- Use of fundraising platforms e.g. Indiegogo and JustGiving
- [Marrakesh Atlas Etape](#) Cycling event where proceeds go to EFA:

What we want to achieve in 5 years

More Houses:

Our core purpose remains to build and run boarding houses for girls attending secondary collèges and lycées in the High Atlas region, initially in the Province D' Al Haouz. As EFA approaches its 10th year, we are now looking to the future. We are committed to keeping all 5 houses running and filling them to maximum capacity. Our future growth will depend on availability of funds and where the Moroccan authorities build new colleges and lycées in the rural Atlas Mountains

There are several *collèges* in the region, but fewer lycées. For example, students who pass their first 3 years at the colleges in Asni, Talat n'Yacoub, Ouirgane, and Moulay Brahim will aim for a place to study for their Baccalaureate at the lycée in Asni. If there was a lycée in Ouirgane, then we would consider a second house there.

Growth across the region

We believe the above model, centered around the collège/lycée, is sustainable and could be duplicated in other areas of the rural D'Al Haouz province subject to funding. We have the full backing of the Moroccan administration and will work with the Governor's office to understand the areas with the greatest need.

Girls going on to University

In 2013 the first girls from Dar Asni graduated from lycée with their Baccalaureate and 4 went on to achieve places at University. More significantly, all of their parents are allowing them to go to University which is indicative of an attitudinal change in the local communities which now values the education of girls.



Giving back to the local community

We have plans to help girls who return to their villages after College or Lycée to assist with some pre-school activities, because we believe in sharing the successes of the project with the local community. These projects would be linked in some way to education and promoting learning.

Who is involved

EFA Committee, Morocco

Mike McHugo *EFA Founder and Supporter*

Mike first visited Morocco in 1973 and started running educational adventure holidays in Morocco in 1978 with a small company called Discover Ltd. In 1990 Discover Ltd. purchased the ruined Kasbah du Toubkal which opened its doors in 1995. The restoration and operation of the Kasbah was carried out by Mike's friend and business partner from Imlil, Hajj Maurice. The team are committed to running the Kasbah in a sustainable way that gives benefits to the local community.

Cees van den Berg *EFA Committee*

Cees runs Riad Azzar and the recently-renovated Riad Siwan with his wife Maryk. Before coming to Marrakech in January 2004, he was working as Finance Director for Pillsbury (Diageo). After the acquisition of Pillsbury by General Mills, Cees worked for General Mills as Finance Director and Controller Europe. During his work for Pillsbury and General Mills, he was asked to do two jobs for the United Nations Development Programme (UNDP), one in Zambia and one in Ethiopia, enhancing local government in financial reporting, budgeting, and tax collection.

Maryk Stroosnijder *EFA Committee*

Before coming to Marrakech from the Netherlands to run riads with her husband Cees, Maryk worked for five and a half years as project manager for the International Project Unit of the Association of Netherlands Municipalities on projects to strengthen local authorities, e.g. Association of Palestinian Local Authorities (APLA) in Palestine. She worked as a Human Resources Manager for two years before coming to Marrakech.

Hajj Maurice: (Omar Ait Bahmed) *EFA Committee*

Known to almost everyone as simply "Hajj", Omar runs the Kasbah du Toubkal and has been closely involved with the work of EFA from the start. Well-respected throughout the region, Hajj is more than a committed supporter.

Selouane Berrada: *EFA Committee*

A local Marrakchi and accountant, he is Gereant of the Travel Agency 'Mountain Voyage' in Marrakech which was founded by Kasbah du Toubkal

EFA KEY STAFF & Volunteers

In total we have 16 local paid staff- each house has a house mother, cook, cleaner. All the houses also have unpaid volunteers from abroad who serve throughout the year.

Latifa Aliza: Head House Mother

Latifa comes from Moulay Brahim where she was brought up with four sisters and one brother. She attended collège in Marrakech and returned after graduation to take on the role of housemother at Dar Asni. She works tirelessly to ensure that the girls are well-cared for, as well as checking their homework and ensuring that they study hard. The great love and respect the girls have for "Soeur Latifa" is evidence of this amazing woman's abilities and commitment.

Karima Targaoui: Volunteer Programme Coordinator

Karima began volunteering with EFA in 2009, and is our longest serving volunteer. Karima, who is originally Moroccan but living in France, spent over a year supporting the girls at the EFA houses and in particular getting the most remote EFA house at Tlat-n-Yacoub running smoothly. She has seen first-hand the daily reality at the schools as well as the impressive results for the girls who she sees will become "the women who will change Morocco!". Her enthusiasm and care for everyone, from the girls to their parents and the local staff, has been a great support and inspiration, as well as helping EFA to build the necessary trust with the girl's families (Karima speaks the local Berber dialect as well as French, English and Arabic). She still volunteers with EFA as the Volunteer Programme Manager and edits the newsletter.

Sonia Omar: Fundraising and Communications

Sonia joined EFA in 2013 to assist with growing fundraising and communications. Her background is in international human rights where she worked on different campaigns such as women's rights, refugee rights and advocacy for large organisations including Amnesty International. She is passionate about empowerment and was drawn to EFA due to the simplicity of the model and its direct results. Her favorite aspect of this work is connecting with donors and sharing the personal stories and results of the girls at the EFA houses through social media.

Trustees of the UK Charity

Education For All Morocco Limited Charity Number 1124500, is the fund raising arm of EFA

Mike McHugo (mentioned above)

Andy Phillips

Andy has extensive teaching and senior management experience gained in multi-cultural secondary schools in West London. For ten years, he headed up and developed the in-service training division for schools and head teachers at St Mary's University College, Twickenham, developing and leading training programmes in the UK and the USA. Presently he works as a consultant to several London Authorities supporting both curriculum development as well as senior and middle leader support programmes, specifically within the area of review, monitoring and self-evaluation.

Andy has also recently worked as a consultant to the British Council running their Head Teacher Leadership Development Programme for Estonia, Kuwait and Croatia and he has also undertaken many consultancies for International Schools in Gabon, China, Venezuela, Thailand, Italy, Spain and the USA.

Allen Hogan

Allen has spent most of his career in sales and marketing roles in the IT sector largely with Hewlett Packard in both the UK and US and more recently as Sales Director for a UK telecommunications software business. During the past five years Allen has run a start-up cider making business. He has also worked in a voluntary capacity for a grant giving trust evaluating funding applications.

What we don't do

Our aim is to provide girls with access to the existing education system in Morocco. We are not trying to change the education system itself. The Moroccan government has an education strategy and is making great efforts to address the many flaws throughout its education system, from the desperately poor standards in rural primary schools, to the huge disparity in quality and access to schools between cities and rural areas.

EFA recognises that this is a long process and an extremely difficult one. We will continue to work with the Governor D' Al Haouz to provide support and insights from our experience, where is it helpful and constructive to do so. As the Governor said at the official opening of the first boarding house, the influence of such a facility over time will be greater than we can imagine.

More information

If you would like to contact us regarding funding, please contact our Fundraising Coordinator: sonia@efamorocco.org

You are also welcome to check out the following links and our website for more information www.efamorocco.org

- [EFA Promo Video](#)
- [Meet the girls and the project](#)
- The [EFA story](#) "A Different Life"
- UNESCO [video](#) and [documentary](#) about a day in the life of Fatima from EFA
- Photos by [Gerard Wagemakers](#),
- [TEDx Talk](#) by former EFA Patron
- [Interview with Khadijah](#), studying at University
- [Video](#) about new IT project
- [EFA in the UK Media](#)
- [Paperseed Article](#)
- [Pure Article](#)

Contact:

Email: info@efamorocco.org
Tel UK +44 (0)1883 744392
France +33 (0)4 66 45 83 95
Morocco +212 (0)6 61 15 81 73



