



EDUCATION
FOR ALL
MOROCCO

IMPACT REPORT 2024/2025

Empowering girls, building futures

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WELCOME



Message from Samira El Hachoui, Managing Director



“From remote villages to university graduation – this is the power of access.”

As we reflect on another remarkable year, I am filled with immense pride and gratitude for the impact we continue to make – together.

This year, we reached more girls than ever before - expanding our work into new regions, broadening the scope of our programmes, and deepening our commitment to ensuring that disadvantaged girls across Morocco have access to the education they deserve. Whether it's through safe boarding, specialist educational centres, or university scholarships, we are creating real change for hundreds of girls as we continue to drive our mission forward.

From the girls completing their baccalaureate exams, to those graduating from university and stepping into meaningful careers, we've seen them grow in confidence and ambition - ready to shape their futures on their own terms. Each one of these stories reminds us why we do what we do.

Our progress this year is not just measured in numbers, but in the courage, resilience, and transformation of the girls we support. And none of it would be possible without our donors, partners, volunteers, and advocates.

Your belief in our mission fuels everything we do. Thank you for standing with us as we continue building a more just, inclusive future - one girl at a time.



OUR STORY SO FAR

Education For All Morocco was founded in 2007, high in Morocco's Atlas Mountains. Young girls who were unable to cross rivers and rocky slopes to reach classrooms struggled to access even primary school education. We rented a safe home for a few girls to stay nearer a school, employing a caring housemother to look after them during the school week.

That simple but powerful idea - offering safe accommodation so girls could access education - was the start of our charity.

Over the past 18 years, we've supported hundreds of girls through boarding programmes, educational centres, and university scholarships - helping them to create independence and a chance to succeed.

Many of the girls we support come from families where their mothers never had the chance to attend school - some married as young as 12. Education changes that trajectory. When a girl is given the opportunity to learn, she postpones marriage, has fewer children, earns an income, and becomes an independent role model in her community.

While our mission has stayed the same, our impact has expanded. Today, EFAM has a growing network of high-impact programmes across Morocco, each one working to remove the barriers that hold girls back from learning and living the lives they choose.

OUR VISION FOR CHANGE



We believe that when a girl is given the opportunity to learn, she gains far more than an education - she gains agency, independence, and the power to shape her own future.

Our approach is long-term, systemic, and focused on the individual. We support girls through every stage of their educational journey - from secondary school to university – with programmes that provide safe, inclusive environments and tailored support. We support initiatives that not only open doors but keep them open, giving girls the stability and confidence to succeed.



Our vision

To empower marginalised Moroccan girls to fulfil their potential, by providing them with access to education, reducing social injustice and inequalities, and so improving the independence and quality of life for women, and their communities.

Our mission

To strengthen and expand existing programs for girls by collaborating with established partners to adapt and grow, while also embracing new, like-minded initiatives that empower girls through education.

Our vision is not just about access. It's about **transformation**, and enabling a generation of young women to rise - educated, empowered, and ready to lead change in their families, communities, and beyond.

2024/2025 IMPACT



400
girls
supported



4
scholarships
awarded



91%
Baccalaureate pass
rate, with 100% in
some regions



3
new locations
added



62,540
safe nights in
boarding houses



213,380
healthy meals
provided



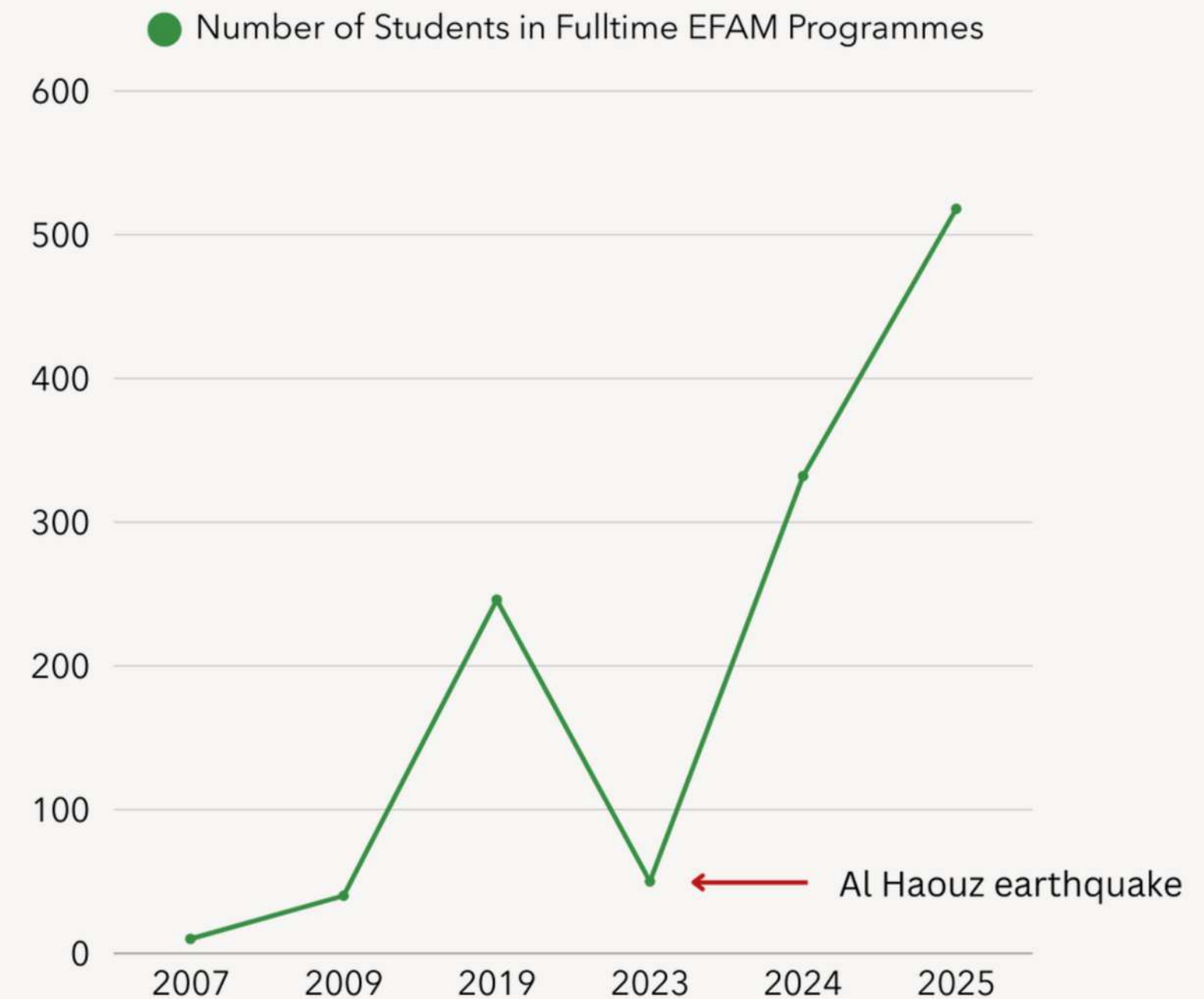
PROGRAMME GROWTH

Steady growth and deepening impact

Since launching our boarding programme in 2007, EFAM has grown from a small, community-based initiative into a national movement for change. The graph reflects a clear upward trajectory – not just in numbers, but in the scale of our ambition and the depth of our impact. Year on year, more girls are supported through our variety of programmes, more families are empowered, and more communities are transformed by the ripple effects of education.

Scaling with purpose

What this growth represents is not just scale, but sustainability. We are building long-term pathways - from secondary school to university to employment - and ensuring that more girls complete their education and step confidently into adulthood.





2024/2025 KEY UPDATES



3 new geographical locations has expanded our reach across Morocco



Innovative new **programme structure** now supports girls with disabilities



Added **4** new boarding houses and **1** specialist education centres into our programmes, expanding our impact considerably



New **impact measurement** processes in place to strengthen programme evaluation and development



82% growth in number of girls supported since 2023



2 strategic part-time freelancers to support growth and expansion



Achieved an average Baccalaureate pass rate of **91%** - **24%** higher than national average



Focused **fundraising** campaigns and marketing to grow donor support

THE NEED

Across Morocco, too many girls are still denied the chance to learn. In rural and remote areas, secondary schools are often out of reach - sometimes hours away, with no safe way to travel. Families living in poverty may prioritise boys' education, while girls are expected to stay home or marry young. Without access to education, these girls face a cycle of illiteracy, early marriage, and economic dependence.

Shockingly, Morocco continues to rank among the lowest in the world for female educational attainment. This isn't just a gender gap - it's a missed opportunity for the entire country. Educating girls is one of the most powerful ways to reduce poverty, improve health outcomes, and drive long-term social change.



**Morocco ranked
180th out of 189
countries for
formal female
labour force
participation**
(22% compared to
71% for men)

60%

of women in
rural areas
are illiterate

79%

of girls with
disabilities
are illiterate

21%

of rural girls are
married before
the age of 18

79%

of women in rural
Morocco do not
have a diploma

57%

of rural girls (ages
15-17) are not
enrolled in school

30k

average walking
distance to school
in the High Atlas

THE WHY

To be a disadvantaged girl in Morocco often means growing up in the shadow of limited expectations. It means watching your brothers go to school while you fetch water, care for siblings, or prepare for marriage. It means navigating traditions that prioritise modesty over mobility, obedience over opportunity. Many girls are expected to leave education behind before they've even had the chance to begin, or those with disabilities never even get the chance.

But when a girl is given the chance to learn, everything changes. She gains more than knowledge - she gains voice, agency, and the power to choose her own future.

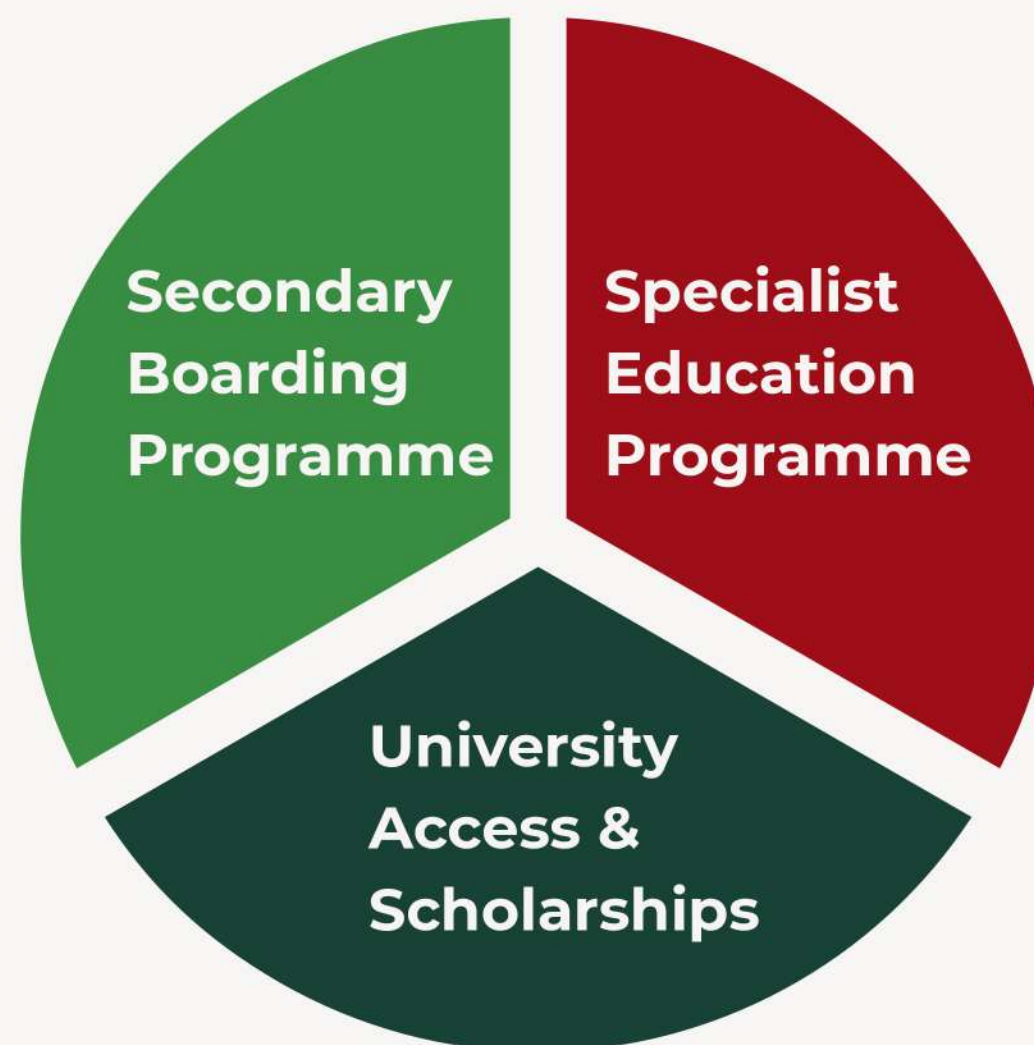


THE HOW

We take a long-term, holistic approach to supporting girls through every stage of their educational journey - from secondary school through to higher education and beyond. Our programmes are designed to remove the most critical barriers that prevent disadvantaged girls from learning, while equipping them with the tools, confidence, and support they need to succeed.

We focus our work across three interconnected programme areas:

Our boarding programme provides safe, nurturing accommodation close to schools, nutritious meals and extracurricular support, allowing girls to continue their education in a supportive environment that prioritises wellbeing, personal growth, and academic achievement.



Some girls need additional, tailored support - particularly those with disabilities or who are at risk of being excluded from mainstream education. Our programme includes a specialist centre that provides inclusive learning, therapeutic care, and life skills development - ensuring every girl, regardless of her needs, has the opportunity to thrive.

Through accommodation support, scholarships, and mentoring, we help young women gain access to and complete university degrees and to build pathways to professional careers - changing not just their lives, but their communities.

HER STORY

"I grew up in one of the small, hidden villages of Talat N Yacoub in Morocco's High Atlas Mountains. Life there is beautiful but hard, and for many girls, education feels out of reach. My journey to school was 19km along winding roads, never knowing if I'd be able to find transport. But I was determined and kept going - because for me, education has always been the window to a bigger world."

"When I joined Education For All Morocco's boarding houses, everything changed. I felt safe, supported, and able to focus on my studies. I discovered new books, learned computer skills, and joined theatre activities that built my confidence. It wasn't always easy - especially after the earthquake destroyed my home and village - but with EFAM's support I pushed on."

"This year, I passed my final high school exam, and I'm now preparing for university with the dream of becoming a philosophy teacher. I'm so proud of my achievements. Without EFAM, I might never have left my village. I'm so grateful for the opportunities that have changed my life."

- Hanane, 18

SECONDARY BOARDING PROGRAMME



66

girls graduated
in 2024/2025



91%

Baccalaureate pass rate,
100% in some regions
(national average 67%)



769

girls supported
since 2007

This year marked a record milestone for our boarding programme, with 66 girls graduated their baccalaureate and university exams – the highest number of graduates since we launched our programme in 2007, achieving well above national average pass rates.

Over the past year, this programme has expanded to Marrakech and Rabat, deepening our impact across the country.

This year, many of our graduates are continuing their journey at university - studying for degrees in engineering, science, business, and marketing - while others are entering the workforce in professional roles. Their success is a powerful testament to what's possible when girls are given access, stability, and support throughout their education.

"I come from a remote village in the Al Haouz region, and am currently pursuing a degree in Digital Engineering, a field with great potential for innovation and social change in Morocco. My aim is to advance in my career and contribute significantly to my community, especially in bridging the digital divide in underserved areas.

Education For All Morocco played a crucial role in my success. The boarding house was more than just a place to me; it was a source of inspiration, motivation, and hope that allowed me to dream beyond my circumstances. I am deeply grateful to EFAM and its donors for providing me with life-changing opportunities. The impact of educating girls in rural areas is truly lasting, and I am proud to have been part of it."

- Safa, 22

2025 SUCCESS RATE



National average
Baccalaureate pass rate in
Morocco for 2025 is 67%



Average Baccalaureate pass
rate in EFAM programmes
for 2025 is 91%, with some
programmes achieving a
100% pass rate

24% above
average
pass rate



SPECIALIST EDUCATION PROGRAMME



41

girls aged 5-18
supported in 2025



2

post-graduate
jobs secured

2024/2025 marked a significant year for EFAM as we expanded our work to include a specialist education programme for girls with Down syndrome. With Centre Malaika in Marrakech, this initiative ensures access to tailored education, therapy, and social inclusion from early childhood through to adulthood. As the girls grow, they are supported into vocational training and, ultimately, inclusive employment – helping them lead independent and dignified lives in a society where opportunities for girls with disabilities remain limited.

This year, the children of Centre Malaika received national recognition when their theatre group won a coveted award – a moving reminder of why we develop programmes that ensure disadvantaged girls are supported and given the chance to succeed.



“These girls come from disadvantaged backgrounds, and we’re giving them the opportunity not only to access education, but to build a future through meaningful employment.”

- Darya Mazdaoui, President of
Centre Malaika

UNIVERSITY ACCESS & SCHOLARSHIPS



283

girls attended
university since
2007



4

scholarships in
2024/2025



24

SIST scholarships
awarded

In 2024/2025, we strengthened our university access and scholarship programme with the addition of two new university boarding houses in Marrakech, while continuing to offer SIST university scholarships.

This programme supports girls as they take the next step in their education journey, many of whom have come through our secondary school boarding programme. In partnership with local associations, we provide safe, stable accommodation alongside academic support and personal mentoring – enabling young women from disadvantaged backgrounds to access higher education. For many, they are the first in their families or communities to do so. A university degree offers more than just knowledge; it opens the door to employment, independence, and the chance to build a future on their own terms.

“I graduated with my baccalaureate and recently completed my degree in International Business Management. My journey with EFAM has taught me resilience, the importance of discipline, and that with dedication, I can achieve my dreams. I’ve learned that our backgrounds do not determine our potential. Coming from a modest rural area has fuelled my drive to move beyond those limitations and strive for excellence. It inspires me to push forward and continually fight to become the best version of myself.”

- Saida, 23

INTERNSHIPS

“This summer, I had the incredible opportunity to intern at Hays Travel, and it was truly an amazing experience on both professional and personal levels.

Working closely with various departments deepened my understanding of how businesses operate and the importance of teamwork.

I also got to explore the rich culture of the UK, trying many different kinds of food and drinks along the way with different groups from the company.

From the stunning scenery to the warm hospitality, my time in the UK was filled with adventure and discovery. I'm grateful for the opportunity to have experienced so much and to see all what i have seen and learnt. Many thanks to Hays Travel for the opportunity and to EFAM who supported us being there.”

- Loubna



NEW PROGRAMME LAUNCH

Supporting vulnerable girls in Rabat with Association Selah

EFAM is proud to have launched a new programme in collaboration with **Association Selah** to support vulnerable young girls under the care of an orphanage in Rabat. A pilot group of 10 students received tutoring, academic reinforcement, and mentoring to prepare for their Baccalaureate exams. Despite difficult circumstances, 9 of the 10 passed, demonstrating both their resilience and the power of dedicated support.

Building on this success, the programme is expanding with two new cohorts - 15 students in Baccalaureate Year 1 and 15 in Baccalaureate Year 2 - each receiving tutoring, exam preparation, psychological support, and life-skills training.

The programme also provides continuity beyond secondary school: graduates of the first cohort are now enrolled at university, where they continue to receive coaching, counselling, and academic support.

At the heart of EFAM's involvement is ensuring that girls within the orphanage system are given equal access to this continuum of opportunity, aligned with our wider mission to empower girls with independence and create lasting change through education.



38

students
supported in total
- Baccalaureate &
university



9/10

students in the
pilot passed
their studies in
2024



30

new students for
the 2025/2026
academic year



ZAKAT CERTIFICATION



Zakat plays a vital role in helping us reach the most disadvantaged girls and their families. Many come from households facing financial hardship, where parents cannot afford school costs, travel, or even daily meals. Zakat allows us to meet these urgent needs in a way that honours Islamic principles of justice and dignity.

We maintain a dedicated Zakat account so these funds are always kept separate and used only for eligible purposes, such as food, boarding, and essential school support for girls from low-income households. **In 2025, EFAM's Zakat policy was formally certified by Amanah Advisors**, giving donors confidence that their Zakat is handled in full compliance with Islamic principles. This assurance of transparency and accountability makes Zakat a trusted pathway for supporters to help girls overcome barriers to education and build secure, independent futures.



Certified compliant: Zakat policy certified by Amanah Advisors

100% compliant: Used only for Zakat-eligible purposes such as food, boarding, and essential education costs.

Dedicated account: Kept completely separate from other donations for full transparency.

Direct impact: Supports girls from disadvantaged households to continue education safely and with dignity.



2024/2025 KEY FUNDRAISING INITIATIVES



Our work is only made possible because of the passion and commitment of individuals and organisations who share our vision of ending education poverty for girls. 2024/2025 was no exception.

Global Giving

We took part in GlobalGiving's Little by Little and July Bonus Day campaigns, securing matched donations and reaching new supporters through targeted fundraising drives.

Intrepid Travel

In 2024 and 2025, Intrepid Travel and the Intrepid Foundation ran regular fundraising campaigns, with donations matched by the Foundation. Supporting communities through sustainable tourism is at the heart of their strategy, and EFAM has been a proud long-term partner in this mission.

PURE

As part of their 2024 commitment, PURE donated a portion of ticket sales to EFAM – turning every registration into meaningful support. PURE Life Experiences is an invitation-only global community and annual gathering in Marrakech for pioneers of high-end, transformative travel, and has supported us since 2010.

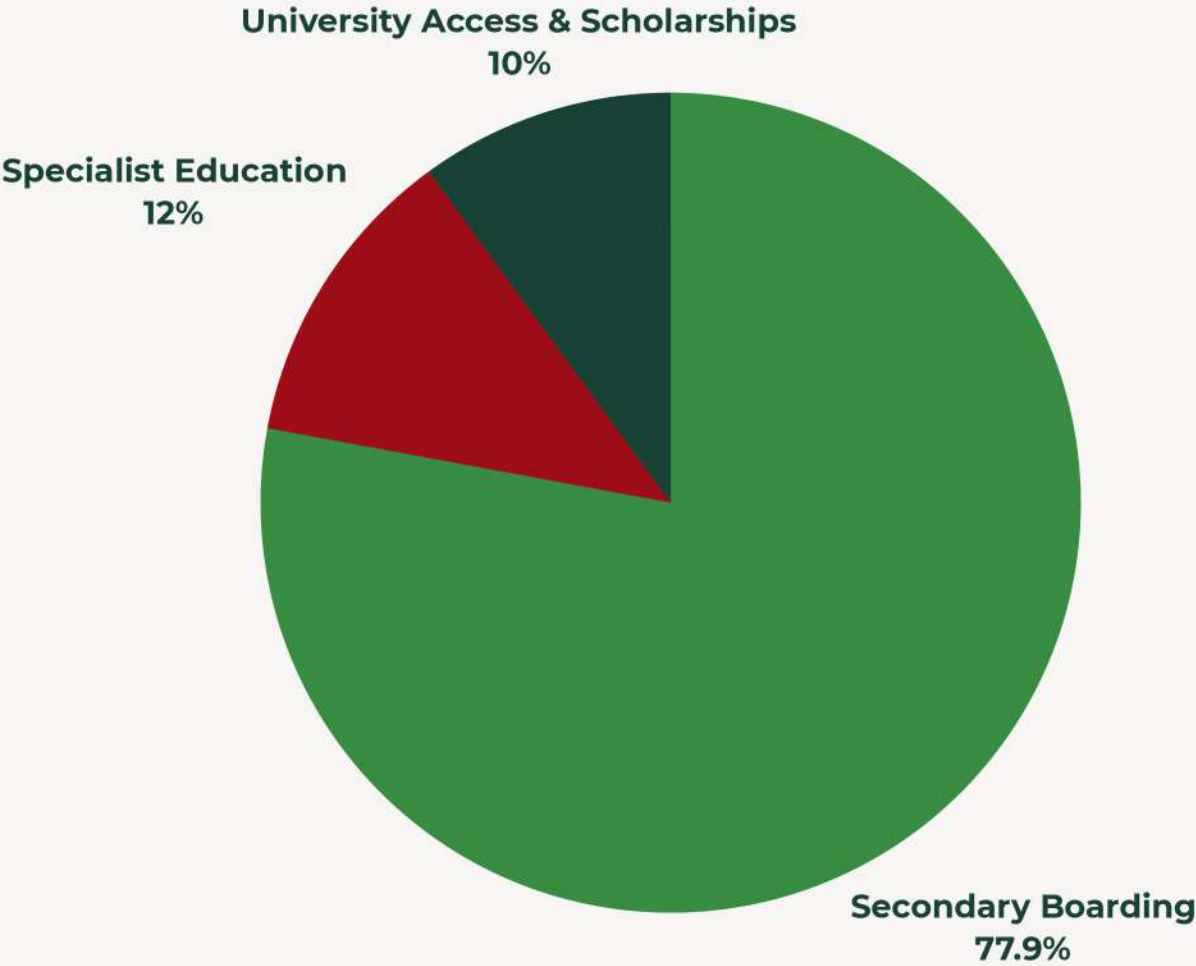
Monthly Giving

Through a series of dedicated fundraising and monthly giving campaigns, we encouraged supporters to commit long-term, helping to build a steady and reliable foundation for our programmes year-round.



FINANCIAL OVERVIEW

We believe in full transparency and responsible stewardship of every donation we receive. Every pound, euro, or dirham entrusted to us is an investment in the potential of girls who would otherwise be left behind. We work closely with our in-country delivery partners to ensure funds are used efficiently and effectively, with a shared commitment to impact and accountability.



Cost per girl

In 2024/2025, the average cost to support one girl through our boarding programme - covering accommodation, meals, school supplies, and wraparound support - was **£1,362** per year.

Investment in our team

This year, we strengthened our operational capacity with two part-time freelancers, ensuring EFAM continues to grow sustainably and strategically:



Amy Kilpin – Marketing Manager

Bringing deep experience in brand strategy and donor engagement, Amy has helped elevate our profile, improve donor communications, and support new fundraising channels across the UK and internationally.



Maisie Bassingthwaite – Governance Manager

Maisie plays a pivotal role in ensuring robust governance, compliance, and due diligence across our programme portfolio - ensuring our funding is used ethically, legally, and for maximum impact.

SAFEGUARDING

EFAM is committed to actively promoting the safeguarding and welfare of children and young people, protecting them from all forms of harm, abuse and harassment. We recognise that some children and young people will be at greater risk and may need greater support, so we use trauma-informed approaches in engaging girls. Whilst all children and young people have the same rights to protection, safeguarding and opportunities, EFAM adapts its safeguarding practice to ensure full compliance with Moroccan law.

The Board of Trustees works to ensure that this commitment is reflected and implemented effectively in all its policies and practices, and that there are effective risk assessments in place to safeguard the children and young adults who attend the boarding facilities provided by our partner organisations.

We are grateful for the support of The Independent Safeguarding Service (CIC), who work with us on a pro bono basis to provide policy, auditing, training and reporting services.



LOOKING AHEAD



2025 and beyond

As we reflect on a year of growth and progress, our commitment to our mission remains unchanged.

Expanding our impact across Morocco:

In the coming year, we will continue to deepen and scale our work across the country. This includes:

- Launching new programmes and initiatives in under-served regions to support more girls from disadvantaged backgrounds
- Expanding vocational support and inclusive education for girls with disabilities
- Increasing the number of secondary school boarding places
- Strengthening post-secondary pathways through university support and professional mentorship

Our strategic priorities:

To achieve this, we are focused on four key priorities:

- Geographic expansion – reaching more girls in more regions of Morocco
- Programme development – Enhancing quality, inclusivity, and long-term outcomes across all initiatives
- Operational resilience – Continuing to build a strong, sustainable charity infrastructure
- Global engagement – Growing our international fundraising network and donor base



WITH HEARTFELT THANKS TO OUR MAJOR DONORS & SUPPORTERS

None of this would be possible without the generosity of those who believe in our mission. To our major donors - thank you for standing with us.



BOARD & TEAM



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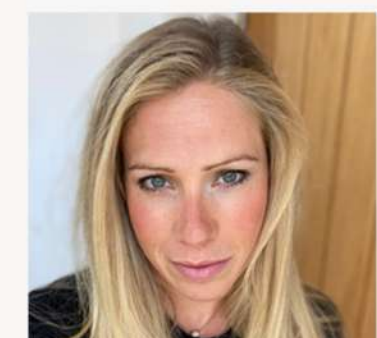


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**Amy
Kilpin**
Marketing
Manager



**Charlie-
Scarlet Smith**
Operations
Coordinator



**Maisie
Bassingthwaite**
Governance
Manager

JOIN US

To everyone who has supported us this year - **thank you.**

Your belief in girls' potential is not just changing lives, it's changing what's possible. Every donation, every partnership, every act of support has helped create real, lasting impact across Morocco.

But our work is far from finished. Let's continue building a future where every girl has the chance to learn, lead, and decide her own future.

Support our mission

- Fundraise to help us expand our programmes and reach more girls in 2026 and beyond
- Partner with us to fund life-changing educational initiatives
- Share our story and help amplify the need

Contact us

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THANK YOU



APPENDIX



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