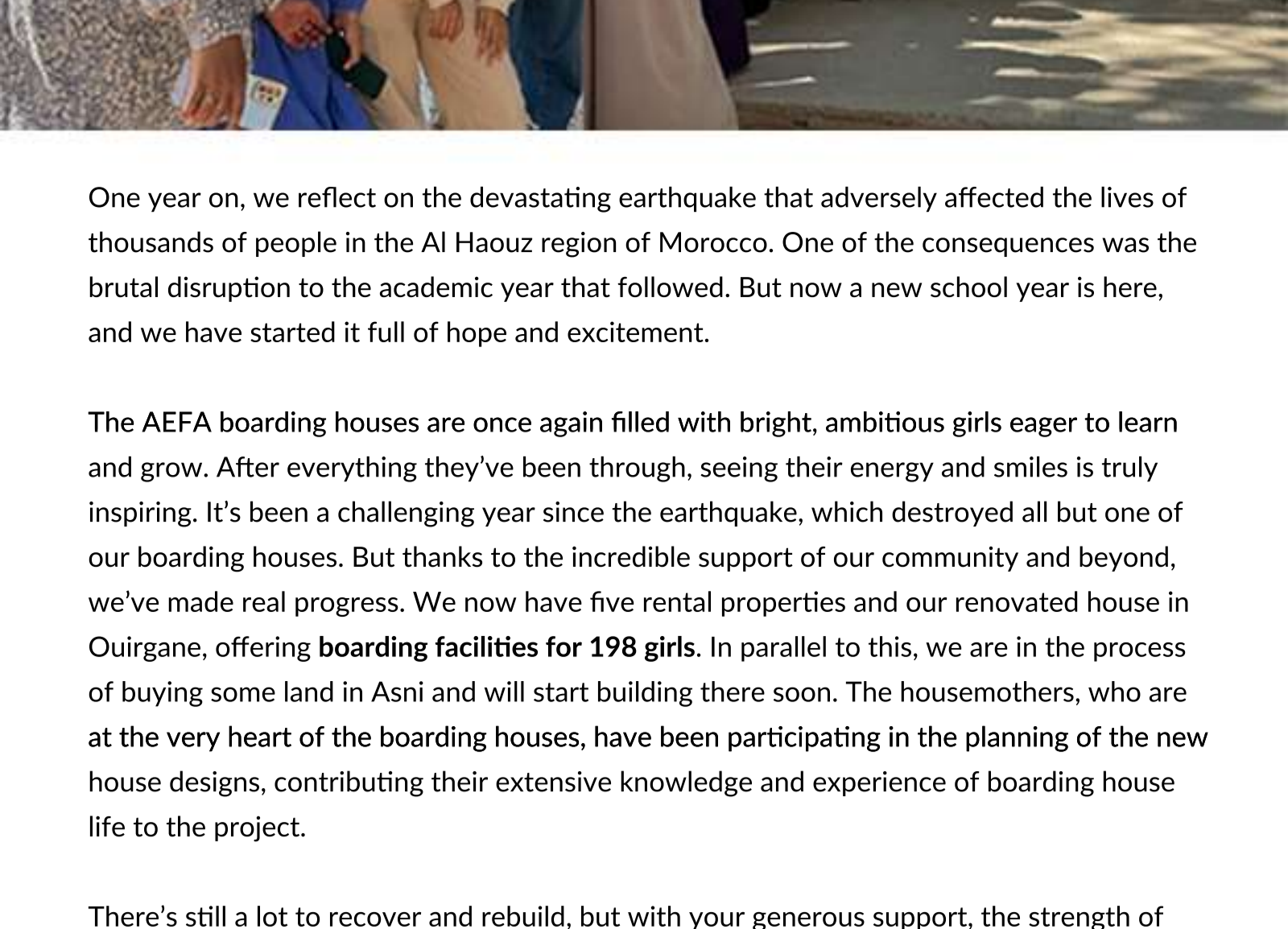


Looking back... and moving forward



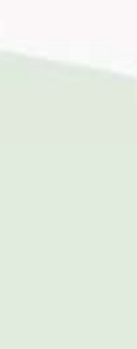
One year on, we reflect on the devastating earthquake that adversely affected the lives of thousands of people in the Al Haouz region of Morocco. One of the consequences was the brutal disruption to the academic year that followed. But now a new school year is here, and we have started it full of hope and excitement.

The AEFA boarding houses are once again filled with bright, ambitious girls eager to learn and grow. After everything they've been through, seeing their energy and smiles is truly inspiring. It's been a challenging year since the earthquake, which destroyed all but one of our boarding houses. But thanks to the incredible support of our community and beyond, we've made real progress. We now have five rental properties and our renovated house in Ouirgane, offering **boarding facilities for 198 girls**. In parallel to this, we are in the process of buying some land in Asni and will start building there soon. The housemothers, who are at the very heart of the boarding houses, have been participating in the planning of the new house designs, contributing their extensive knowledge and experience of boarding house life to the project.

There's still a lot to recover and rebuild, but with your generous support, the strength of our teams, the Amazigh people and everyone involved, we're moving forward together.

[Learn more about us](#)

Exciting changes ahead



Regular readers of our newsletter may have noticed a change to our logo. This is part of some changes to what was formerly known simply as Education For All. Following the enormous impact of last year's earthquake and considering the pace at which the charity has grown since 2007, it was felt that the organisation would need to adapt to protect its continued growth and recovery. Technically, we have always been two separate organisations, one in Morocco and one in the UK, and these are:

Association Education For All (AEFA) – as it has been since 2007, AEFA is our first and main project, and is therefore very special to us. AEFA will continue to carry out our objectives in Morocco, managing and running boarding houses in the Asni Valley to provide accommodation for the girls of the remote and rural High Atlas Mountains, in order that they may attend high school.

Education For All Morocco Ltd (EFAM) – our registered charity in the UK not only raise all necessary funds for AEFA, but also performs scrutiny and oversight of the administration and project execution so that the work is compliant with the requirements of charitable status in the UK. We aim to diversify our operations in Morocco, so are looking to expand with another project there which will help us to enable more rural girls to access education. Stay tuned for further announcements...

Meet our new managing director

As part of our new team in the UK, we are thrilled to announce that **Samira Govers-El Hachoui** has taken on the role of managing director at EFAM. Samira brings a wealth of experience from her career in capital markets and investment banking. She later transitioned to the startup world, where she most recently served as head of partnerships at fintech company Liberis, building their corporate client business.

As someone of Moroccan origin, Samira has been a passionate advocate for EFAM, girls' education, and gender equality since 2011. She recently resigned from the EFAM board to take on the role of managing director, in which she will continue to drive our vision forward with her strategic leadership and dedication.

We are excited to have Samira leading EFAM as we continue our journey to empower more girls through education.



Samira:

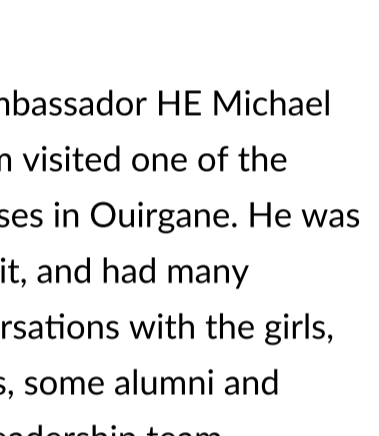
'Having just returned from a very uplifting trip to Marrakesh, I am even more excited about my new adventure as MD of Education For All Morocco! Working with admirable and enthusiastic wonderful ladies, an inspiring team, and engaging, wonderful supporters I feel like I have lucked out with this new position. I look forward to leading it into the next phase of recovery and growth.'

Welcome to our new operations coordinator

We are delighted to welcome Charlie Smith as the new operations coordinator at Education For All Morocco. Charlie comes to us with a strong background in non-profit charity administration. She brings valuable experience in managing multiple high-profile global projects and is excited to apply her skills and expertise to the impactful work we do.

Charlie is deeply passionate about supporting girls' education, regarding it to be a crucial step in empowering individuals and building stronger, more equitable communities.

We are thrilled to have her on board and look forward to the positive impact she will make in advancing our mission.



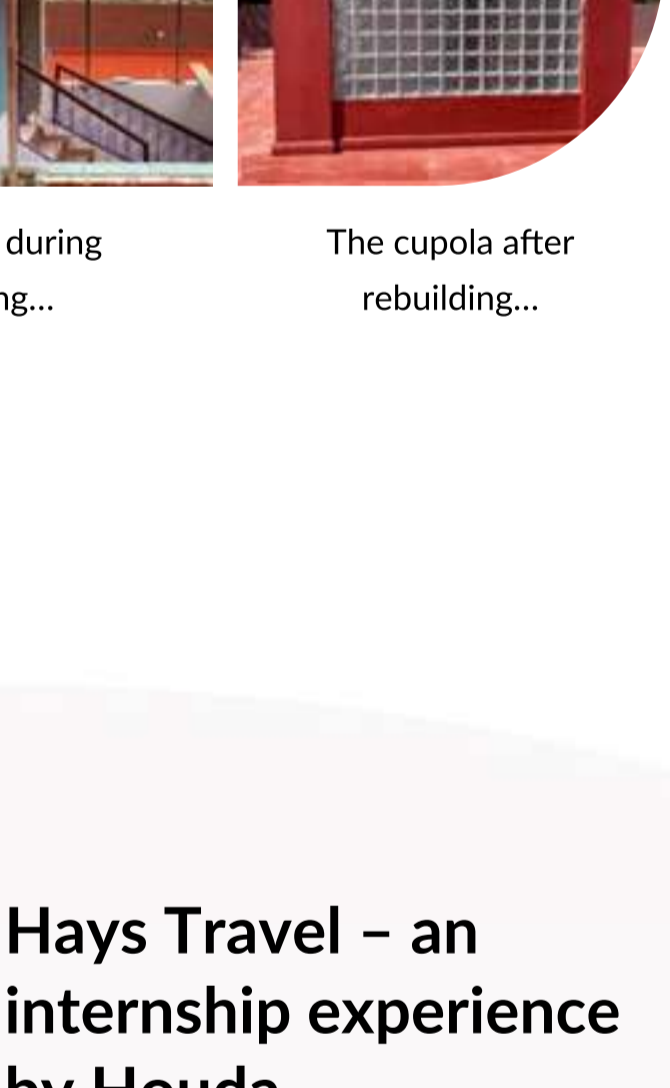
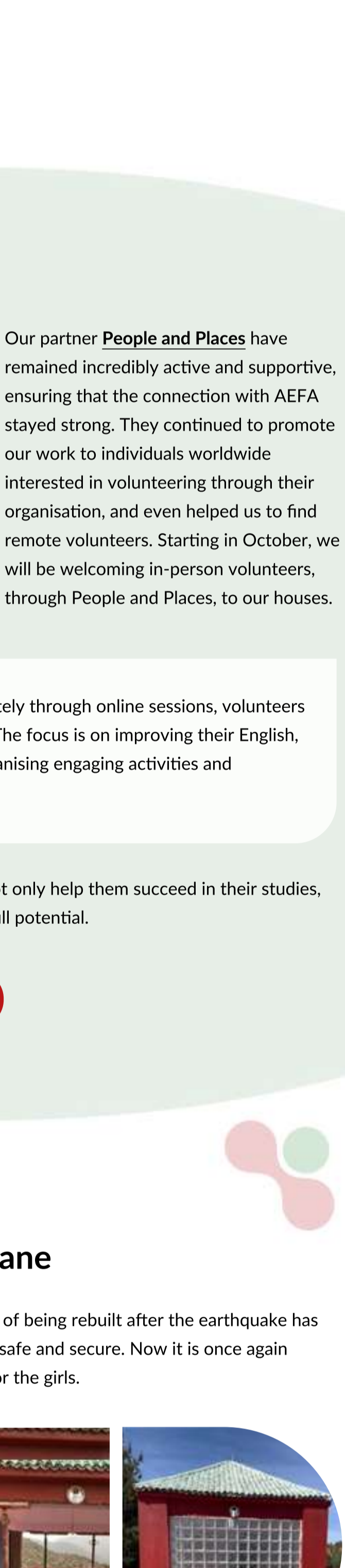
New boarding house in Tahanaout

Following a decision made by local authorities, baccalaureate students from Asni will now attend school in Tahanaout.

Our team at AEFA acted swiftly and managed to find and secure a rental property in early October.

This lovely house will be home to 30 girls, and we wish them all luck with their studies in their new surroundings. In addition to rehoming our own girls, AEFA also stepped in to support girls that had previously been housed by other projects/organisations similarly affected by the earthquake.

[Learn more](#)



A VIP visit

The Australian Ambassador HE Michael Cutts and his team visited one of the Association's houses in Ouirgane. He was inspired by his visit, and had many meaningful conversations with the girls, the housemothers, some alumni and members of our leadership team.

The Australian Embassy in Morocco had facilitated a generous grant from the Direct Aid Programme that allowed us to purchase some furniture, which is now being used in the Ouirgane house to replace items damaged in the earthquake. We are grateful to Mr Cutts and his team for their support in helping us break down barriers to education for the girls that need it so much.

Volunteering

After the earthquake in September 2023, we had to temporarily suspend our volunteer programme. However, we are excited to announce that we are now ready to welcome volunteers once again.

Our beautiful Dar Ouirgane has been fully restored, and we have new rental houses prepared to host enthusiastic women eager to make a difference.

Our partner **People and Places** have remained incredibly active and supportive, ensuring that the connection with AEFA stayed strong. They continued to promote our work to individuals worldwide interested in volunteering through their organisation, and even helped us to find remote volunteers. Starting in October, we will be welcoming in-person volunteers, through People and Places, to our houses.

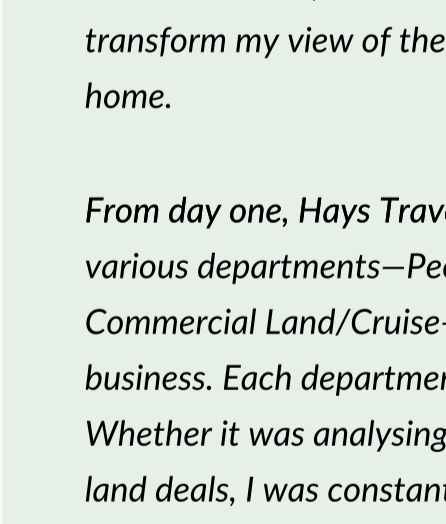
Whether in person at our houses or remotely through online sessions, volunteers play a crucial role in supporting our girls. The focus is on improving their English, French and computer skills, as well as organising engaging activities and collaborative projects.

Our girls need you! By volunteering, you will not only help them succeed in their studies, but also inspire them to grow and reach their full potential.

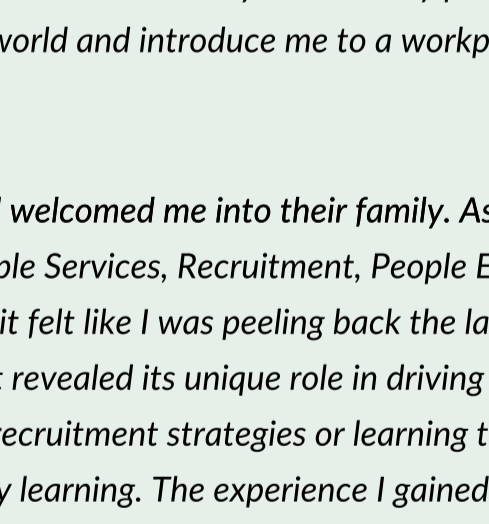
[Become a volunteer today](#)

Renovations at Dar Ouirgane

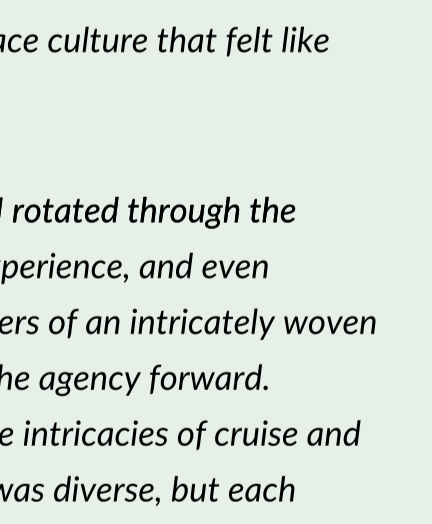
The only one of our six houses that was capable of being rebuilt after the earthquake has received extensive and costly repairs to make it safe and secure. Now it is once again providing a welcoming and comfortable home for the girls.



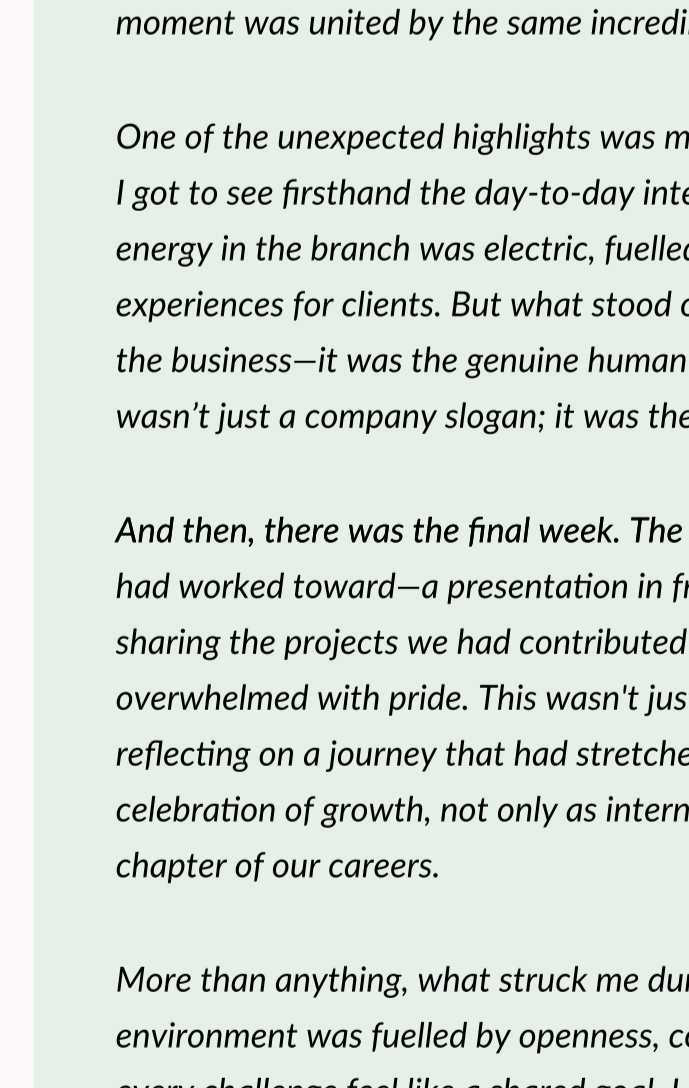
Major rebuilding of the walls



The cupola during rebuilding...



The cupola after rebuilding...



Hays Travel – an internship experience by Houda

Houda was one of three lucky AEFA girls chosen to take part in an internship at Hays Travel in the UK. Here Houda shares her experience with us.

Stepping off the plane at Manchester Airport, I could feel the rush of excitement and nerves mixed together. This was it—my first time in the UK, and I was about to embark on a six-week internship at Hays Travel, the UK's largest independent travel agency. Little did I know, these weeks would not only broaden my professional horizons but also transform my view of the world and introduce me to a workplace culture that felt like home.

From day one, Hays Travel welcomed me into their family. As I rotated through the various departments—People Services, Recruitment, People Experience, and even Commercial Land/Cruise—it felt like I was peeling back the layers of an intricately woven business. Each department revealed its unique role in driving the agency forward. Whether it was analysing recruitment strategies or learning the intricacies of cruise and land deals, I was constantly learning. The experience I gained was diverse, but each moment was united by the same incredible sense of teamwork and shared purpose.

One of the unexpected highlights was my time at the Hays Travel Bridges Branch, where I got to see firsthand the day-to-day interactions between staff and customers. The energy in the branch was electric, fuelled by the passion for creating memorable travel experiences for clients. But what stood out the most wasn't the transactional nature of the business—it was the genuine human connections. Here, the value of customer care wasn't just a company slogan; it was the heart of everything Hays Travel did.

And then, there was the final week. The culmination of everything my fellow interns and I had worked toward—a presentation in front of the company's directors. Standing there, sharing the projects we had contributed to and the lessons we had learned, I was overwhelmed with pride. This wasn't just about impressing the directors; it was about reflecting on a journey that had stretched us, both professionally and personally. It was a celebration of growth, not only as interns but as individuals ready to embrace the next chapter of our careers.

More than anything, what struck me during my time in the UK was the culture. The work environment was fuelled by openness, collaboration, and a sense of belonging that made every challenge feel like a shared goal. I found myself deeply appreciating the British work culture, where respect, support and trust were more than just values—they were lived every day. Hays Travel became more than just a company to me; it became a community that left an indelible mark on my personal and professional life.

As I packed my bags to leave the UK, I realized that what I was taking with me was far more than just skills and knowledge. I was carrying with me a new sense of confidence, a deeper understanding of teamwork, and a profound appreciation for the role community plays in business success.

This experience was a milestone in my career, one that will shape my future choices and the way I approach every challenge. I am incredibly grateful to Dame Irene Hays, the Hays Travel family, EFAM, and everyone who made these six weeks an unforgettable adventure. The UK may be miles away from home, but the lessons and memories I gathered during this time will stay with me wherever I go.

Website launch

We are thrilled to announce the arrival of our brand-new website. Whilst the website is now live, please be aware that it is a work in progress and will be developed further over the next couple of months. In the meantime, it is ready to serve as the hub for all things related to our charity and we invite you to explore the new features.

[Follow us @efa_morocco](#)

[Support us](#)
in empowering more rural girls in Morocco to create brighter futures.

[Donate today](#)

