



Morocco Earthquake Response Fund

Ten-month update



July 2024



Dear Donors, Supporters, Partners and Friends,

It has been nearly ten months since the earthquake hit Morocco. Thanks to your support, we are helping communities in the Asni valley to get back on their feet.

Our efforts continue to be underpinned by the close ties we have built up with local people in the region over 18 years. The response from our community in Morocco and overseas has been extraordinary, coming together as one collective group to show support and solidarity for those affected.

"The spirit of giving has united us like never before. Neighbours have joined hands, offering support and resources to one another, creating a tapestry of solidarity. Together, we're not just rebuilding our physical structures but also cultivating resilience for the future." - Driss, Imi Oughlad resident.

The Eve Branson Foundation has helped hundreds of families, giving local people the tools to rebuild and repair essential infrastructure and community spaces.

We have now completed the reconstruction of public and community buildings, repaired essential sanitation facilities and installed clean water infrastructures.

Our team continue to provide food, shelter and warm clothing to hundreds of families in five villages surrounding the Asni valley. Since we last reported, a further 300 family tents have been installed in Azzeden, Tansghart and Imi Oughlad and 5,000 kilos of household and temporary classroom kits including clothing, blankets, heaters, school resources and children's toys have been distributed.

Our fund aims to support all corners of the community. Thanks to donations to our appeal, a women's weaving centre and educational study centre have now fully re-opened, providing a safe community hub for artisans and a learning space for school pupils whose education has been disrupted.

Secondary school students from Asni must attend classroom learning in Marrakech and its outskirts until the lycée is rebuilt. We have now received approval for school reconstruction plans from local government, structural engineers and architects - an important milestone as we embark upon this extensive rebuilding project so that students can return home.

Despite so many being personally affected, everyone in the community has pulled together to regain a sense of normalcy. Our focus now turns to rebuilding the classrooms and stimulating economic growth through cultural tourism in the High Atlas Mountains.

Thank you for your incredible support for our efforts on the ground.

Gratefully,

The Eve Branson Foundation

Fundraising

EBF's fundraising campaign has continued at pace thanks to the generosity of individual supporters, partners, our shared networks and friends. Our social media followers have also helped to spread the word about our work. We have a common goal to support people in the High Atlas Mountains and this has helped us to forge a path forward in our efforts to rebuild essential structures and community spaces.

GlobalGiving has been central to our fundraising effort. Donations on the platform have triggered a further grant which will help to purchase a fully equipped mountain ambulance serving villages in the Imlil valley.

Monthly giving has boosted our emergency fund, helping to provide essential shelter, supplies and equipment throughout the Winter months.

Virgin Unite has played an instrumental role in the recovery effort, awarding additional funds from major donors so that EBF's core programmes can continue. Thanks to their support, local female artisans now have a place to earn an income from their crafts.

Guests of Kasbah Tamadot have supported our campaign through donations for stays to support the crucial work taking place to rebuild the local communities.

Donors have been able to confidently send funds knowing their gift will be stewarded to impactful projects and that all donations are tax deductible in the U.S or eligible for GiftAid in the UK.

Fundraising contd.

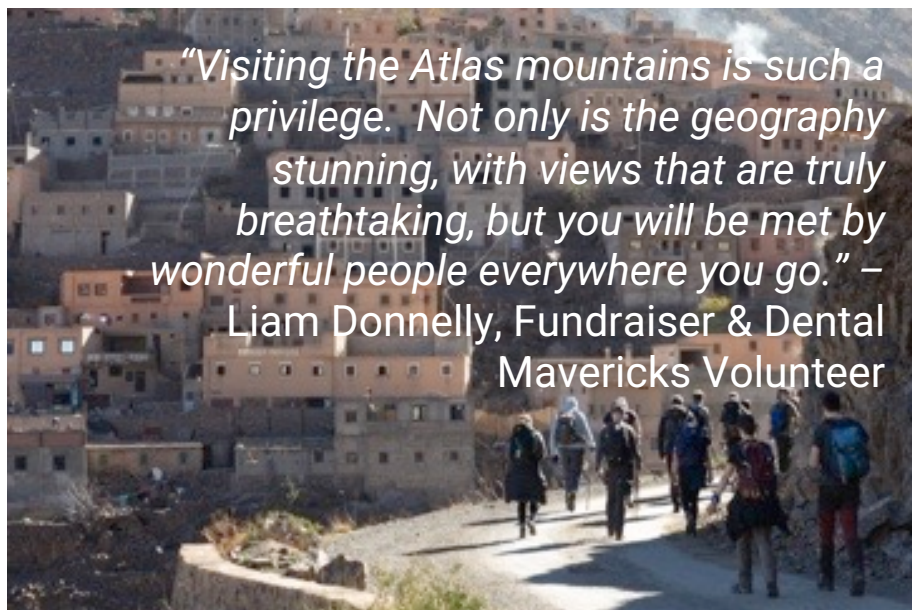
The UK Outdoors Industry together with Coleman Tents, JD Outdoor and Adventurous Ewe donated hundreds of kilos of winter gear and kit. Implementation partners The British Moroccan Society and Virgin Unite helped in making sure these supplies could reach those most in need.

Thanks to the fundraising effort of the 2023 Climb Morocco team, more than \$25,000 was raised to help repair damaged schools in Asni.

Finally, huge thanks to Liam Donnelly, who climbed Mount Toubkal in June to raise funds for our annual dental clinic, in partnership with the Dental Mavericks. Liam has raised over \$2,400 to support their incredible work, providing pain-free dentistry for children living in rural Morocco.



“In Imi Oughlad, with each tent pitched and each family supported, our village takes strides towards healing and revitalisation. These donations are more than material goods; they embody compassion and unity, serving as a reminder that we’re not alone in our journey towards recovery.” – Hamid, Imi Oughlad resident



The Dental Mavericks and Climb Morocco Teams

What we have achieved

The Eve Branson Foundation is a small and dedicated core of people led by a proactive team of board members based in the High Atlas Mountains. This allows us to remain present in the region and implement projects with deep local knowledge and understanding.

We have focussed support on villages surrounding Asni to achieve greater impact, initially providing targeted WASH interventions, FOOD security and SHELTER assistance.

With our partners [Kasbah Tamadot](#), we have since worked closely with village associations and local government to direct our efforts into rebuild and recovery. We have sought technical expertise from the building and public works industry.

Recently completed projects in the Asni valley include:

- Reconstruction of wells in Imi Oughlad and Timezra village;
- Installation of a water storage reservoir in the Asni valley;
- Structural repairs and internal restoration of Asni study centre;
- Reconstruction of the public hammam at Tifaouine;
- Maintenance of essential sanitation facilities in Tamgounssi;
- Essential repairs and installation of a new playground at Asni pre-school;
- Restoration of Tamgounssi Weaving Centre for women;
- Structural repairs to the woodwork apprenticeship centre in Tansghart;
- Facilitating a walk-in temporary dental clinic in Asni with the Dental Mavericks.

The next phase will focus on rebuilding classrooms and strengthening tourism to help the local economy to recover.

Priority Sectors for Phase Four:

- **Educational Support:** Invest in the rebuilding of schools and classrooms for secondary school and primary school students in Asni.
- **Livelihoods & Economic Development:** Strengthen training and artisanal programmes for local women and men with scope to establish co-operatives through textiles and woodworking.
- **Cultural Tourism:** Reinstate group visits to craft programmes and sensitively engage travellers in Amazigh Berber cultural experiences which in turn will help the recovery of tourism and support local business.



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Tousna Study Centre opens in Asni



Morocco Earthquake Response Fund



Tousna Study Centre Exterior



Morocco Earthquake Response Fund



Tousna Study Centre Reference Library & Technology Room



Morocco Earthquake Response Fund



Rebuilding Tifaouine public hammam



Morocco Earthquake Response Fund



Asni Temporary Dental Clinic with The Dental Mavericks

Investment Summary:

<u>Project</u>	<u>Sector</u>	<u>Investment Committed</u>	<u>Beneficiaries</u>
Winterisation of 12x mountain villages	Shelter	\$20,000	800+ families
Repairs & improvements to Asni & Tifaouine Nursery/Crèche	Educational Support	\$10,000	350 children
Structural fixes & repairs to study centre	Educational Support	\$20,000	300 pupils across 4 sessions
Rebuilding Asni Secondary School	Schools Infrastructure	\$100,000	1,000+ students
Rebuilding Asni Primary School	Schools Infrastructure	\$100,000	600+ pupils
Repairs to Asni State Boarding House	Schools Infrastructure	\$50,000	150+ students
Essential supplies for students	Educational Support	\$5,000	150+ students
Restoring EBF's woodwork centre	Livelihoods & Economic Development	\$10,000	8 trainees
Repairing EBF's weaving centre	Livelihoods & Economic Development	\$20,000	26 artisans
Cash assistance to women artisans	Livelihoods	\$15,000	30+ artisans

Investment Summary:

<u>Project</u>	<u>Sector</u>	<u>Investment Committed</u>	<u>Beneficiaries</u>
Essential water infrastructures	Shelter	\$24,000	800+ families
Technical engineering expertise	Schools Infrastructure	\$10,000	350 children
New equipment for Tousna Study Centre	Educational Support	\$5,000	300 pupils across 4 sessions
Reinstating Tifaouine Hammam	Shelter	\$7,000	1,000+ students
	Total:	\$396,000	



1/ Educational Support

Aim: To utilise funds to help rebuild a fully-equipped, modern secondary lycée and large primary school in Asni and to support students outside of lessons through the provision of a dedicated study centre.

Project spotlight – Tousna Study Centre

Many school buildings in Morocco's High Atlas Mountains were destroyed in last year's earthquake, leaving thousands of young people without access to education.

We have been thrilled to restore this vital project which opened its doors on 10th May 2024 at an official unveiling with community and local education representatives in attendance. The study centre we had been developing in Asni was badly damaged and since January, major works have been underway to structurally secure and repair the building.

The centre has been fully repaired, renovated and equipped with dozens of new work stations, desktop computers and more than a thousand curriculum text books. A garden is being planted to provide a well-being space outside.

The centre was originally set up to help students revise for their exams, alleviate a lack of quiet learning space in school and at home and to provide study resources in-between lessons. Following the earthquake, it will additionally provide a valuable learning facility for primary school pupils and a connection point for relocated students, serving an essential role as a safe learning hub in the community.

It has always been our vision for this project to be student-centred. We are confident that the facility will enable many more young people to realise their potential and propel Asni towards a much stronger future through education.

Thanks to your support, this project will minimise further disruption to students and create a feeling of optimism whilst schools are being rebuilt.



Aim: Supporting local Amazigh women and young men to develop and practice crafts skills from which they can earn an income and encourage sustainable tourism to craft programmes.

Project Spotlight – Tamgounssi Weaving Centre

On International Women’s Day, EBF re-opened a weaving and textiles craft centre which provides training and craft production for more than 20 local women. The building at Tamgounssi required extensive repairs. With funds raised, EBF was able to restore the centre, replace horizontal looms, sewing tools and machines and provide cash assistance to the artisans. Many of the participating women rely on the centre to develop their craft techniques and gain access to resources to produce items from which they can earn an income.

Women have carried the burden of caring for their families in temporary shelters since the earthquake. Women at the Tamgounssi centre have experienced unimaginable challenges. This project aims to restore normalcy through the provision of a safe and sociable hub to practice artisanal crafts and connect them to opportunities to sell their crafts.

Thanks to orders from overseas partners and locally from Kasbah Tamadot, the women have now been able to resume production activities. Many of the soft furnishings in the newly launched Riads at Kasbah Tamadot have been produced by local craftspeople at our centres. Tamgounssi has welcomed the return of visiting groups who have the opportunity to learn about traditional crafting techniques and contribute to the economic empowerment of Amazigh Berber women.



“Together with the tremendous support from our Adventurous Ewe community, we rallied to provide a helpful amount of kit donations for the people affected by this earthquake in the remote mountain villages. We felt it was the very least we could do given the support and warm hospitality these villages have always provided to us over the many years.

*Earlier this year we were delighted to take one of our Mt Toubkal trekking teams to visit the Tamgounssi Weaving Centre where they observed first-hand the positive impact of [The Eve Branson Foundation](#) in the High Atlas Mountain communities.” – **Jim Young, Founder of Adventurous Ewe***



Asni market and a return to daily life.
Photo by Maria Morris

*“Despite everything people have been through you get a real sense of community and pulling together, their generosity and good spirit shines through it all, and any help or resource we can give or do, we will. It was a real pleasure to get out and support the Berber community.” –
Maria Morris, Visitor and Supporter*

We just want to extend our thanks and appreciation to those who have supported these efforts and helped to grow our fundraising campaign so that we could make a meaningful and lasting impact. Your trust in EBF to deliver the support that is needed to help rebuild lives spurs us on.

Please help to keep spreading the word about our work. 100% of donations raised from our campaigns are dedicated to supporting relief and recovery in the High Atlas. We look forward to sharing more updates with you in the coming months.

Thank you!
