



## Proud to be a part of the local community



### 2025 Impact Report

**The Eve Branson Foundation (EBF)** is a community-driven, non-profit association based in Morocco's High Atlas Mountains.

Eve Branson, mother of Virgin Group founder Sir Richard Branson, founded the Eve Branson Foundation in 2005 at the age of 81. She spearheaded grassroots community initiatives and dedicated her time to improving the lives of local people. From the start, Eve's vision was to work hand in hand with villages surrounding Kasbah Tamadot to build a secure, healthy and resilient community.

Today, EBF supports initiatives in four key areas: artisanal training; education; environment; and healthcare.

EBF is led by a proactive team of Moroccan board members and a small, core staff. This allows the organisation to remain present in the region and implement projects with deep local knowledge and expertise.

As partners of [Kasbah Tamadot](#), EBF collaborates with village associations and local government to cultivate opportunities which have a sustainable and meaningful impact on Amazigh (Berber) families.



### Artisanal Training

EBF's first craft centre was established to help train women in artisanal crafts so they could earn an income from their skills. Today, EBF runs artisanal training programmes for women and men in weaving, woodworking and embroidery. These programmes help to sustain livelihoods and preserve traditional Moroccan crafts.

Crafts from EBF's programmes are handmade using traditional techniques and local supply chains. The makers leave their mark on each unique piece, inspired by Amazigh (Berber) heritage. This approach not only reinforces cultural identity but champions the concept of slow craft.

Visitors can purchase these handmade gifts from the EBF Shop adjacent to Kasbah Tamadot. The shop re-opened at the end of August following major restoration works. At least 40% from each purchase goes back to the maker with remaining funds supporting craft training programmes.

Virgin Limited Edition, Sir Richard Branson's collection of unique luxury retreats, and Virgin Hotels are helping EBF to build positive steps to connect artisans to retail opportunities within the hospitality industry.

Items carved by hand or intricately woven thread by thread are featured in guest rooms at Kasbah Tamadot, Son Bunyola in Mallorca and Mahali Mzuri in Kenya and in the recently launched suites at Virgin Hotels London Shoreditch.

Each collaboration encompasses an ethos of sustainable luxury whilst generating an income for the maker and their families.



## Craft Programmes

### Tamgounssi Weaving Centre

Women were some of the most affected in our community when the earthquake struck Morocco in 2023 and utilising funds to restore the Tamgounssi Weaving Centre has safeguarded a space where women feel valued and the local artisan craft economy is strengthened.

In 2025, the centre created a co-operative arm to strengthen the autonomy and participation of local women. Up to **fifteen** women attend artisanal programmes every weekday with **two** dedicated textiles teachers.

### Tansghart Woodwork Centre

The woodworking programme was set up to help tackle youth unemployment and a lack of vocational training for young men in Asni who have dropped out of school – with an overall aim of addressing the skills gap.

**Three** participants currently learn how to create bespoke furniture from locally sourced fallen wood and artisanal decor such as hand-carved walnut bowls. Many of their items such as carved wooden games and serving platters now feature at Kasbah Tamadot and Virgin Hotels London Shoreditch.



## Craft Programmes & Cultural Tourism

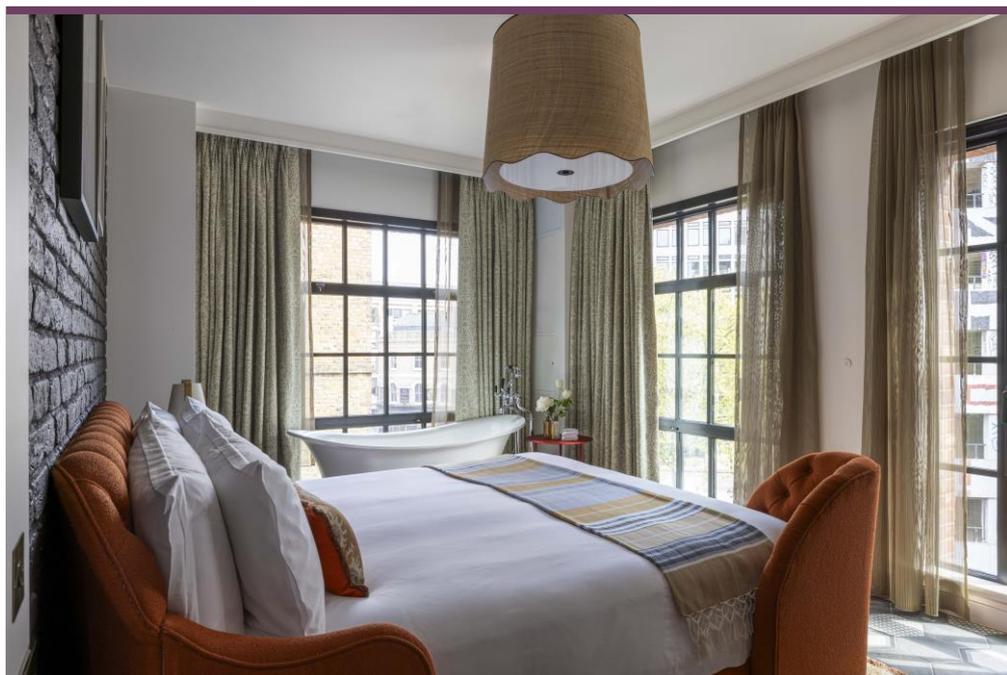
Learning to earning pathways are an effective way for EBF to integrate education with livelihood programmes. More than **610,000 Moroccan Dirhams (\$66,000)** in revenue was generated through EBF craft sales and orders produced by the craft centres in 2025 with at least 40% going back to craft programme participants. This is a **37.5%** increase on 2024 sales. Remaining funds were invested back into the training programmes and to purchase raw materials.

EBF arranges visits to the centres for guests of Kasbah Tamadot as well as hosting group visits to help promote cultural tourism in the region. These visits provide a meaningful opportunity for respectful and authentic connections between the artisans and guests. In 2025, EBF hosted more than **150** guest visits whereby artisans demonstrated the weaving process which in turn helped to boost artisan craft sales and donations.

In Spring, EBF artisans were invited to produce bespoke crafts for guests attending a wedding ceremony at Kasbah Tamadot and regularly create items for special gatherings.

### Berber Bread Kitchen

EBF employs **two** bread bakers, Mina and Malika, to run the Berber Bread Kitchen at Kasbah Tamadot. The bread is crafted and baked in batches in a wood-fired clay oven using traditional methods and showcases artisanal skills passed down through generations. EBF also employs tea-maker, Mohamed, inviting guests to learn more about one of Morocco's best-loved customs.



**Launching EBF products in the suites and chambers at Virgin Hotels London Shoreditch**



## Restoring the EBF Shop



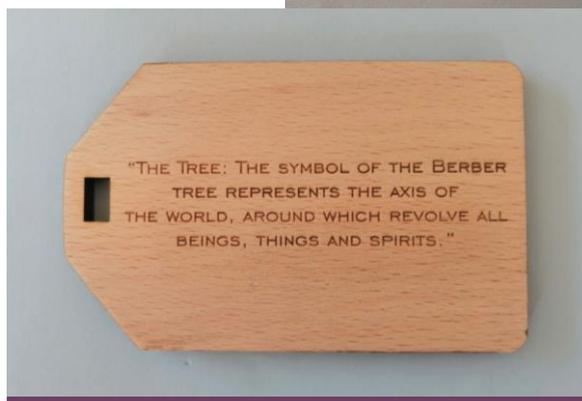


Many of the soft furnishings in the newly launched Riads at Kasbah Tamadot have been produced by local craftspeople at our centres. Artisans have recently been working on a selection of handmade seasonal gifts for the EBF Shop. Artisans collaborated with the woodwork centre in July to produce bespoke room drop gifts at Kasbah Tamadot for guests attending Virgin Unite gatherings.

Textiles teacher, Amina Ait Laarbi, has helped to develop a co-operative arm at the centre whilst teaching practical skills in embroidery and rug-making to new trainees. Amina volunteers her time and skills to help support other initiatives such as the launch of the new school in Imi Oughlad.



## Virgin Unite Gatherings – Handcrafted gifts for guests





## Education

### Imi Oughlad school

The Eve Branson Foundation proudly opened a brand-new primary school in the rural mountain village of Imi Oughlad in April 2025 - rebuilt from the ground up for **180** children affected by the earthquake in Morocco.

The opening was a truly joyful milestone. Delegates, community leaders and local representatives joined hands to cut the ribbon. Mr. Mohamed Zerrouki, Regional Director of National Education in Al Haouz from the Moroccan Ministry of Education, commended the construction. The building provides a blueprint for other school construction projects in the region. The school employs **three** teachers who personally thanked donors who have made this project a reality.

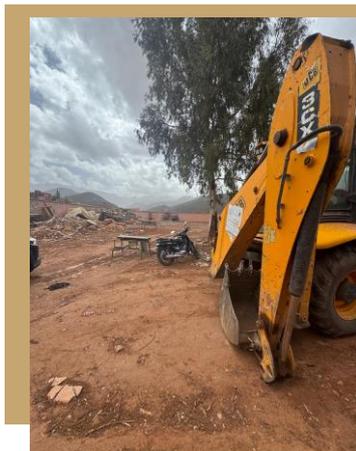
*"It was incredibly difficult to imagine a future following the earthquake and yet, here we stand today in this magnificent new school building. This has only been made possible due to the generosity of donors through The Eve Branson Foundation and the coming together of our community. We are forever thankful. Teaching is a very rewarding profession and I am so happy to get back into the classroom." - Abdelilah Soulali - Teacher at Imi Oughlad School.*



### Education contd.

The team continue to work closely with the Ministry of Education and local leaders to ensure young people in the region have a safe place to play and learn, supporting a return to familiar routines and to help bring down education drop-out rates.

EBF embarked on the rebuild of a primary and pre-school in Tansghart village in April, with two more schools to follow. Construction is now well underway. The addition of a pre-school will help working parents from Tansghart and provide early learning for up to **250** children. More than **\$100,000** already raised in 2025 through donations and grants has been committed to the project. A new project appeal on [GlobalGiving](#) is raising funds for the construction of more schools.





## Education contd.



### The Toussna Study Centre

It was a privilege to celebrate the achievements of pupils from local schools at The Eve Branson Foundation's annual Shining Stars ceremony.

Held in EBF's Toussna Study Centre, it was also an opportunity to acknowledge the contributions these young people have made to their wider school community.

We were honoured to be joined by British Ambassador to Morocco, Simon Martin and his wife, Mrs Sophie Martin. Students performed a musical showcase to celebrate this year's stars and the ceremony marked Eve Branson's extraordinary legacy in the High Atlas Mountains in what would have been her 101<sup>st</sup> birthday week.

Our special thanks to Ambassador Martin and Mrs Martin for giving their time so generously. Congratulations to all of the pupils and teachers for your hard work this year!



## Study Centre Programmes

We were proud and delighted to officially welcome Mourad Ait Bourhim to our Toussna Study Centre team last Spring. **300** students now use the centre regularly to support their studies.

As Centre Manager, Mourad is already having a positive impact, leading computing lessons for under 12s, overseeing library reading sessions, effectively managing student intake and timetables, establishing clear processes for the centre to ensure its smooth running as well as tending to the building's beautiful garden!

Mourad is a champion for inclusion and his computing sessions are modified for a range of different abilities, helping students to develop their potential outside of traditional classroom learning whilst providing formally structured sessions.

More than **85** computer skills sessions have been delivered to **30** boys and girls. "I am enjoying welcoming pupils and supporting their learning path", says Mourad.

Brahim, a deaf pupil from a nearby primary school which was completely destroyed by the 2023 earthquake, has been attending computing classes in the technology room. He is excelling in the subject and progressing quickly through each level.

Fatima Gouansa, who leads the centre's advisory committee, added "We can bridge the gap between academic knowledge and real world industry demands at the centre, equipping learners with practical skills for the future such as computer literacy."



**Toussna Study Centre in Asni**





## Healthcare & Environment

### Dental clinics

The Dental Mavericks have been working with The Eve Branson Foundation since 2014, with the aim of educating children and young people about the importance of good oral hygiene. Each year, EBF operates a temporary walk-in clinic, run by a team of voluntary dentists and hygienists. Children receive dental care treatments which include fluoride and pain-free extractions.

This year's clinic welcomed **16** volunteer dentists, hygienists and support staff who helped to treat **318** children and young people from the valley.

Thanks to a number of dentistry expeditions to the Atlas Mountains, more than **3,000** children in Asni have now benefitted from free dental care.

### Litter management

Since 2017, **dozens** of volunteer litter-pickers from local villages and primary schools join EBF's regular clean-up crew to make Asni 'rubbish-free'. In partnership with Kasbah Tamadot, EBF funds regular litter collection transportation from **five** villages throughout the year, keeping roadsides clean and safe.

These collections have proved even more vital since the earthquake, helping to manage litter during ongoing reconstruction in the villages surrounding Asni.



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## Healthcare & Environment contd./

### **Nursery garden**

EBF is supporting community plant distribution in its nursery garden at Tansghart, cultivating fruits, vegetables and herbs used in local kitchens. Head gardener, Brahim, has introduced new crops into the nursery this year.

### **Bus Shelters**

EBF is trialling new bus shelters in the community. If the pilot project is successful, more shelters will be constructed for surrounding rural villages.





## Earthquake Recovery

### Morocco Earthquake: Two Years On

With support from our incredible donor and partner network, we have been able to continue helping families in the High Atlas Mountains affected by the earthquake that struck parts of Morocco in September 2023. This year has seen our efforts firmly transition to long-term recovery, strengthening infrastructure and the reconstruction of schools.

Joining forces with other local organisations has meant we can amplify our collective impact and resource. In July, we were thrilled to unveil a new mountain ambulance for the region in the presence of the UK Ambassador to Morocco, Mr Simon Martin and his wife. The ambulance, equipped to provide urgent medical care, was purchased with a special grant from GlobalGiving and thanks to the additional fundraising efforts of Mike McHugo from Kasbah du Toubkal in the Imlil Valley.

Funds raised in our emergency appeal have been central to restoring normality for families, rebuilding livelihoods, getting children back to school as well as providing more than **600** kilos of education supplies for relocated students.

We have worked in close collaboration with the Asni commune, monitoring ongoing needs to provide support for the villages of Tansghart, Imi Oughlad, Tamassite, Tifaouine and Asselda as well as several douars in more remote communities. This phase of our response has been essential for preparedness and ultimately greater community resilience.



### Earthquake Recovery contd.

During 2025, EBF has focussed much of its efforts and funds raised to rebuild schools and repair community infrastructure. This included a major restoration of the reservoir water system at Imi Oughlad village with large sections of piping replaced to provide domestic water to more than **140** families.

Foundations were laid during the Summer months for the new school at Tansghart and construction is now well underway, following the rebuild of the school in Imi Oughlad. Tansghart School will take over a much larger site than previously and provide a modern, fully equipped facility for **250** children in the community. Grants from GlobalGiving and donations from individuals who gave to EBF's appeal are helping to fund the new school build.

Fatima Gouansa, EBF Operations Manager, was nominated as a finalist in the TTG Luxury Travel Awards 2025, in the category of Sustainability Hero, largely for her work in supporting the local community since the earthquake. Fatima has been instrumental to these recovery projects and personally delivering supplies to relocated students. We are truly grateful for her tireless work and dedication.

Thanks to so many people's generous donations and the support and advocacy of our wonderful partners and Virgin family, we have been able to continue Eve's legacy in the High Atlas Mountains during 2025 and bring about transformations both economically and socially. We extend our profound gratitude to all of you and we are excited to see what we can achieve together in 2026. **Thank you.**



## Earthquake Response & Recovery



**Restoring the water reservoir in Imi Oughlad**



**Major construction of new school in Tansghart**



**Delivering essential school supplies to relocated lycée students & primary school children**



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### Our Partners

**Kasbah Tamadot** is part of [Virgin Limited Edition](#), Sir Richard Branson's collection of unique retreats and luxury hotels. Set in the heart of Morocco's High Atlas Mountains, the award-winning property employs 100% Moroccan staff and works hand in hand with The Eve Branson Foundation to develop a range of initiatives which have a meaningful impact on local families.

EBF is a non-profit partner of the Virgin Group's charitable foundation, [Virgin Unite](#) whose mission is to connect people and entrepreneurial ideas to make positive change happen, driving business as a force for good. Virgin Unite has supported EBF since its beginning.

The [Dental Mavericks](#) were founded in 2010 with the aim to provide dental care for children in Morocco. Dental Mavericks has since facilitated treatments for more than **3,000** children. EBF has been working with the charity since 2014 and is proud to help their mission to provide pain-free dental care for children in the High Atlas Mountains and improve education about the importance of toothbrushing.

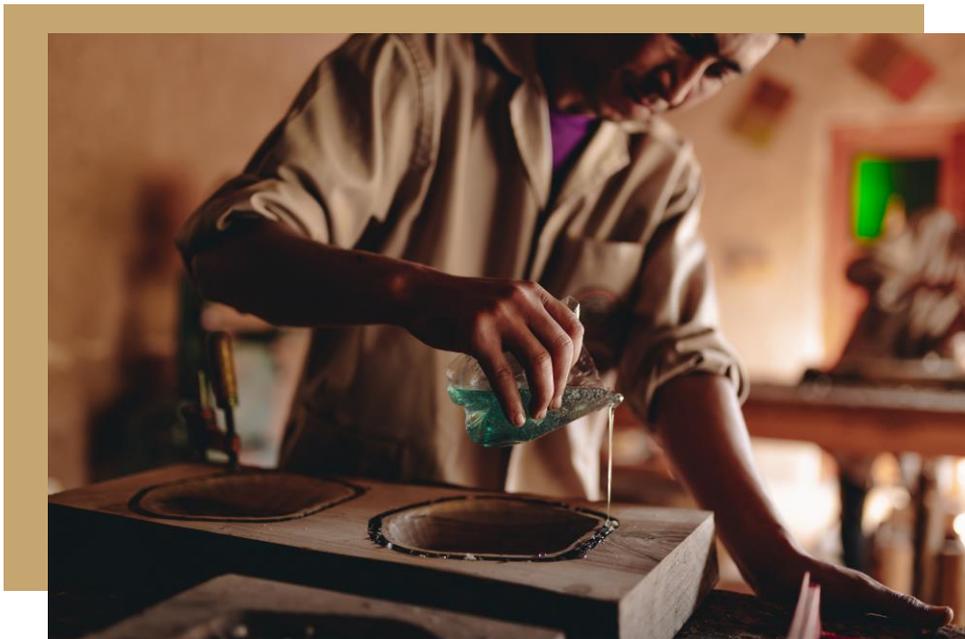
Every year, we host 'Climb Morocco' with **Virgin Adventures**, a once in a lifetime adventure to have fun and do good by climbing North Africa's highest peak, Mount Toubkal. Led by Virgin Atlantic pilot Chris Hall, the climbers raise funds for our local community projects. More than £150,000 has been raised since the first climb spurred on by Chris's fundraising motto: "Life begins at the edge of your comfort zone."

The Eve Branson Foundation is a registered charitable association in Morocco providing opportunities to improve the lives of people living in rural areas. We are registered at Kasbah Tamadot, BP 67, Asni 42152 Morocco.





**Together we are carving a path to a better future.**



**Thank you for your support.**

[www.evebransonfoundation.org.uk](http://www.evebransonfoundation.org.uk)