



Morocco Earthquake Response Fund

Four-month update



January 2024



Thanks to your support, we have been able to make a tangible difference to the lives of families in our communities impacted by the earthquake.

EBF and Kasbah Tamadot's effective response in the Al Haouz Province, one of the hardest hit regions, has been underpinned by the close ties we have built up with local people in the region over 18 years.

The earthquake has had a profound impact on the affected High Atlas communities and more than four months on, we acknowledge this next phase of recovery is a long road ahead.

Working in close collaboration with Virgin Unite, we have mobilised our networks and continue to bring together community leaders, local NGOs, logistical and technical expertise to support recovery and rehabilitation efforts in line with Moroccan Government frameworks.

Through these partnerships, we have been able to leverage infrastructure, inventory and resource to make an impact where it is needed most. More than 1,000 families have now been reached with immediate relief assistance and dozens of trucks containing more than 5,000 kilos of essential supplies have reached High Atlas mountain villages. A new consignment is now in transit at the time of writing. EBF will work with its implementation partners to get this aid into the hands of families who need it most.

The Eve Branson Foundation launched a fundraising campaign hours after the earthquake struck. Since then, the overwhelming response and generosity from our supporter network has helped to spark a wave of giving which continues to make a difference.

Your support will help 4,000 Berber families this Winter.

Our commitment to serve local villages remains unwavering and we have narrowed down focus areas that will ensure an efficient use of these funding resources so that we can have a deeper impact, focussing specifically on the Asni valley and villages that surround it.

We will invest in projects that rebuild, support and safeguard **education**, restore meaningful **artisanal, training and learning** spaces and promote and protect **cultural tourism**. We will stimulate economic growth and address the needs of the affected communities so that we can foster long-term resilience. These pillars will remain central to our funding strategy.

We recognise the duty we have to both the community and to our donors in our shared commitment to help Berber Amazigh communities rise again. Here you will find an overview of funds utilisation and plans for the future.

Thank you once again - we cannot express enough gratitude for your generous and swift support.

Gratefully,

The Eve Branson Foundation

Fundraising

EBF's fundraising campaign was activated on GlobalGiving to help supporters donate more easily. From the outset, EBF was highlighted on a cross-section of media as a trusted non-profit in Morocco, including CN Traveller, Harper's Bazaar, A Hotel Life, Giving Pledge, Maroc Mama and Ultimate Jet.

A HOTEL LIFE

NEWS ▾

GUIDES ▾

CULTURE & CELEBRATION

FUTURE FORWARD

PEOPLE ▾

Link foundation, travelers can directly support local initiatives that promote sustainable tourism and help rebuild earthquake-affected areas.

GlobalGiving.org, a trusted platform for donating to causes around the world, hosts the Morocco Earthquake Relief Fund in collaboration with the **Eve Branson Foundation**. This fund supports vital projects aimed at rebuilding communities affected by the earthquake. Donations can go a long way in helping Morocco recover and rebuild.

The International Federation of Red Cross and Red Crescent Societies is a humanitarian organization that provides emergency relief and support to communities affected by disasters like the Morocco earthquake, offering vital assistance to those in need.

Doctors Without Borders, also known by its French name **Médecins Sans Frontières (MSF)**, is a medical humanitarian organization that delivers medical care and assistance to areas in crisis, including Morocco after the earthquake, ensuring access to healthcare for those affected.

Donations were turned into action on the ground thanks to the ability to expedite disbursements from the emergency fund and the speed of processing emergency response grants from Virgin Unite and partner organisations such as The Dental Mavericks and Rif Community Foundation to help affected communities.

Being able to raise funds on a trusted platform, such as GlobalGiving, has helped to trigger further grants. Major donors have been able to confidently transfer funds knowing their gift would be stewarded to impactful projects and that all donations are tax deductible in the U.S or eligible for GiftAid in the UK.

Our community has been incredible. More than 1500 supporters, partners, guests, colleagues, friends, corporates, and charitable trusts have donated to the appeal. Funding of essential aid and future recovery projects has been made possible through a wide-ranging campaign which has brought together a diverse range of funding sources:

- Members of Virgin and Virgin Unite's Community
- EBF's Partner & Supporter Network
- Emergency Grant Funding from Virgin Unite
- Emergency Grant Funding from GlobalGiving
- Virgin Limited Edition Partners & Guests
- Global Giving Campaign
- El Fenn's Community
- Social Media campaigns
- Corporate Giving and Fund-Matching
- Direct Gifts
- Foundation Trusts and Charitable Trust Gifts
- Travel Sector
- Donor Advised Funds
- Individual & Group Fundraisers
- Participation in Giving Tuesday campaign

We would like to give special thanks to:

- Strive's Community – with thanks to Noah Devereux
- The Lee Family Fund – with thanks to Virgin Unite
- Amber Kelleher-Andrews and members of Kelleher International's Community
- The Dental Mavericks & Rif Community Foundation
- GlobalGiving
- A number of DAFs through the Virgin Unite community
- Digital Air Strike
- Group 3i in France
- Zia Tile
- Riad Tile
- Atlas Fruits
- The Charitable Travel Company
- The Sainsburys Family Charitable Trusts
- The Vitol Foundation

EBF's emergency campaign is now fully funded and we have transitioned our fundraising focus to a new longer-term [education project](#) aimed at attracting funds to help with the purchase of equipment and materials for schools once rebuilt. The 'Climb Morocco 2023' challenge event has kickstarted fundraising for this project with 30 Virgin staff raising more than \$28,000 after summiting Mount Toubkal, North Africa's highest peak.

Phase Two: Recovery Plan

To recap, EBF's response in the first phase was to support families with a focus on food security, baby supplies, emergency shelter, medical and sanitation support.

EBF is a very small but dedicated core of people who are committed to the mission. In addition to our long-term partnership with Kasbah Tamadot, we have formed strong partnerships with local NGOs, suppliers, associations and local government representatives. We are working together in extending support to the villagers residing in the affected regions through supplier contacts, transport, accessing warehouse space and distributing supplies. Cash donations have enabled our teams to purchase many supplies in-country.

Our phase two funding strategy for the next 18 months will focus on interventions that address community wellbeing, education and livelihoods. EBF has reconstituted its Board to help build operational capacity. Please note that at this stage, it is difficult to confirm a timeline on completing works or commencing the rebuild of the schools, as these projects are subject to Government authorisations.

Priority sectors:

- **Shelter:** provision of adequate shelter and supplies for the Winter months
- **Educational Support:** focussing on secondary school pupils who have been relocated and primary school-aged pupils who lack a learning and play space.
- **Schools Infrastructure:** investing in equipping schools and classrooms and improving facilities in conjunction with the Moroccan Ministry of Education
- **Livelihoods & Economic Development:** restoring training and artisanal programmes and providing cash assistance for women in EBF's programmes who are currently unable to earn an income.
- **Cultural Tourism:** further along, when Kasbah Tamadot fully re-opens, EBF will re-establish its programme visits and EBF Shop, generating local income through cultural tourism.

Phase two delivery objectives:

- Leverage existing operational expertise and community knowledge;
- Stay locally present;
- Carry out regular needs assessments;
- Maintain the balance of preserving cultural heritage and rebuilding back stronger;
- Be flexible and transparent, monitoring investment and adjusting project milestones; and
- Co-ordinate with government, local associations, NGOs and other implementation partners.

Phase Two: 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
Restoring Asni Secondary School	Schools Infrastructure	\$100,000	1,000+ students
Restoring 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 – COMPLETED	8 trainees
Repairing EBF's weaving centre	Livelihoods & Economic Development	\$20,000	26 artisans
Cash assistance to women artisans	Livelihoods	\$15,000	30+ artisans
	Total:	\$350,000	

1/ Shelter

Aim: To help maintain safe, habitable, insulated and durable shelter and equip families with winterproofing solutions and kits.

Our team was on the ground to support basic needs provision immediately after the earthquake struck. An aid chain was created at Kasbah Tamadot to sort incoming supplies, load boxes onto trucks and distribute these to families in need, reaching more than 1,000 families in 12 High Atlas villages during the weeks that followed. We have since distributed more than 5,000 kilos of food, clean water, shelter and medical supplies to those worst affected by the disaster and living in temporary shelter.

We are now working hard to prepare mountain villages living in temporary shelter for the winter months ahead. Our UK team has been collating several tonnes of brand new, winter-proof kit including tents, sleeping bags, thermal blankets, waterproof and fleece clothing, solar lights, reusable filtered water bottles and ground insulation. A second consignment of two containers left from the UK for Morocco on the 25th November. EBF has organised the urgent delivery of heaters, warm clothing and floor palettes from local suppliers. EBF will continue to conduct regular needs assessments throughout the winter months and respond accordingly.

Project spotlight – Winterisation of villages:

Teams of volunteers from the UK have packed and loaded more than one hundred pallets with donated supplies, totalling more than 44 tonnes of items. These supplies will help to protect communities affected by the recent earthquake during the Winter months, particularly mountain villages on the snow line.

Thanks to our partners and Virgin Family, we could set up a sorting facility to help collate the donated supplies and get critical items moved to Morocco, working with our implementing partners. The items are now being transported to a dedicated hub in Marrakech, in close co-ordination with the Moroccan Government for distribution to families in need in the worst affected areas.

Thanks to this support, thousands of people in mountain villages will be helped this winter.

2/ Education

Aim: To support the continuity of education, restore and enhance school buildings, equip schools once rebuilt and to provide students with learning materials.

Education is a cornerstone of day-to-day life in Asni and a priority area that EBF will keenly invest in. Schooling has been disrupted for hundreds of students and during November, the team have delivered school and boarding supplies to secondary school pupils whose classrooms have been relocated to Tahanaout, on the outskirts of Marrakech.

We are working with local government to approve plans for the rebuild of two large schools in Asni in the High Atlas with up to 12 classrooms. The EBF Board met with the education minister to discuss how to accelerate authorisation of these projects. We are pleased to report that EBF's study centre is now undergoing repairs following a structural survey.

Supported projects:

- EBF Toussna Study Centre
- Tifaouine Nursery
- Asni Crèche
- Tahanaout Temporary Boarding School
- Asni State Boarding School
- Asni Secondary School
- Asni Primary school

Project spotlight – Toussna Study Centre

EBF aims to keep education at the forefront of community life so that more young people can continue their learning. EBF conducted a building survey of the study centre which had been badly damaged with technical engineers. Works have now commenced to complete the structural and internal repairs required.

This includes replacing equipment including computers, damaged by rubble. Local community leaders are considering temporarily repurposing the building as a safe classroom for students. Further along, it will offer a place for secondary students to prepare and catch up on their studies, despite the challenges they have faced.

3/ Livelihoods & Economic Development

Aim: To protect livelihoods in the Asni valley by offering cash assistance to affected artisans and to restore training and crafting spaces. School leavers and local women can then develop their crafts skills and are equipped to earn a future income.

Projects:

- Repair Tamgounssi Craft Centre
- Repair Woodwork centre/workshop
- Rebuild EBF craft shop
- Provide cash assistance to participants currently unable to sell their handmade goods

Project Spotlight - EBF Craft Centres:

Tourism to the High Atlas helps to support and promote local arts, crafts and traditions. These centres foster economic growth, attracting visitors and helping artisans to earn an income from their crafts. Sharing their crafts creates a sense of pride and can help to restore community identity.

EBF operates a woodwork training centre for young school leavers and the centre has now been repaired so that participants can safely return and continue their training and produce items to sell in the future.

We have set up a temporary station with sewing machines and benches to help the weavers and embroiderers of Tamgounssi to produce crafts for new orders.



Study Centre repairs underway

Winter supplies for families residing in tents





Delivering essential school supplies to displaced students & educational toys for young school children



Improvements & Repairs Underway for Asni Crèche



We just want to extend our thanks and deepest gratitude to those have supported these efforts, which would not be otherwise possible. Your trust in EBF to deliver the support that is needed to help rebuild lives has been heartening.

Rebuilding is now well underway and during this second critical phase, we will continue to collaborate with our partners and field experts to determine the most effective and sustainable approach at each stage.

100% of donations raised from our campaigns are dedicated to supporting relief and recovery in the High Atlas. We look forward to staying in close touch with updates from the projects you care so deeply about.

Thank you!