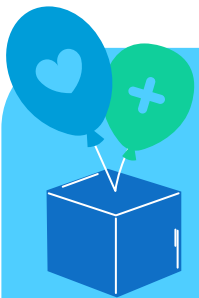


# JOODDIGNE SHOWER TRUCK

HOMELESS





# Table of contents

01

## Context

The hygiene challenge

02

## Impact

JoodDigne's mission, results, and indicators

03

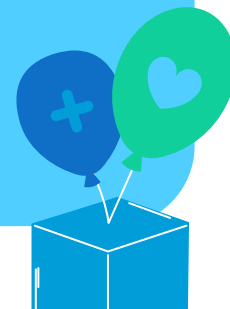
## Solution & Operations

Shower truck, equipment, and services

04

## Budget & Partnerships

Action budget and partnership proposal



# CONTEXT



## Precarity

700,000 homeless people recorded in Morocco.

## Health Issues

The lack of sanitary facilities and showers leads to preventable skin diseases and infections.

## Exclusion

Poor hygiene limits access to employment, healthcare, and dignity.

## Isolation

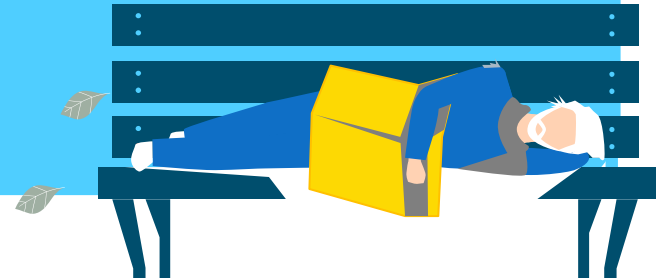
Homeless individuals face stigma and lose confidence in themselves.

## Urgency

Access to water and hygiene remains a fundamental right that is not guaranteed.

## Insufficient Support

Existing shelters are rare, overcrowded, or unsuitable for daily needs.



# Geographic Breakdown

Grand Casablanca **23%**

**14%**

L'oriental

Tanger-Tétouan **13%**

**13%**

Rabat- Salé-  
Kénitra

Fès-Meknès **12%**

**9%**

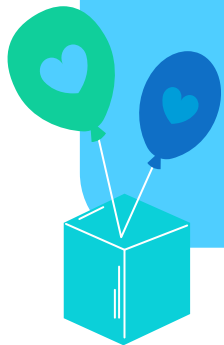
Marrakech- Safi



# HYGIENE HEALTH

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JOODDIGNE



# JoodDIGNE



A mobile unit designed as a hygiene space for people experiencing homelessness. It travels through major urban areas to provide free, dignified, and secure access to basic hygiene, health services, and a pack of new clothing.

# OUR EQUIPMENT

## DIGITAL REGISTRATION

01

A digital fingerprint registration system enabling beneficiary monitoring and efficient service coordination.

## BARBER STATION

02

A full station for haircuts, shaving, and basic grooming, helping restore confidence and dignity.



03

## MEDICAL CONSULTATION

Basic healthcare services, first aid, medical follow-up, and distribution of essential medicines based on identified needs.

04

## SHOWERS

Four private cabins equipped with hot water, soap, clean towels, proper ventilation, and comfort-ensuring privacy.



**SECURED  
DIGITAL  
REGISTRATION**

*joon*  
**DIGNE**



# Our Services



## Hygiene & Well-Being

Access to hot showers, personal care, barber services, and clean clothing to restore dignity and comfort.



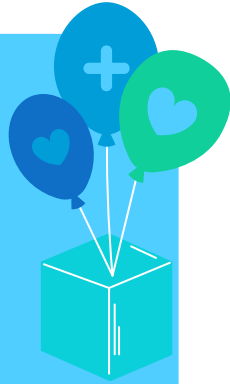
## Health & Assistance

Basic medical consultations and distribution of essential medicines.

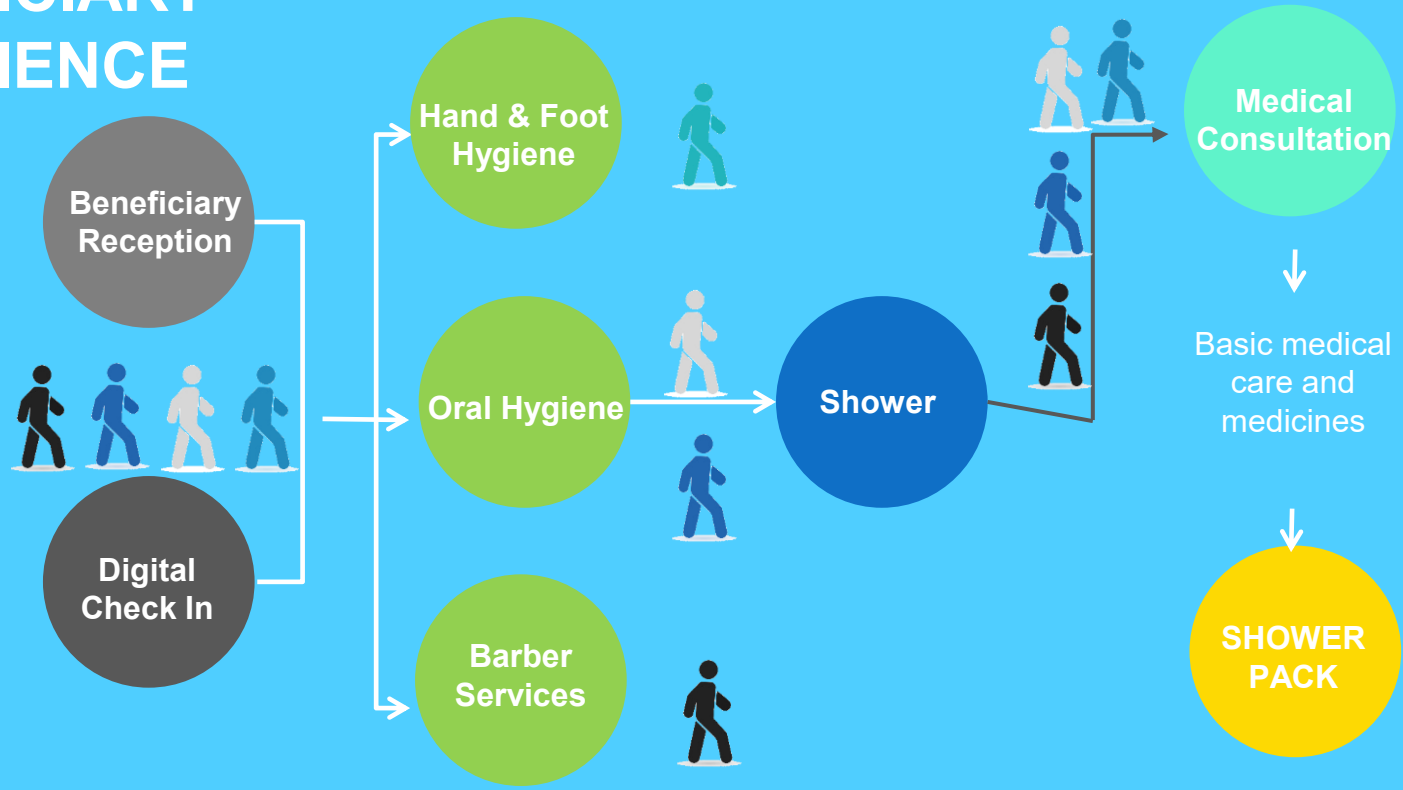


## Support & Guidance

Digital registration and follow-up of beneficiaries, with orientation toward social services and reintegration programs.



# BENEFICIARY EXPERIENCE



# SHOWER PACK

## HYGIENE PRODUCTS



A complete kit including soap, shampoo, toothbrush, toothpaste, and a clean towel.

## MEAL



A hot, balanced, and comforting meal offered after the shower.

## MEDICINES




Basic care and essential medicines distributed according to the needs identified by the medical team.

## CLOTHING



A new and season-appropriate outfit, including: 2-piece tracksuit, underwear, shoes, and socks.



**MEAL  
CLOTHE  
HEALTH  
REINTEGRATION**

# Our Goals



## Dignity

Provide every homeless person with regular access to decent hygiene conditions.



## Hygiene

Ensure access to hygiene, a fundamental right and a pillar of self-confidence.



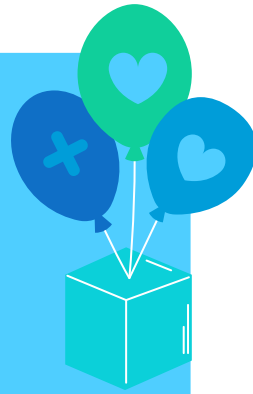
## Health

Ensure basic medical check-ups and address essential health needs.



## Reintegration

Create a human and social connection to guide beneficiaries toward support structures and inclusion programs.



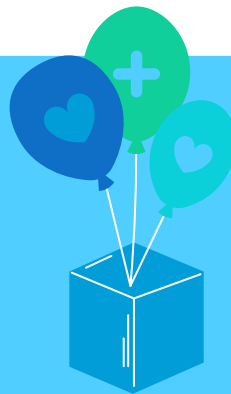
A woman wearing a dark beanie and a white t-shirt with a red handprint logo is smiling and looking at a young child. The child is wearing a light blue hoodie and a dark beanie. They are standing in front of a white poster that has a colorful flowchart and some text. The background shows a dry, sandy landscape with some sparse vegetation. The entire image is framed by a blue border with rounded corners.

**HUMANITY  
DIGNITY  
HOPE**

# SOCIAL IMPACT

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Behind every face lies a story of dignity restored, confidence reborn, and hope rekindled. JoodDigne is much more than a shower, it is the first step toward a new life.



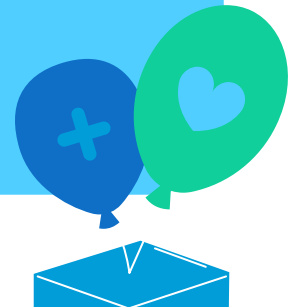
**DIGNITY  
HOPE  
REINTEGRATION**



# 13%



Some beneficiaries were able to naturally reintegrate after their visit to the mobile unit.  
This figure reflects the power of human connection, the return of self-confidence, and the importance of access to dignity as the first step toward a new beginning.



# POSITIVE IMPACT

**Registration &  
Follow-Up**

**Nearby Hygiene  
Services**

**Social Inclusion**



**Dignity & Self-  
Esteem**

**Local Social  
Support**

**Reducing the Spread  
of Diseases**



# KEY FIGURES

**4,000**

Homeless beneficiaries supported and shower packs distributed each season

**6**

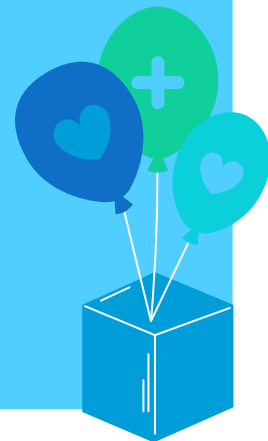
Target cities across Morocco

**520**

People return to a normal life, regain employment, rebuild family ties, or simply find the motivation to move forward again

**1**

Reliable and secure beneficiary database



# OUR INDICATORS



## Social Inclusion

Human-centered support that promotes the progressive reintegration of beneficiaries through listening, guidance, and the creation of trust-based relationships.



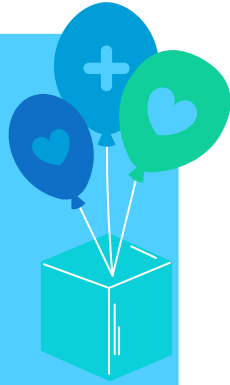
## Hygiene & Health

Regular access to clean showers, basic medical care, and hygiene products — essential for disease prevention and the restoration of dignity.



## Data

Digital beneficiary tracking through fingerprint recognition, enabling reliable traceability, better service coordination, and an accurate measurement of social impact.



# IMPACT REPORT

2019 - 2023



**11 059**

JoodDIGNE shower  
truck beneficiaries



**22**

New clothing and  
footwear packs  
provided to  
beneficiaries



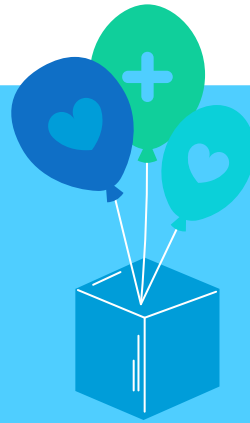
**7**

Hygiene and basic  
medical care products  
offered to beneficiaries

# OUR PERSPECTIVE 2025-2026

# 4000

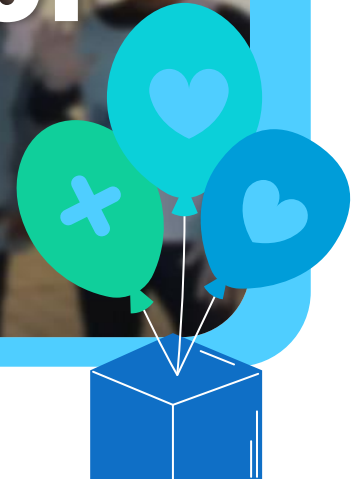
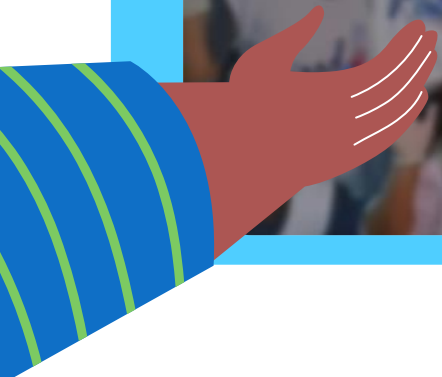
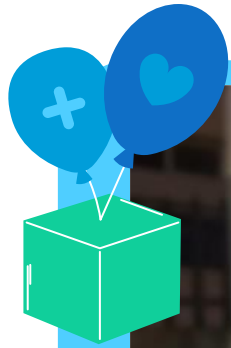
Homeless beneficiaries of  
the shower truck





**TOGETHER**

**ACT for the Dignity of  
the Homeless**



# OUR NEEDS

## Volunteers

Health professionals,  
barbers, social workers...

## Textile

Tracksuits, canvas shoes,  
socks, underwear, clothing,  
blankets, towels



## Salairies

Barber, driver, digital  
recognition operator

## Hygiene Products

Shampoo, soap, shower gel,  
toothpaste, toothbrush, soap  
gloves, comb, disinfectant  
products...



## Medical Products

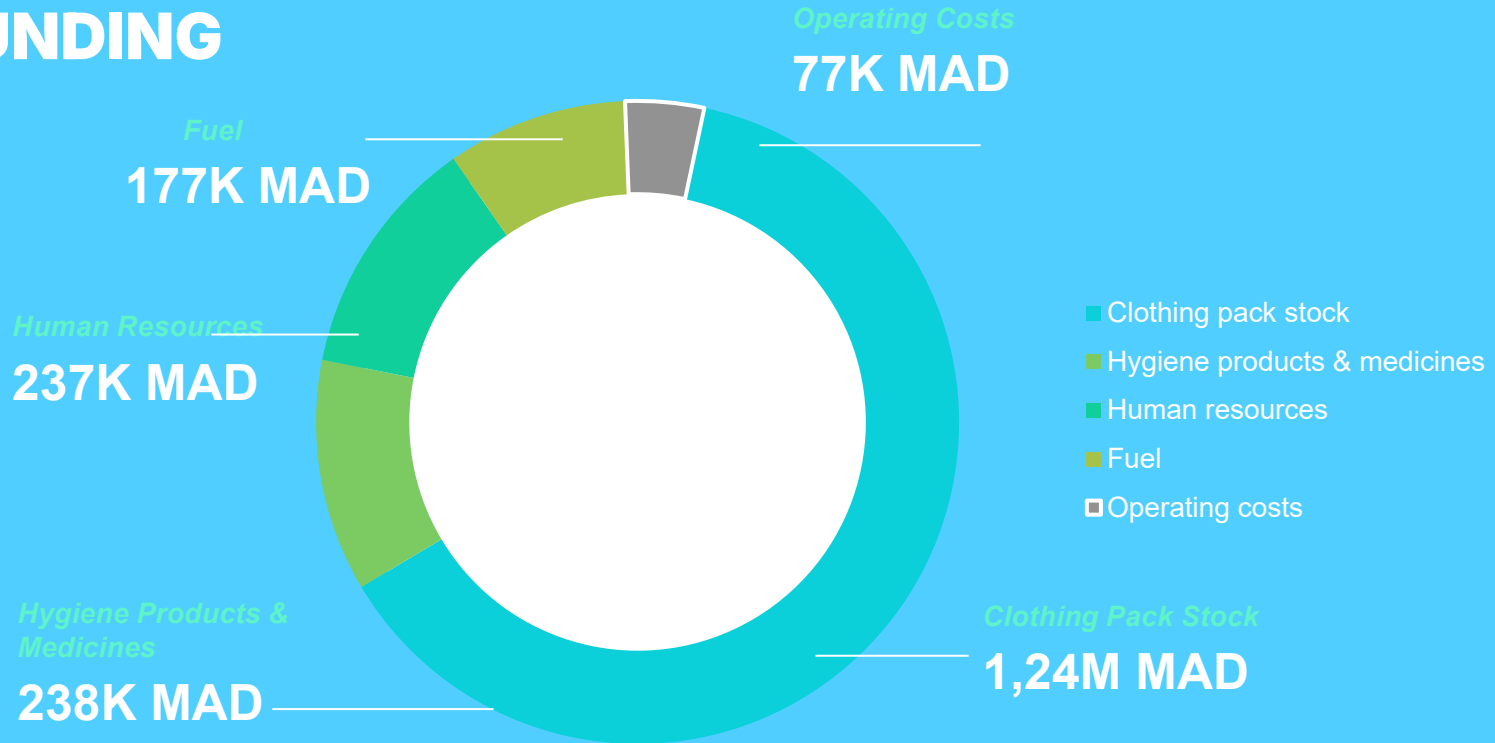
Medicines, alcohol,  
disinfectants, latex gloves,  
bibs...



## Fuel

Diesel, gasoline,  
engine oil

# REQUIRED FUNDING



# ACTION BUDGETING

	Brut mensuel	mois	Brut annuel	
Salaries	Chauffeur	9.600,00 MAD	9	86.400,00 MAD
	Coiffeur	4.800,00 MAD	9	43.200,00 MAD
	Responsable	7.200,00 MAD	9	64.800,00 MAD
	Agent Logistique	4.800,00 MAD	9	43.200,00 MAD
	<b>Salaries</b>	<b>26.400,00 MAD</b>	<b>9</b>	<b>237.600,00 MAD</b>

	Coût unitaire	Quantité	Coût total	
Hygiene & Medical Packs	Médicaments	32,50 MAD	4000	130.000,00 MAD
	Shampooing	6,00 MAD	4000	24.000,00 MAD
	Savon	2,00 MAD	4000	8.000,00 MAD
	Rasoir	1,50 MAD	4000	6.000,00 MAD
	Gant de toilette	5,00 MAD	4000	20.000,00 MAD
	Peigne	1,50 MAD	4000	6.000,00 MAD
	Dentifrice	6,00 MAD	4000	24.000,00 MAD
	Brosse à dent	5,00 MAD	4000	20.000,00 MAD
	<b>Hygiene &amp; Medical Packs</b>	<b>60,00 MAD</b>	<b>4000</b>	<b>238.000,00 MAD</b>

	Coût unitaire	Quantité	Coût total	
Clothing Packs	Blanket	50,00 MAD	4000	200.000,00 MAD
	Tracksuit 2 pièces	100,00 MAD	4000	400.000,00 MAD
	Shoes	80,00 MAD	4000	320.000,00 MAD
	Underwear 2pcs	50,00 MAD	4000	200.000,00 MAD
	Cap	18,00 MAD	4000	72.000,00 MAD
	Socks	10,00 MAD	4000	40.000,00 MAD
<b>Clothing Pack</b>	<b>308,00 MAD</b>	<b>4000</b>	<b>1.232.000,00 MAD</b>	

	Coût unitaire	Quantité	Coût total	
Operating Costs	Fuel	19.700,00 MAD	9	177.300,00 MAD
	Insurance	-	-	6.000,00 MAD
	Vehicle Registration	-	-	3.000,00 MAD
	Cleaning & Disinfection	3.600,00 MAD	9	32.400,00 MAD
	Truck Maintenance	1.200,00 MAD	9	10.800,00 MAD
	Water	0,00 MAD	9	0,00 MAD
	Miscellaneous	-	-	25.700,00 MAD
	<b>Operating Costs</b>	<b>4.800,00 MAD</b>	<b>9</b>	<b>77.200,00 MAD</b>

# ACTION BUDGETING

	Clothing Pack (unit)	Hygiene & Medicine Pack	Monthly Fuel	Monthly Human Resources	Operating Costs
Unit Cost	308,00	17,50	19.700	26.400	-
Quantity	4.000	4.000	9	9	-
<b>Total</b>	<b>1.232.000,00 MAD</b>	<b>238.000,00 MAD</b>	<b>177.300,00</b>	<b>237.600,00 MAD</b>	<b>77.200,00 MAD</b>

**1 962 100,00**  
MAD

The total estimated budget required for operating JoodDigne during the 2025–2026 season (9 to 12 months).

A woman wearing a dark blue hijab is brushing a young boy's teeth. The boy is smiling and holding a toothbrush. They are in a classroom setting, with a whiteboard in the background featuring a drawing of a hand and some text. The image is framed by a thick blue border.

**JOIN OUR  
PARTNERS**

# WHY BECOME A PARTNER?

Joining JoodDIGNE means taking part in a movement that restores dignity, health, and hope to those society often forgets.

- Contribute to a direct and measurable human impact.
- Support a structured, transparent, and innovative field initiative.
- Associate your brand with a meaningful cause built on universal values.
- Help expand the mobile unit's reach to serve even more beneficiaries.





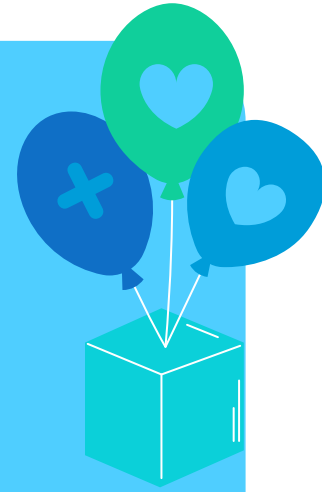
## SOLIDARITY

Take part in restoring dignity and supporting the reintegration of the most vulnerable by joining a humane and solidarity-driven initiative that transforms lives.



## CSR

Showcase your commitment through a concrete and measurable action, and benefit from positive media visibility by supporting a meaningful and impactful project.



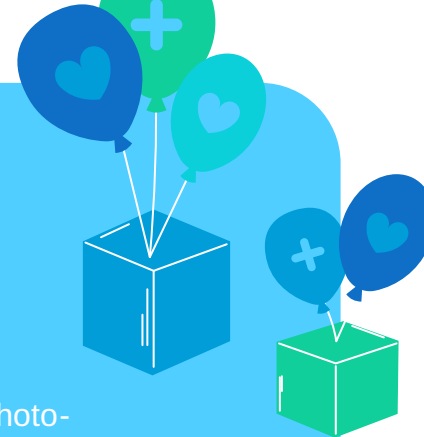
# VISIBILITY

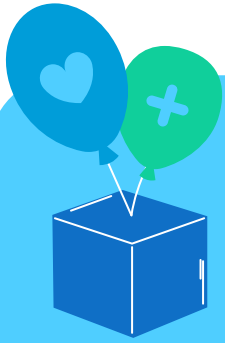
## YOUR LOGO

Your logo will be displayed alongside those of our partners on the internal and external photo-call at the entrance of the shower truck, where beneficiaries spend significant time accessing the different services. This ensures strong and consistent media visibility.

## MEDIA COVERAGE

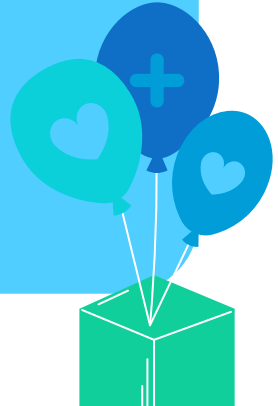
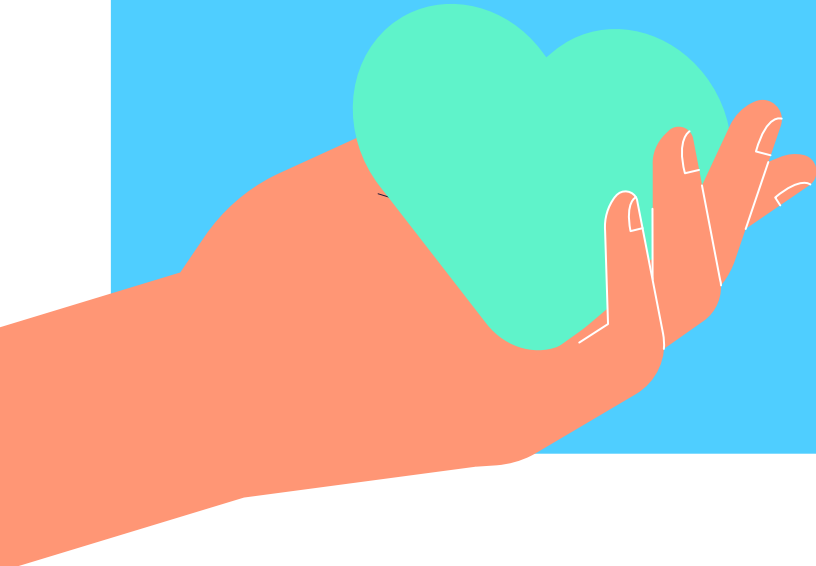
The JoodDigne project has received extensive media coverage, with more than 100 national and international outlets highlighting its innovative and human-centered approach. This visibility reflects the strong interest in the project's social innovation, the exceptional mobilization of volunteers and partners, and the profound human impact embodied by JoodDigne on the ground.





*A shower to restore dignity, dignity  
to restore HOPE.”*

—Hind Laidi



# HONORARY PARTNERS



**Amine Kabbaj  
Fondation**

Covers all our needs in terry towels



**MINISTRY OF THE  
INTERIOR**



**TZUCHI  
Foundation**

Donate 2 fully equipped shower Trucks aménagé

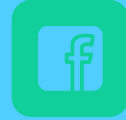


jood

لرعاية الأشخاص دون مأوى  
Dignity for the homeless



Thanks!



Do you have any questions?

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