



MOHAMMED V FOUNDATION  
FOR SOLIDARITY

# READY TO HELP THE NEEDY



READY  
TO HELP THE  
NEEDY



“ Our goal, actually, is to anchor solidarity action as a behaviour and a culture, and make of the Mohammed V Foundation a lever, spurring all the actors that share its objectives, being convinced that the comprehensive development we wish for Our country will not satisfy us unless it benefits large categories of Our dear people. In order to materialize our vision of development and of the policy of sharing development fruits, we have engaged the Foundation on two paths: that of redistributing its funds to promote social action, and partnership to carry out its programs. ”

His Majesty King Mohammed VI  
President of Mohammed V Foundation of Solidarity  
November 2001





A FOUNDATION  
AT THE SERVICE  
OF THE POOR

# Solidarity, a lever for social development

Committed to the support of the poorest, the Mohammed V Foundation for Solidarity acts in a logic of general interest, bringing together and mobilizing all those – citizens, associative actors, public and private institutions – who share the vision of a stronger, more worthy and humane society. It places human values at the heart of its actions and contributes to inclusive socio-economic development.

## A foundation upheld by the Royal will

In 1998, when still Crown Prince, His Majesty King Mohammed VI chaired the Ethics Committee which was intended to give new impetus to social action in favor of the poorest fringes of the population. It comprised several personalities from diverse backgrounds (civil society, media, public departments, economic and liberal operators), in order to define the priorities for intervention, monitor actions and ensure rational, effective and synergistic channeling of resources. This initiative made it possible to elicit a very wide response to the problem of poverty and the complexity of its effects, while raising public awareness.

From this experience, the Mohammed V Foundation for Solidarity was born: an institution created by His Majesty King Mohammed VI in 1999, and acknowledged to be of public benefit (by Decree issued on 21 Rabia I 1420, corresponding to 5 July 1999). It acts at the national level against poverty and social inequalities, as part of a Moroccan social pact that mobilizes individuals and collective forces. A pact that has its roots in the fundamental values of mutual aid, generosity and solidarity, cornerstone of Moroccan culture.

It is thus intended to be a common link, a catalyst and a multiplier of the energies of Moroccan society in terms of solidarity and social action.

“ We are concerned with the poverty suffered by some of our people. We shall endeavor, with God's help and assistance, to reduce its acuity and impact. ”

His Majesty King Mohammed VI,  
July 1999



Recipients - The education and inclusive development program of the rural areas - Midelt and Anfou 2011 - 2012

## THE FOUNDATION'S OBJECTIVES

Improve the **living conditions** of the most vulnerable

Contribute to the **protection of populations** in a precarious situation

Promote **equal opportunities** with regard to education, health, training, employment and financial independence

Provide **humanitarian assistance** in emergency situations in Morocco and internationally

## THE VALUES OF THE FOUNDATION

**Ethics and transparency**

**Mobilization Efficiency and rigor**

**Innovation Solidarity**

## Ready to help the needy

With this promise and thanks to public generosity, the Foundation organizes the collective effort of solidarity around targeted programs. Designed to have a coordinated approach with other social actors and public authorities, these programs are aimed at the common good and provide effective and sustainable solutions for better socio-economic inclusion of vulnerable populations.

By opting to fight against poverty, the Foundation works alongside all those who are marginalized and in need: abandoned children, orphans, women in difficult circumstances, the elderly, people with disabilities and impoverished young people. It intervenes in priority in those areas where the need is greatest, where it is insufficiently supported. In keeping with a logic of mutual reinforcement and complementarity of actions, it establishes better living conditions and promotes social progress.

To do this, it provides target populations with appropriate means of accompaniment: specific tools, multi-dimensional support and innovative mechanisms, which aim to strengthen individuals' own capacities. It thereby encourages them to undertake their socio-professional integration by themselves, so that everyone finds their place in society and is an agent of change.

By constantly seeking new solutions and innovative action mechanisms, the Foundation is also a benchmark for social action. It sets out to lead by example and to pave the way for other initiatives and other players that fall within its objectives and values.

# The Foundation's key dates

1998



1<sup>st</sup> National Solidarity Operation organized by the Ethics Committee.

1999



Creation of the Foundation: solidarity, a national priority

2000



- Priority given to the care of orphans and the elderly
- 1<sup>st</sup> major program for sustainable development in rural areas

2001



- Launch of training centers dedicated to blind people.
- Implementation of Dar Taliba, a device for combating school non-attendance, and dropout in rural areas.
- Activation of training centers for youth employment through training

2002



- Support to structures dedicated to disability.
- First international humanitarian intervention

2003



Obtained Special Consultative Status with ECOSOC\*

2004



Exceptional mobilization following the Al Hoceima earthquake

2006



The Mohammed VI National Center for the Disabled, a national reference, opens its doors

2007



Launch of the Mohammed VI Center of Support for Solidarity-based Microfinance

2008



Opening of the 1<sup>st</sup> "Maison de l'enfant" (Home for Children) at Ibn Sina Hospital in Rabat

2009



Creation of a new generation of training and integration structures incorporated into the craft trades

2010



Launch of a pioneering program to combat addictive behaviour

2015



Opening of the 1<sup>st</sup> solidarity-based center for incubating very small businesses

2016



- Launch of the Center for Support and Integration through Work for young people with mental disabilities.
- National activation of the Program for Integration through Economic Activity

2017



- Opening of the Solidarity Market, an unprecedented fair trade project.
- Day care for Alzheimer patients, a first in Morocco

2018



First training structure in the preschool trades

\*United Nations Economic and Social Council



A PLURAL COMMITMENT  
TO ACT EFFECTIVELY AND  
SUSTAINABLY

FEDERATE ACTORS - TAKING ACTION - INNOVATING



## Working collectively to bring about change

The global and sustainable development to which Morocco has committed cannot be limited to the sole action of the State. The effort to build a fairer and more inclusive economy needs more than ever the coordinated participation of civil society, one of the key players in social cohesion.

Leveraging social action, the Foundation organizes its intervention by involving private and public stakeholders in the completion of its projects, and favors strong local anchoring based on local potential and the contribution of the target populations. This pooling of efforts promotes the development of integrated, efficient and sustainable mechanisms.

### Partnership: a fundamental approach that guarantees the sustainability of projects

Since its inception, the Foundation has spearheaded a new vision of the social act: it acts in the complementarity of social action and capitalizes the individual will in a collective approach, taking into account the contribution of many players who can be involved in the management of social issues.

It brings together economic operators, institutions, ministerial departments, associations and patrons, who are mobilized in the implementation of the solutions identified. This pooling of efforts makes it possible to understand the issues and related needs, leading to a better ability to act globally, while reinforcing the impact of projects.

This approach is all the more necessary in the case of major structuring projects (i.e : The Mohammed VI National Center for the Disabled, The Solidarity Market, The medico-social centre schemes), which require a group of partners organized as a management association for these projects. The collective is committed to the operation, particularly through financial support and the provision of technical expertise. Fundamentals that ensure the proper implementation and sustainability of the action. The Foundation is for its part responsible for design, project management, control and monitoring.

“The Foundation is proud of all its contributions in this vast field of social action, just as it is proud of the cooperation it maintains with a large number of associations in order to broaden the scope of its action for the benefit of the underprivileged and to lend it greater momentum.”

His Majesty King Mohammed VI  
November 2000



Entrepreneurship training workshop with stakeholder associations of the South region.

### Delegating\*: a specific approach to local project management

The scope of the Foundation's sphere of intervention has led, at the management level, to the adoption of "Faire-Faire" rules for assigning project management and the use of local resources which have acquired proven experience in the social field. The Foundation has thus made the associational network a key relay in the field.

Because of their proximity to the populations, associations have a good understanding of the issues and knowledge of the field. They are associated with the assessment of needs, which are converted into objectives and conceptualized as a project.

\*"Le Faire-Faire"

This civic commitment has turned associations into a local extension of the Foundation, which has naturally transferred the management of projects to them. This approach has also made it possible to strongly involve the beneficiaries in the support mechanisms. A successful project does indeed open the way for new local initiatives, driven by the populations.

- 10** Regional training Programs
- 5** Solidarity-based Associative Centers throughout Maroc

### A support and animation system, a corollary of a committed and effective associative partnership.

The Foundation carries out fundamental work to consolidate the associations' activities, develop the effectiveness of their intervention and encourage the culture of innovation in the social field. In 2005, it initiated the Associative Forum for Solidarity: a regional and local network whose objective is to create synergy and generate new social responses.

The Foundation also supports the intervention of non-profit organizations (financial grants), as it provides them with a national support and mentoring platform aimed at strengthening skills in project management and governance. Many training programs open to all Moroccan associational players are organized annually. Community spaces have been created for this purpose, in order to offer the best conditions for meetings, animation of activities and exchanges.

# Committing to effectively serve the disadvantaged

Faced with the challenge of fighting against all forms of poverty, the Foundation is committed to mobilize sustainably for the socio-economic inclusion of the poorest. It works by all the means at its disposal, intensifying its action in relation to needs and stimulates participation by making positive projects for society a reality.

## Act across a wide sphere of intervention

The Foundation's general interest approach has led to an intervention that aims for the widest possible coverage of needs. It does not exclude any sector, any region of Morocco or any population in need of support. The Foundation does not claim to meet all needs, but it works, complementarily with policies and other initiatives, in those areas where the need is insufficiently treated or not supported.

The programs are designed to respond, as a priority, to societal issues that affect vulnerable populations, particularly women, early childhood, the elderly, persons with disabilities and young people.

The Foundation thus intervenes by providing immediate responses: humanitarian and medical assistance, provision of basic equipment and support for associative players. It also develops broad, inclusive programs, whether for access to social protection, employment or solidarity-based economic circuits. Increasingly, these programs take into account multi-dimensional factors and give rise to cross-cutting mechanisms to be more effective. They are part of a long-term strategy so as to benefit the greatest number and inspire other stakeholders who are able to increase solidarity.

## 3 KEY FACTORS OF SUCCESS

### Anticipating

- Stakeholder involvement
- Beneficiaries' behavior
- Action mechanisms and their evolution

### Supporting

- Controlling actions in progress
- Technical and financial support
- Identifying related needs

### Monitoring

- Managing relations with partners
- Training of managing associations



Humanitarian aid - Operation Extreme Cold January 2018

## Funding of the Foundation's action

Seeking to associate Moroccans with the act of solidarity, His Majesty King Mohammed VI gave priority to public participation. This took the form of an event of general interest: the National Solidarity Campaign. Conducted annually since 1998, this campaign serves to raise resources by means of a public call for donations (limited to the campaign period). It is consolidated by the contribution of the members of the Board of Directors of the Foundation as well as that of loyal donors (economic and institutional operators, foundations, national and international patrons) who form the Permanent Support Committee created in 2002. The Foundation also receives in-kind donations, through direct participation of partners in the projects.

## Act for the sustainability and effectiveness of actions

Acting for the Foundation is a profession in its own right; with a diagnosis, careful preparation, a scrupulous and rigorous project assembly, control and follow-up. It involves working on several dimensions and calls for the intervention of both actors and populations. The effectiveness of this approach is based on the analysis, the good perception of services to be provided and the relevance of solutions. These are adapted to the problems expressed, while taking into account the different related needs as well as the local environment. The solutions thus express themselves in a specific project, with multiple dimensions: family, social, economic and environmental. They also concern more practical aspects related to reception, transport, infrastructure, existing or potential staff as well as the availability of local collaborators. The project creates the conditions for a virtuous dynamic that transforms solidarity into action.

## Fostering innovative models to serve collective interest

In direct contact with the field and the needs of its target populations, the Foundation initiates promising innovative social solutions. Whether they are thematic, mechanisms or projects, they are mostly references in their areas of intervention.

The Solidarity Market: a new model of fair trade shop launched in 2017



### Develop pilot experiences to boost social impact

The Foundation tackles certain social issues that are marginalized or insufficiently addressed due to lack of resources, such as schooling of rural children, economic integration of the rural world or the question of disability.

Guided by the need for solidarity and the need to act, the Foundation has made them priority themes in its interventions.

It has activated immediate support for the target populations, just as it has supported the activity of referential associative actors in order to stimulate the citizen effort. The Foundation has mainly introduced new ways of dealing with these issues: foster homes for young schoolchildren in rural areas, integrated care for people with disabilities, unprecedented vocational training schemes,

the Marhaba operation to host Moroccans living abroad ... these are a few examples of initiatives that characterize its social approach. An approach based on solidarity and the experimentation of new solutions that take into account the unmet needs, the local potential, the environment and the sustainability of the action.

By initiating a pilot project, the Foundation guarantees its operation. It sets up management methods (management association or management partner), establishes the institutional framework for the project and ensures the reliability of these sources of funding. It sets the example, thereby encouraging other actors (patrons, ministerial departments, partners...) to take over and duplicate its projects.



### Act in a process of continuous innovation

By relying on its know-how and on anticipation, the Foundation consolidates the chain of solidarity and constantly improves the efficiency of services rendered. It accompanies the new needs of target populations, as it directs its action towards new levers.

Over the years, its responses have been reinforced by initiating complementary actions or by moving to other levels of intervention.

The question of disability perfectly illustrates this modus operandi. The Foundation began by supporting the associative actors invested in the field. It provided technical assistance in materials, equipment, prostheses.... However, little by little, it appeared that the handicap was not solely limited to such things. Encouraging the integration of people with disabilities implied social support, medical care and training.

Thus, in partnership with the Office for Vocational Training and Work Promotion, the Foundation has experimented with mixed vocational training centers that cater for people with motor handicaps. This project has evolved towards the implementation of a specific platform: The Mohammed VI National Center for the Disabled (CNMH), a multi-disciplinary support structure (education, health, sport and training) for people with physical and mental disabilities (children and adults).

The issue of the exclusion of people with disabilities from the labor market then arose. A new initiative of professional integration emerged: The Center for Integration and Assistance through Work (CIAT), which provides a working environment adapted to mentally-handicapped young people trained at the CNMH.

This form of social innovation has triggered a real dynamic of social action, through the mobilization of policies and the intensification of cooperation within civil society.

Amina Ezzouak, 23 years old. Recipient of the professional integration program for young with mental disabilities



AREAS OF  
INTERVENTION

## FIELDS

# Multi-dimensional and multi-target intervention

The mission to fight against poverty implies covering a broad sphere of intervention and addressing multiple needs. Confronting the issues of human, social and economic development in Morocco is a huge challenge. Driven by this ambition, the Foundation acts in all areas of general interest.



## HEALTH

Guarantee the right of access to basic healthcare and cover specific needs.

The right of access to health services is a major pillar of the consolidation of citizenship. The Foundation works by bringing health care closer to the citizens, by strengthening existing health services and infrastructures and by creating new medico-social structures that meet specific needs and integrate comprehensive care programs close to the population.

## EDUCATION

Supporting future generations by creating optimal conditions for learning and access to schooling from an early age.

The Foundation works by fighting against school drop-out in rural areas by bringing children closer to school structures, promotes the generalization of quality pre-school education and works to improve the school environment in underprivileged areas.



## TRAINING AND EMPLOYMENT

Enhancing the human capital of young people.

The Foundation uses several levers for the professional integration of young people from disadvantaged and rural backgrounds; by working on access to professional learning and training, improving skill levels and promoting self-employment.

## THE FIGHT AGAINST PRECARITY

Preserve the dignity of the most vulnerable and strengthen the social bond.

The Foundation intervenes, in collaboration with the associative actors, to attend to the needs for social support, valorization and well-being of vulnerable populations. It works to reduce social isolation and encourages the empowerment of the most fragile.

## ECONOMIC INSERTION

Create the optimal conditions that favor the financial autonomy of the poor.

The Foundation develops support mechanisms that rely on deprived people's own capacity to develop their financial independence and create local wealth.



## DISABILITY

Promote multi-disciplinary care and the integration of people with disabilities.

The Foundation promotes equal opportunities for people with disabilities. It works for the development of models of global care and the professional inclusion of people with disabilities, while supporting stakeholders in the field of disability.

## HUMANITARIAN

Support people in difficulty and provide solidarity-based medical and social assistance.

True to its humanistic values, the Foundation is recognized for its ability to respond to emergencies and those that require humanitarian assistance. Its mobilization relies on citizen commitment and the pooling of collective efforts, to relieve men and women in need.

## OPERATIONS

# Proximity actions and solidarity assistance

### Marhaba Operation



#### A unique humanitarian operation

The Marhaba Operation is intended to support the growing flow of Moroccans residing abroad during the annual transit over the summer season. It is based on the mobilization of public and private stakeholders, who have organized themselves through a collective intervention mode coordinated by the Foundation. Accommodation measures and dedicated services are enabled from 5 June to 15 September of each year. Their objectives: to improve reception conditions, to facilitate the transit of community members living abroad and to assist people in vulnerable situations.

As the main interface of the operation, the Foundation sets up 20 reception spaces dedicated to transit points in Morocco and internationally (Italy, France and Spain). Serving as humanitarian assistance structures of permanent proximity (24 hour / 7 days a week), they are managed by teams of social workers and volunteer medical staff.

Initially set in specific, one-off intervention framework, the Foundation's work has integrated large-scale operations that follow an annual schedule. They are characterized by a joint implementation of the action, thanks to the mobilization of all the actors concerned.

#### Solidarity towards the most needy during the Ramadan period

Ramadan Operation is one of the Foundation's most important solidarity-based initiatives. It aims to bring comfort to the most vulnerable social groups on the occasion of the holy month of fasting; a symbolic month of sharing and generosity. The Foundation is mobilized to provide food support on a large scale, at a time of year when food needs are greater and the financial burden is heavier for poor families.

500,000 families, including 420,000 from rural areas, benefit from the distribution of food baskets containing food products during the month of Ramadan.

### Ramadan Food Support



### Extreme Cold Operation



#### Relieving populations in isolated areas affected by cold weather

Large snowfalls, low temperatures, icy winds and the persistence of these factors create conditions of high social vulnerability and humanitarian risk. Because of their remoteness and their lack of access, especially to health services, mountainous regions and rural localities are the most affected by cold weather.

Every winter, the Foundation deploys the "Extreme Cold Operation": an intervention system dedicated to relieving people of the impact of the cold.

It provides humanitarian assistance in the form of a kit of foodstuffs and blankets, allocated to each family from the isolated douars. It also organizes, according to the crisis situations, medical caravans to provide first aid, give access to medicines and evacuate difficult cases. These interventions are carried out in close collaboration with the Ministry of the Interior, the local authorities and the Royal Gendarmerie.

#### Contribute to bringing health services closer to the people

Activated in 2003, this program aims to reduce inequalities by providing better access to care and improving medical services for populations in need. It targets populations from rural and mountainous regions as well as from peri-urban areas, who suffer from lack of access to basic health care.

The approach taken is to bring medical benefits closer to the populations, by providing a free offer of primary care and surgical interventions. To achieve this, the Foundation deploys logistical and human resources adapted to a mobile, multi-disciplinary intervention (general and specialized consultations and care), which moves from one region to another.

Proximity work is carried out by way of medical units specially equipped with diagnostic devices, instruments and consumables in different specialities. It also relies on partners - medical associations, the Health Department and local authorities - who ensure the sustainability of the program.

### Medical Campaign





TRANSPARENT  
GOVERNANCE AND  
FLEXIBLE OPERATION

# Transparent governance and flexible operation

The personal involvement of His Majesty King Mohammed VI and his willingness to act effectively for the poor and needy, form the cornerstone of the commitment of all members of the Foundation.

## Governance ensured by His Majesty King Mohammed VI

A public benefit association, the Foundation is directed by a Board of Directors, chaired by His Majesty King Mohammed VI. The Board of Directors comprises 21 members drawn from the Moroccan civil society and economic fabric. They perform their duties on a voluntary basis and are involved in the conduct of strategic plans. A Royal Cabinet representative, Coordinator of the Foundation, ensures the implementation of the President's strategic orientations, approves budgets and action plans, and oversees management control.

## Ethics and transparency

Since its inception, the Foundation has applied a managerial, financial and accounting policy framed by rigorous rules for transparency. These rules guarantee the credibility of its action programs and the effectiveness of its projects. As such, the Foundation's accounts are regularly published and audited by independent bodies. Every year, an external audit of all activities of the Foundation is carried out, and it is reinforced by an internal control system. Strict management and steering procedures are scrupulously followed to ensure the successful completion of projects.

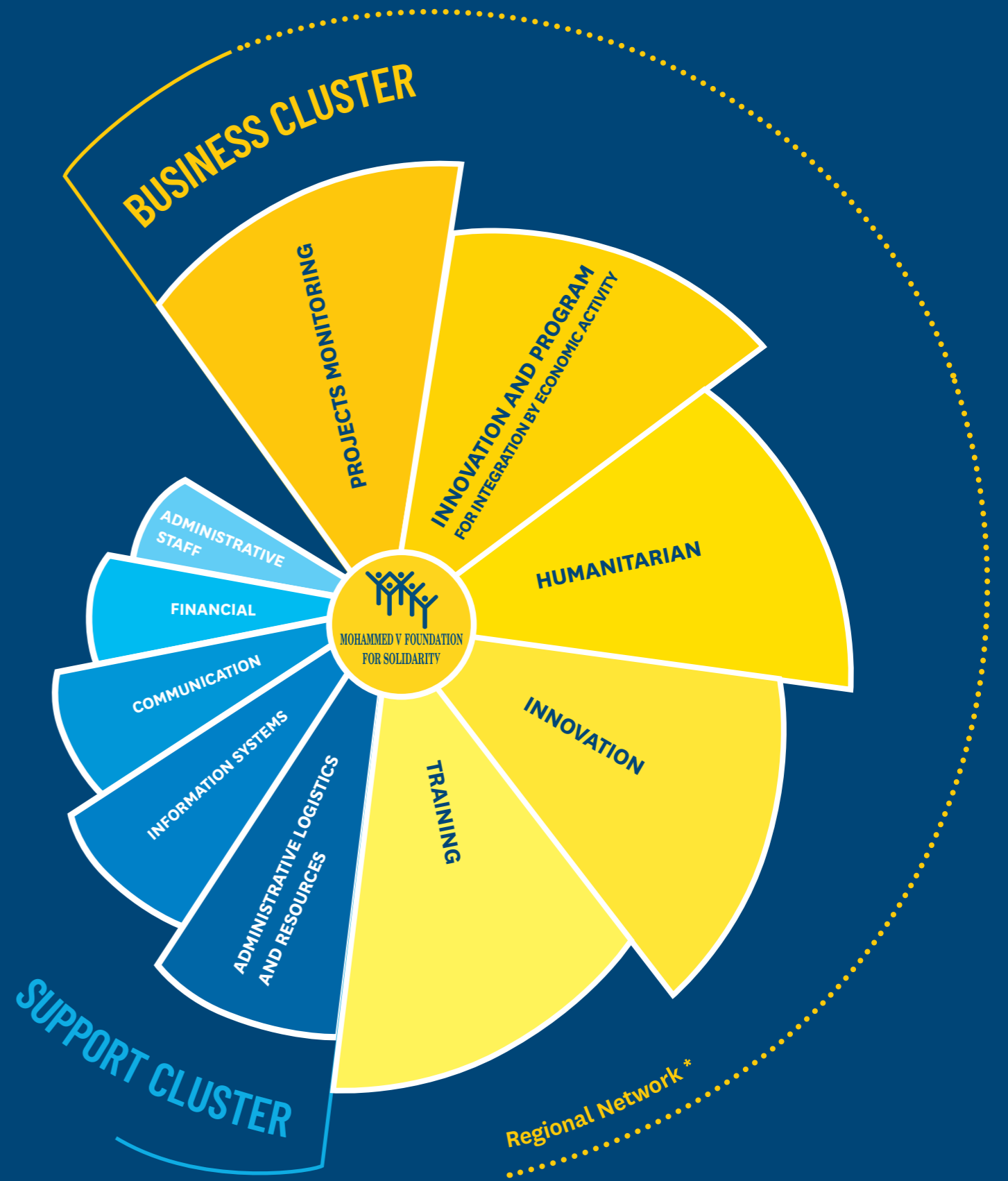
## A multi-disciplinary team engaged on a daily basis

Guided by a true spirit of belonging and a strong commitment to the values of the Foundation, its team has managed to develop a unique expertise and a strong capacity for mobilization, especially during major humanitarian operations. It combines rich field experience and proven social engineering. On a human scale, the team is made up of about fifty collaborators, who intervene by poles of expertise. It acts under the permanent supervision of the Coordinator, who is a member of the Board of Directors. The team members are versatile and are made available by members of the Board of Directors.

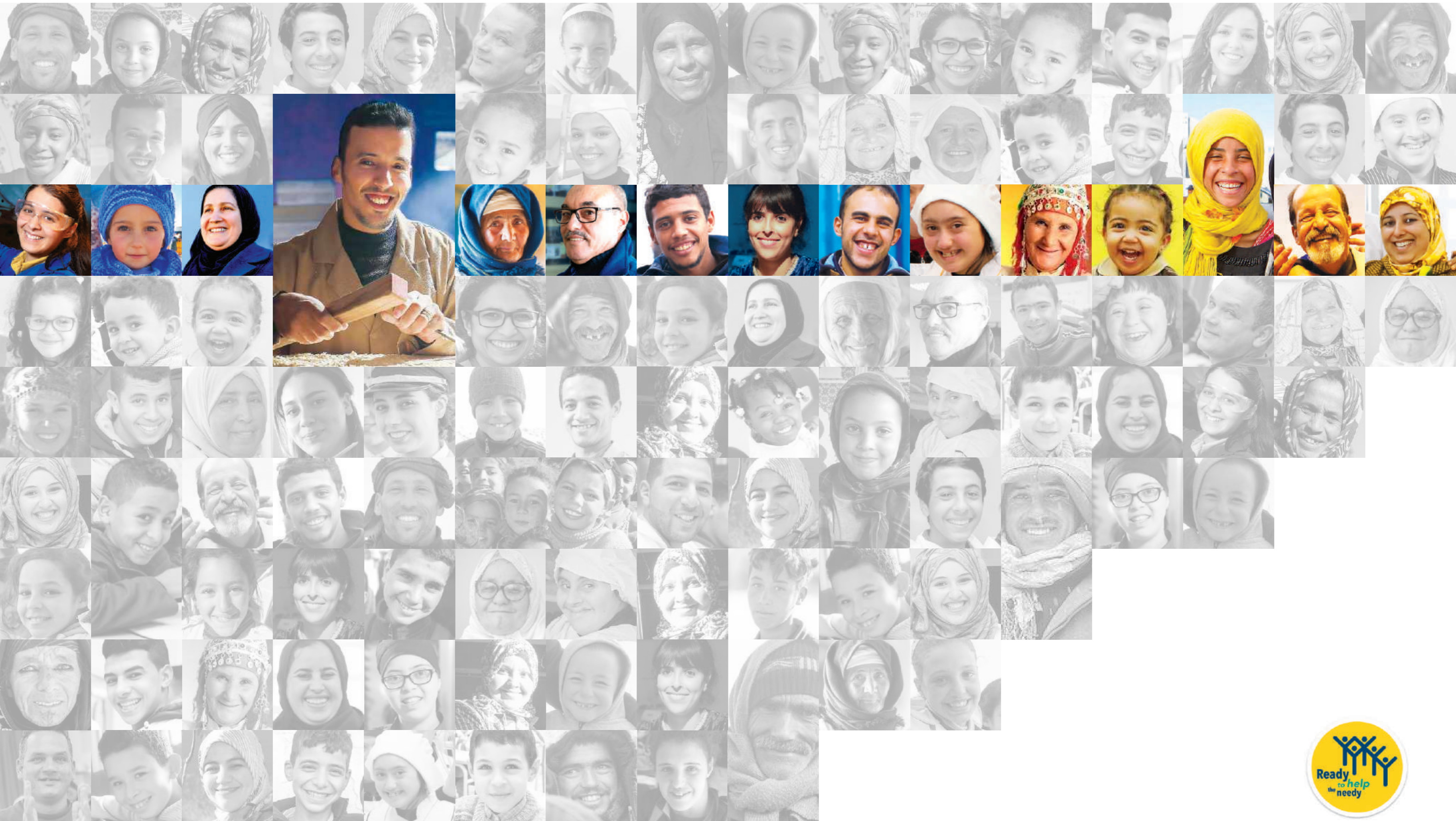
“Transparent management, rationality of methods, credibility in project design and rigorous monitoring of implementation to ensure sustainability and effectiveness.”

His Majesty King Mohammed VI  
President of Mohammed V Foundation for Solidarity  
November 2000

- \* Beni Mellal-Khenifra
- Dakla-Oued-Eddahab
- Daraa-Tafilalet
- Fez-Meknes
- Grand Casablanca-Settat
- Guelmim-Oued Noun
- Laayoune-Saguia El Hamra
- Marrakesh-Safi
- Oriental
- Rabat-Salé-Kenitra
- Souss-Massa
- Tangier-Tetouan-Al Hoceima







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