

EMPOWERING MOROCCAN COMMUNITIES

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BACKGROUND / OVERVIEW



High Atlas Foundation
مؤسسة الأطلس الكبير
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High Atlas Foundation (HAF) Mission:
“We focus on community-centered, holistic development programs that equip Moroccan communities to become **self-sustaining** - while preserving and celebrating aspects of cultural heritage across generations.”

We at CG-4 helped support HAF’s goal of **advancing tree-planting initiatives and women’s empowerment** in rural Moroccan areas.

We supported these initiatives by **creating newsletters and flyers to raise awareness and donations** around campus.



TREE-PLANTING

- Created a research newsletter on tree planting in Morocco, focusing on its history, past benefits, and its importance to communities.

Impact:

- The newsletter highlighted the importance of **tree-planting in Morocco** through its job, food, and the economic market benefits.



INTERNATIONAL WOMEN’S DAY

- Fundraised with flyers to provide materials for women in Morocco to produce warm clothing for children in need.
- Reached out to Moroccan clubs on campus to gain support.

Impact:

- The initiative created **economic opportunities** and supported **women’s independence**.
- It also helped **protect children from harsh weather conditions**.
- Enabled women to produce warm clothing and **generate income**.

SUMMARY / FUTURE

We helped advance HAF’s mission through:

- Creating several newsletters highlighting key issues in Morocco that HAF addresses.
- Organizing fundraising efforts supporting Moroccan businesswomen.

Future between GSP and High Atlas:

- Expand outreach, create more educational materials, strengthen fundraising, and build campus partnerships to support HAF’s goals.

HIGH ATLAS FOUNDATION
JOIN OUR
**FUNDRAISING
EVENT!**
★ ★ ★
OUR GOAL
• Empower women in Morocco through business opportunities.
• Support these women in creating warm clothing.
• Distribute the clothing directly to children in need.
Contact Information:
globalscholars-cg-4@umich.edu
yossef@highatlasfoundation.org
Donate Now

GOING GREEN, STAYING SMART!
Roots of Resilience
• The High Atlas Foundation's programs have made a significant impact on Moroccan communities.
• In 2024, the 'House for Life' program supported nine tree nurseries across Morocco, sustaining over 3.2 million trees.
• These nurseries provide ecological benefits and create economic opportunities through products like olives and figs.
• The Foundation's continued investments deliver extraordinary, lasting benefits for communities throughout Morocco.
Wish to Donate? Scan this QR Code!
Growing a Greener World
Tree-planting strengthens communities and the planet, but this impact comes with real costs. The High Atlas Foundation relies on global support to continue its work in Morocco. We at the University of Michigan encourage you to give what you can this Giving Tuesday, December 2nd.
https://highatlasfoundation.org/ 202.101.224.42 (US 2) 21.1540.1.268-2345
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