

# Collaborative Group 7 and the High Atlas Foundation



High Atlas Foundation  
 مؤسسة الأطلس الكبير  
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## About HAF

“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.”

In Moroccan association and as a U.S. 501(c)(3) nonprofit, the High Atlas Foundation (HAF) was founded by Peace Corps Volunteers to cultivate sustainable development and cultural preservation in Morocco. Alongside the sustainable agriculture and cultural preservation, HAF also focuses on women’s empowerment, education and dialogue, youth groups, clean water projects, and tree-planting and carbon offset programs.

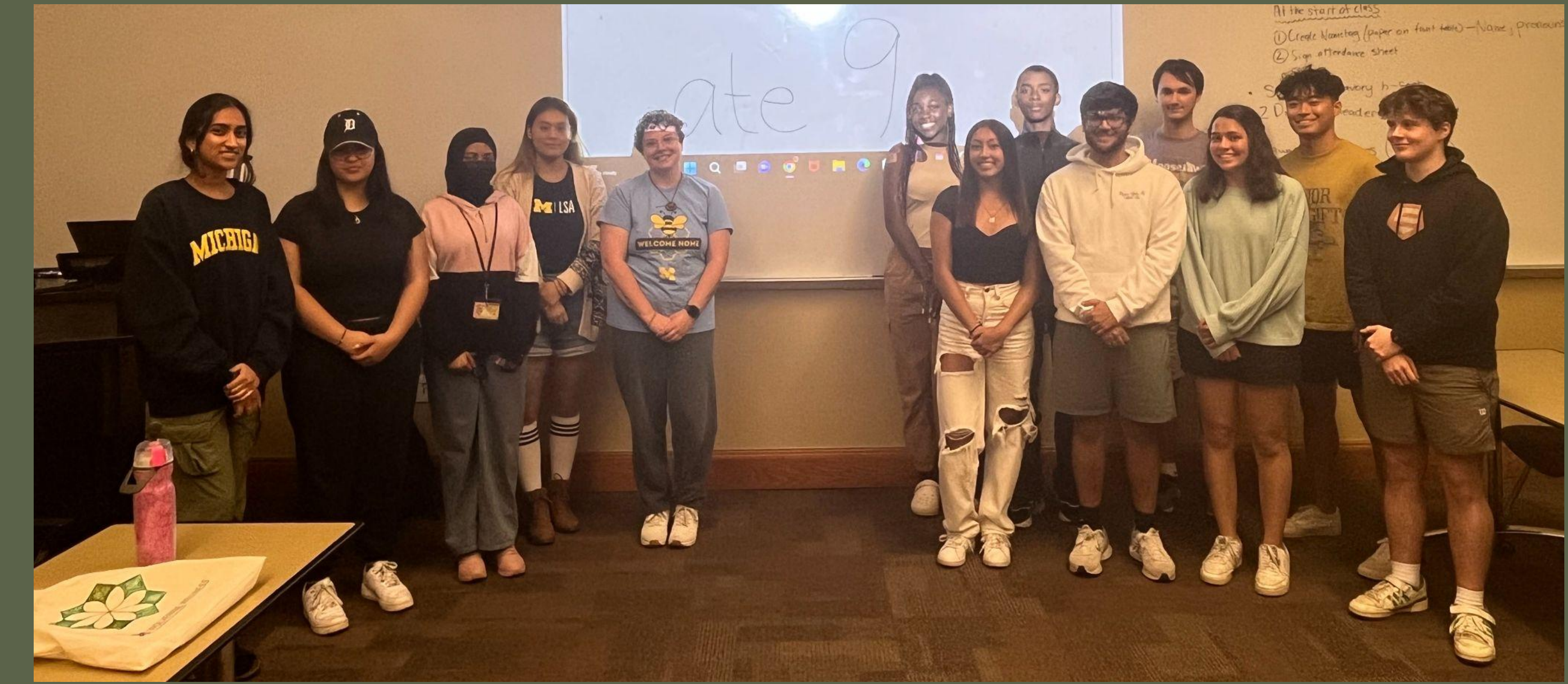
This academic year, HAF also found a focus in earthquake relief following the devastating earthquake in the High Atlas Mountains on September 8, 2023.

HAF also collaborates with partners on a global scale, including governmental partners, private partners, NGO/Non-Profit/Charity, and educational institutions.



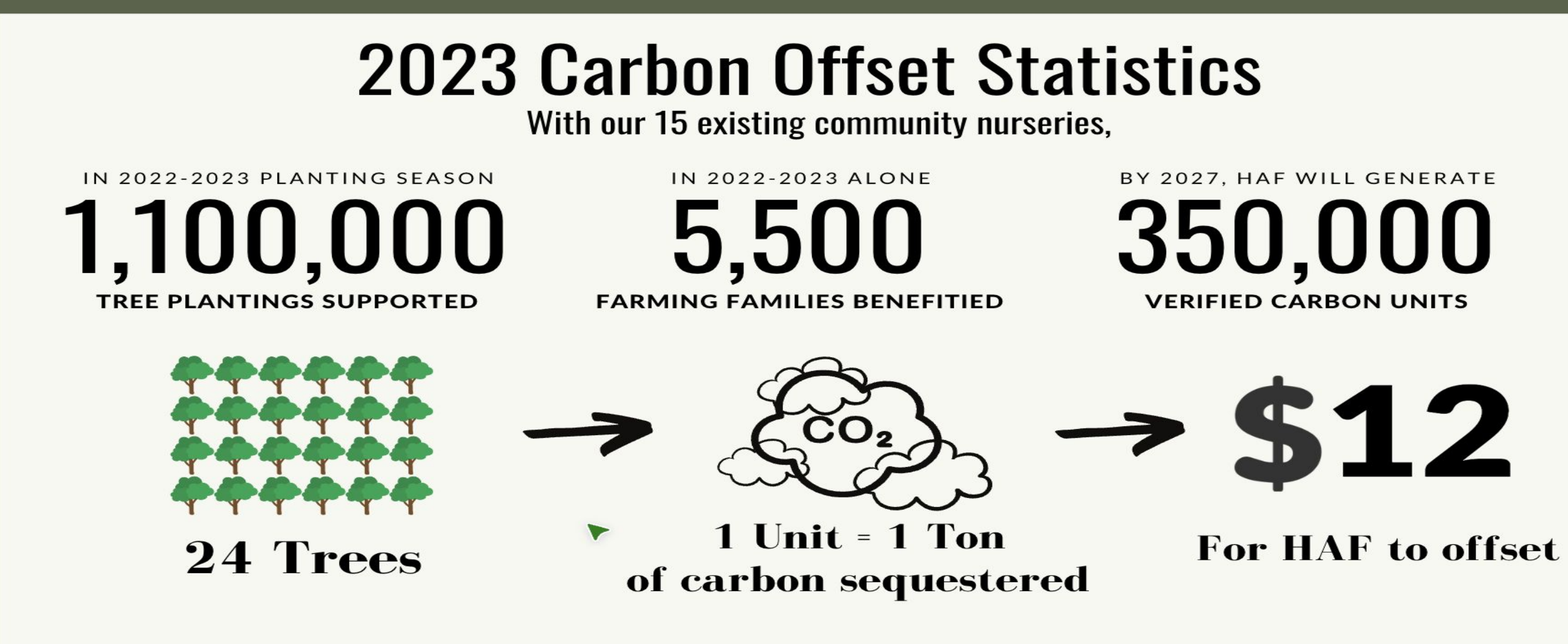
## How we collaborated

- Fall 2023
  - Carbon Offset Poster Creation
  - Carbon Offset Brochures
  - Earthquake Relief Outreach
  - Carbon Offset Newsletter
    - Carbon Credit Program
    - Civil Society Organizations (CSOs)
    - US-Middle East Partnership Initiative (MEPI)
  - Tree Planting Day Poster
  - Social Media Outreach
- Winter 2024
  - Tree Planting Newsletter
    - Celebration of the National Tree Planting Day (Jan. 15); HAF has already planted 2 million trees!
  - Social Media Analysis
  - Carbon Offset Newsletter
    - Highlighting volunteer stories
  - Social Media Outreach
  - Google Ad Creation
    - Earthquake relief
    - Food donations
    - Carbon offset



## Google Ads

HEADLINE 1	HEADLINE 2	DESCRIPTION
Decentralized Renewable Energies in Morocco	Renewable Energy in Morocco	Help fund solar water pumps and biomass energy with women’s cooperatives in Morocco.
Strengthen Resilience in Moroccan communities	Rebuild with Compassion	Join our mission to restore hope. Your help provides vital resources for recovery.
Help Rebuild Morocco This Ramadan	Donate To Feed A Family	HAF’s food distribution program provides families recovering from the devastating earthquake in Morocco the nutritious food they need.
Fund tents for displaced families - Earthquake Relief	Help Restore Morocco	The earthquake displaced many families, your donations provide them with tents to shelter inside and meanwhile, Morocco is restored.



## Our Impact

- Expanded public outreach efforts and suggested more ways to outreach
- Highlighting individual community volunteers in HAF’s programs to form a personal connection between the audience and HAF’s goals
- Guided HAF’s efforts in emergency relief programs during their earthquake response
  - Will guide them in future disaster relief efforts
- Connected HAF with other universities to further broaden the scope of HAF’s outreach



**CG members:** Lipi (PF), Anadelia, Aysha, Xinyi, Paige, Ja’Nya, Chloe, Maro, Isha, Gabe, Therese, Jonathan, Joseph (PF)