

Crafting Love and Hope

2018 Annual Report



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Introduction

Crafting Love and Hope (CLH) is a nonprofit organization dedicated to improving the wellbeing of impoverished families by providing or connecting them with educational, social, and livelihood support. Crafting Love and Hope utilizes a holistic approach to raise families out of poverty and create new opportunities for success and healing by engaging both children and parents. As a social enterprise, we strive to fund our services in a financially sustainable manner through the sale of mindfulness products made by refugees in the Washington, DC area.

Our Mission

To empower families in difficult situations to break their cycles of poverty and create a more hopeful future.

Our Values

- Integrity**
Conducting business in a way that is honest, transparent and ethical.
- Passion**
Promoting mindful and loving devotion to social development.
- Empowerment**
Inspiring optimism, a love for life, and the courage to build a better future.
- Collaboration**
Leveraging the power of partnership, including connecting beneficiaries with existing services and organizations.
- Accountability**
Demanding responsibility and results in our own work and in the work of others.
- Diversity**
Accepting and celebrating the differences between human beings.

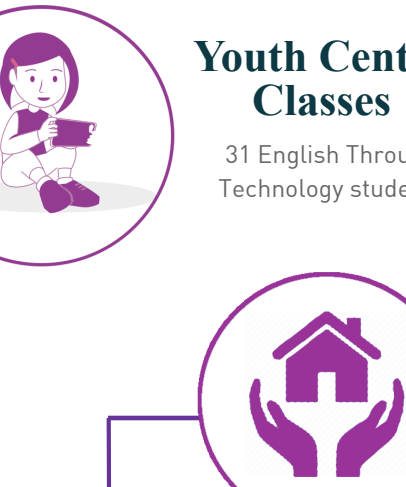
The Challenge

Lack of education and access to resources and opportunities perpetuate cycles of poverty around the world. [1] In Morocco, the school life expectancy (primary to tertiary education) of youth is only 13 years, [2] and according to USAID, less than 15% of first grade students are likely to graduate from high school. [3]



Young adults (persons aged 15-29) in Morocco make up almost 26% of the total population and represent a potential economic asset if they can be gainfully employed.[4] Currently, however, many youths are unemployed because Morocco's job creation rate has not kept pace with the growth of its working-age population. Most youths who have jobs work in the informal sector with little security or benefits.

The majority of illiteracy in Morocco occurs in women, especially those who are older or living in more rural areas of the country. Because of their unequal access to education, women in poverty constitute the most vulnerable social group and the least protected one. They are the biggest victims of the decrease in employment prospects and the drastic cuts in social budgets, as their job opportunities are more directly hit by economic crises than males.



[1] https://www.cia.gov/library/publications/the-worldfactbook/print_moroc01

[2] <https://www.usaid.gov/morocco/education>

[3] CIA Factbook

[4] CIA Factbook

Our Approach

Crafting Love and Hope utilizes a holistic approach to raise families out of poverty and create new opportunities for success and healing by engaging both children and their parents.

Our approach to poverty alleviation involves empowering youth with valuable English and technology skills and training women to become skilled artisans and access new markets for their products. In this way, we empower families to break their cycles of poverty through sustainable livelihoods.

As a social enterprise, we strive to fund our services in a financially sustainable manner through the sale of our mindfulness products that are made by refugees in the Washington, DC area.



Letter from Founder and CEO



At Crafting Love and Hope, we believe that every child deserves a high quality education and every woman deserves to have the skills and opportunities to flourish.

This year was a great milestone for CLH. As our pilot projects grew and deepened, we were able to increase the number of youth we impacted from 40 in 2017 to 274 in 2018 as well as double our CLH staff working in Morocco. We were able to overcome the many challenges that came with that growth this past year due to the great dedication and hard work of an incredible team of employees and volunteers, the support of many donors and sponsors, and exciting new partnerships with youth and women's associations.

In the coming year, CLH will invest heavily on ensuring the scalability and sustainability of our various programs with youth, women and refugees. We are planning to use our summer camp in partnership with the Ministry of Youth in Morocco and Peace Corps as a way to kick off our programming across various villages in Morocco with the mission to empower more girls and women in marginalized communities. And we are planning to expand our work with refugees through our partnerships with various organizations that serve refugees in the DC-Maryland-Virginia area.

We are extremely grateful for your support and so excited to embark on this next chapter with you! Together we can empower youth and women with skills to help them create the life they dream of. Together we can bring love and hope to those who need it most.

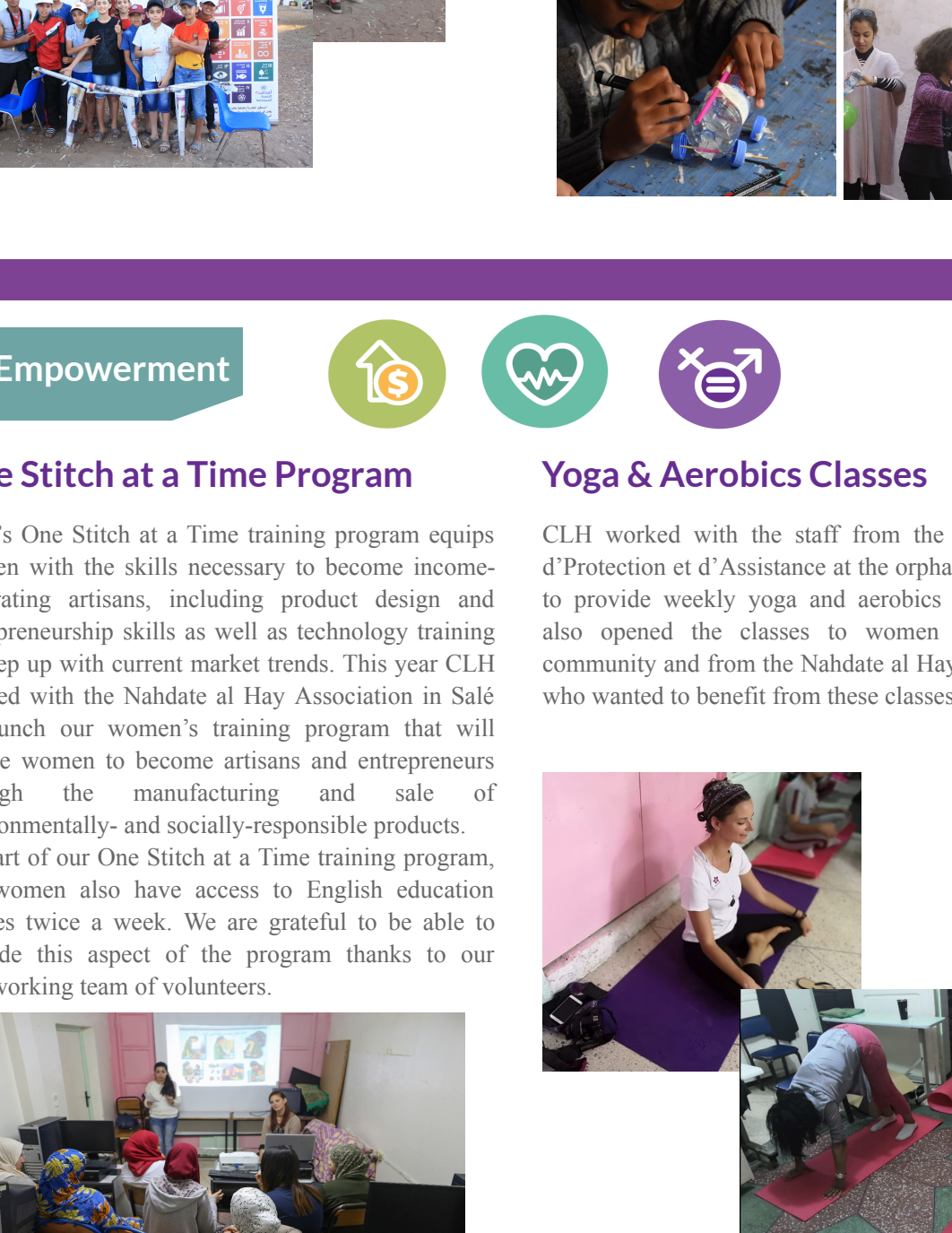
With gratitude,
Saloua Lahlou

Our Impact

CLH Year-Round Programming



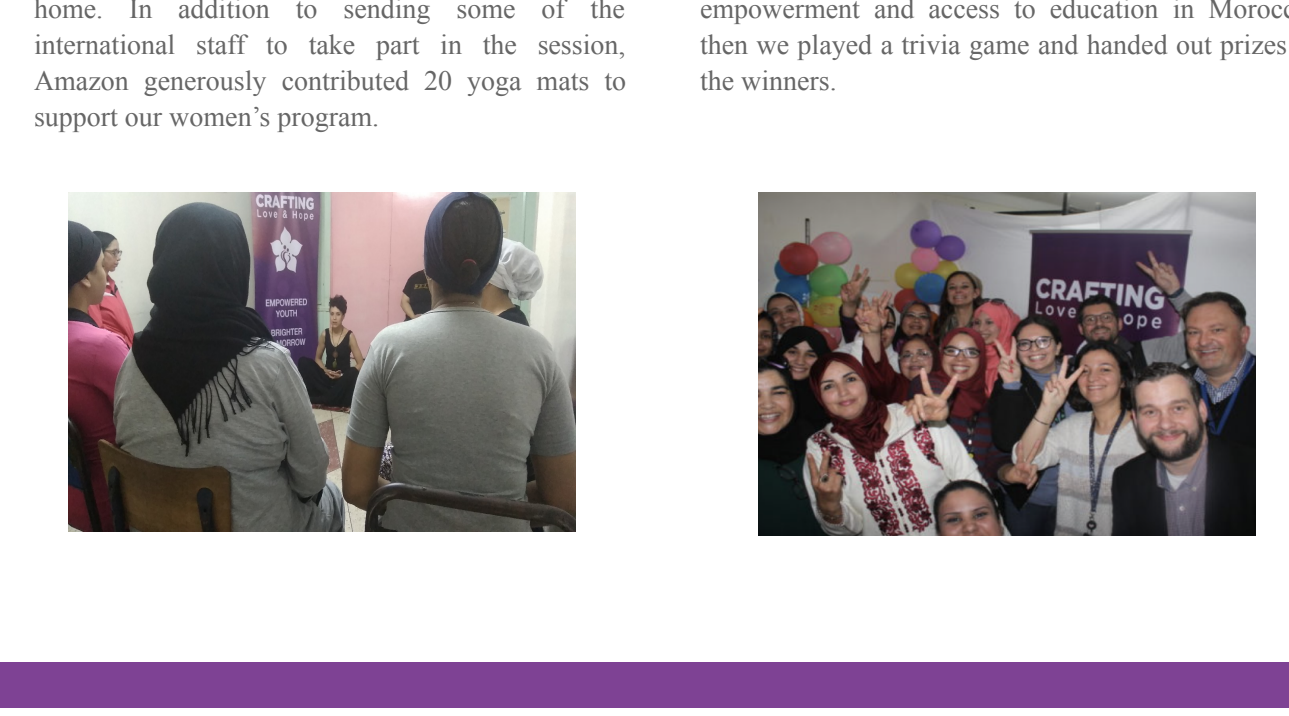
CLH Activities



Youth Development

English Through Technology
CLH teaches English language skills to youth in orphanages and youth centers in Rabat and Salé, Morocco through gamified apps to make the students more competitive in today's global workforce. We are excited to have grown our team this year, bringing on an English Language Program Manager, whose role has included expanding our program into new centers.

Career Skillbuilding
In addition to increasing access to technology in the classroom, CLH also provides opportunities to gain technical skills such as coding and exposure to tech careers and professionals. CLH partnered with Salesforce to take 30 of our middle school students from the orphanage on a field trip to Casablanca to spend the day at the Salesforce office, where the youth learned about 3D printing, virtual reality, and coding.

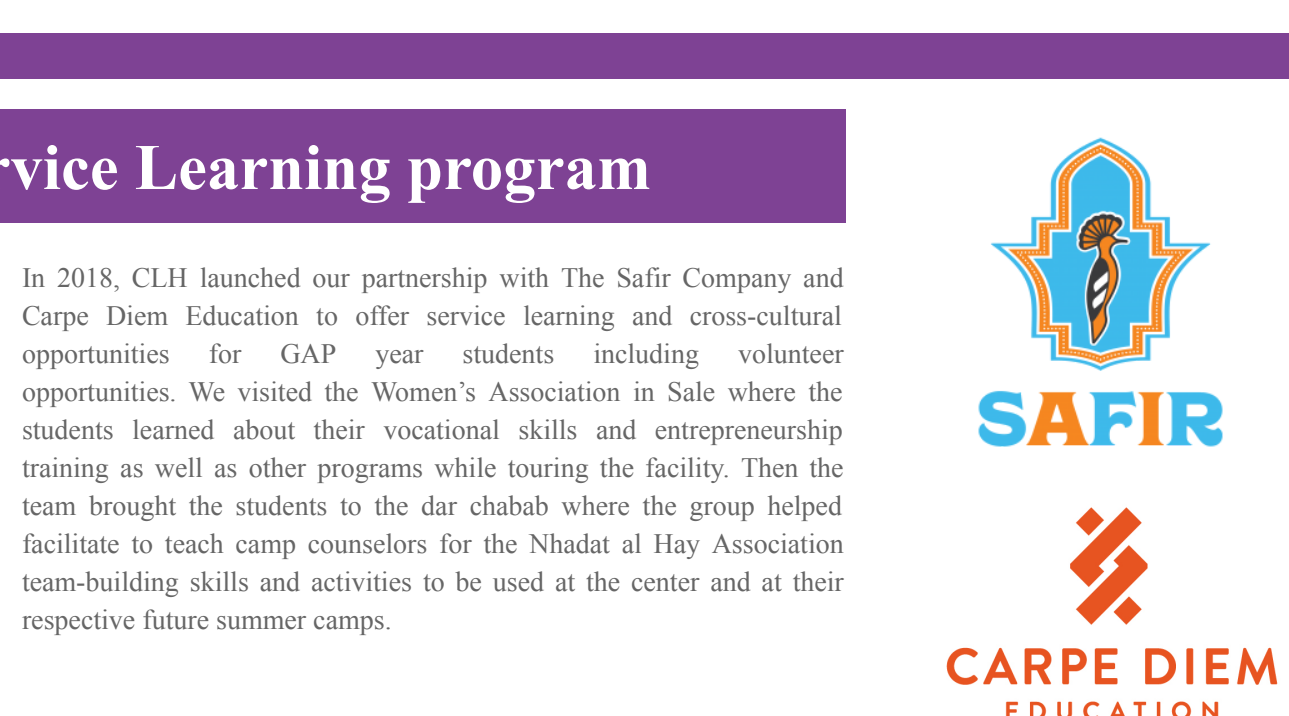


Youth Development

Summer Camp
Last summer, CLH went to summer camp! We spent four days living, laughing, dancing, and working with campers and staff from Tetouan and Salé, Morocco. CLH provided STEM-based activities to 170 youth ages 7-15, which aimed to help them develop essential employability skills such as communication, team-building, and creative thinking.

STEMpowerment Club
This year, CLH launched our Girls' STEmpowerment Club at the youth center in Les Orangers, Rabat. The program is designed to increase the likelihood of Moroccan girls pursuing careers in STEM fields by engaging them in creative, hands-on lessons during the course of the school year.

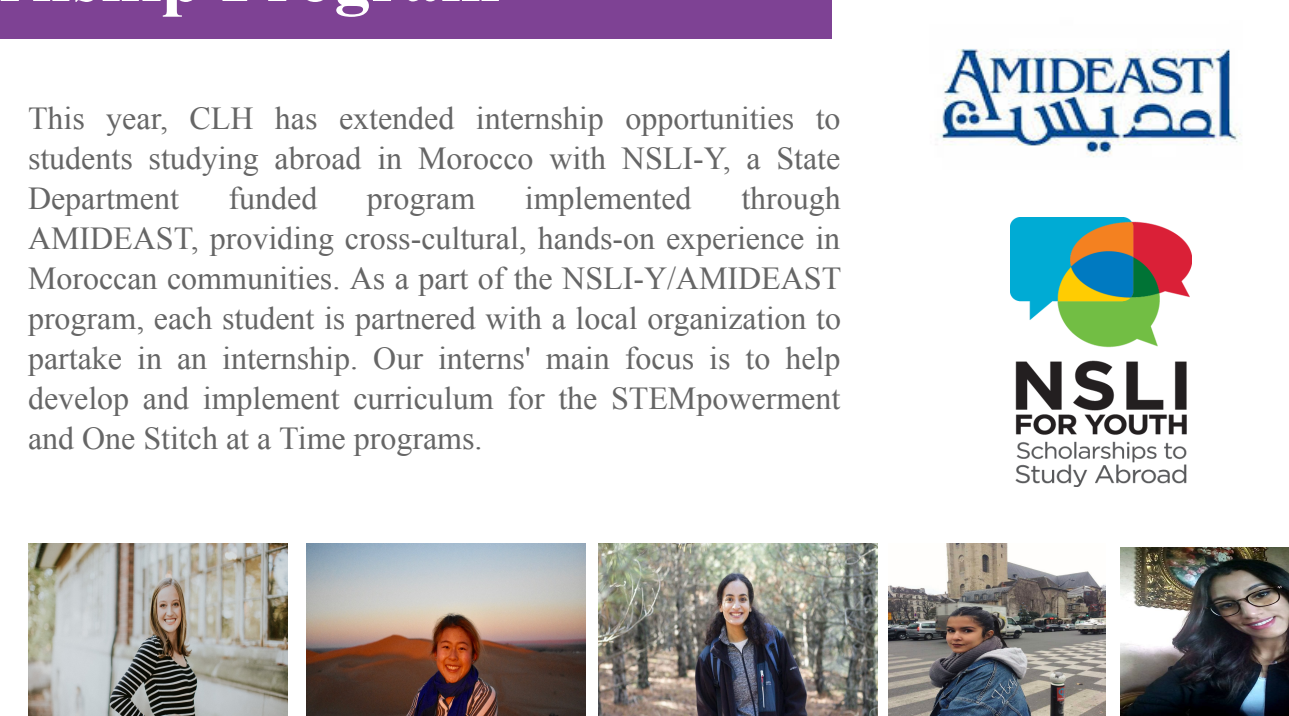
As a part of the STEmpowerment program, CLH enrolls its girls in the Technovation Challenge every year to offer them the opportunity to learn the necessary skills to become tech entrepreneurs and leaders. CLH female students learn to identify a problem in their community and create a mobile app solution to address that problem. They then learn how to communicate these ideas and translate them into a fully launched business.



Women's Empowerment

One Stitch at a Time Program
CLH's One Stitch at a Time training program equips women with the skills necessary to become income-generating artisans, including product design and entrepreneurship skills as well as technology training to keep up with current market trends. This year CLH worked with the Nahdat al Hay Association in Salé to launch our women's training program that will enable women to become artisans and entrepreneurs through the manufacturing and sale of environmentally- and socially-responsible products.

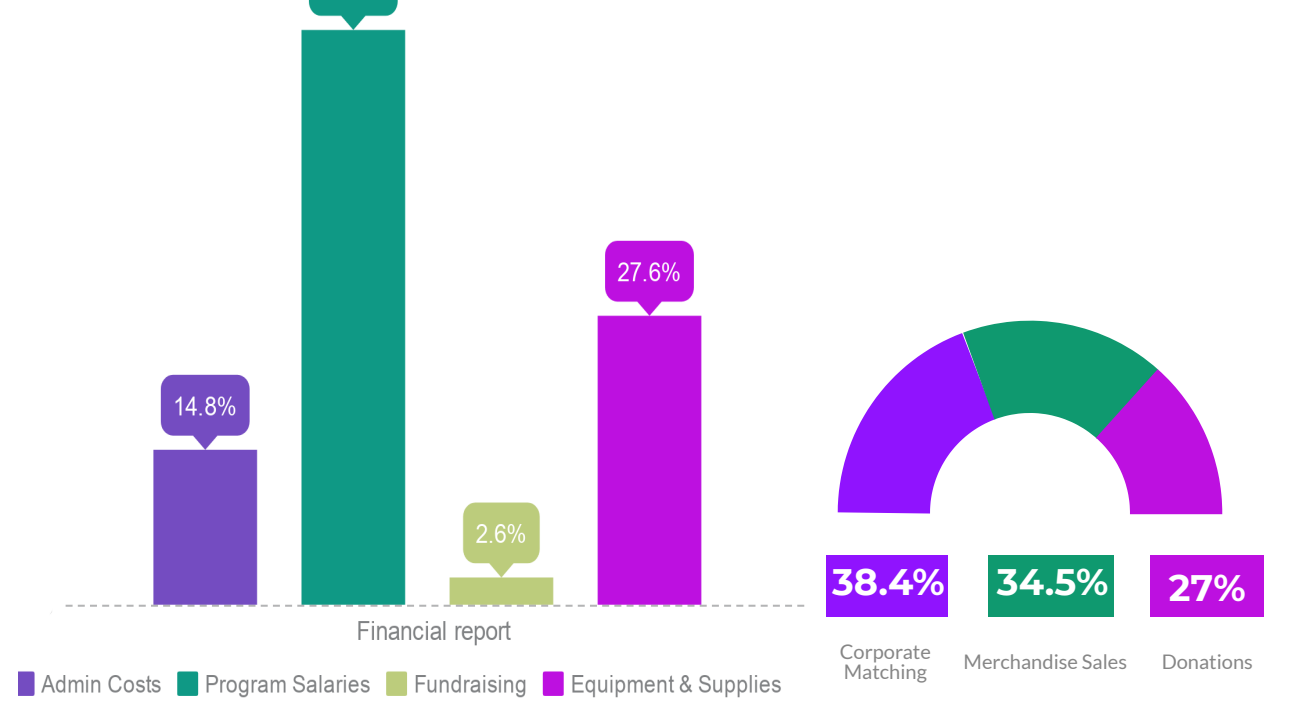
Yoga & Aerobics Classes
CLH worked with the staff from the Association d'Protection et d'Assistance at the orphanage in Salé to provide weekly yoga and aerobics classes. We also opened the classes to women around the community and from the Nahdat al Hay association who wanted to benefit from these classes.



Women's Empowerment

Yoga with Amazon
CLH focuses on the holistic wellbeing of women and offers aerobics, fitness, and meditation classes for free, in addition to providing health workshops to address topics that are often considered taboo in local culture. As part of a health and wellness workshop over the summer, CLH partnered with leaders from Amazon to host a yoga session, teaching simple movements that can be recreated at home. In addition to sending some of the international staff to take part in the session, Amazon generously contributed 20 yoga mats to support our women's program.

International Women's Day
On International Women's Day, CLH partnered with Amazon to host a showing of the Women's Voices Now Video You Can Dream: Stories of Moroccan Women Who Do. Amazon provided gifts for the women in attendance, including a white board, pens, notebooks, and other office supplies to ensure the success of the One Stitch at a Time program. After the video, we hosted a short discussion about women's empowerment and access to education in Morocco, then we played a trivia game and handed out prizes to the winners.



Refugee Empowerment

At Crafting Love and Hope, we recognize the unique needs of the resettled refugee population in the United States in finding employment, and we are dedicated to creating tailored livelihood opportunities to meet those needs, particularly with refugee women. In 2018, we launched a refugee empowerment program featuring the following:

Artisan Skills Training - currently offered in sewing, soapmaking, and candlemaking with plans to expand offerings based on where the interests of the women align with market demand and the ability to produce products at home in a safe manner.

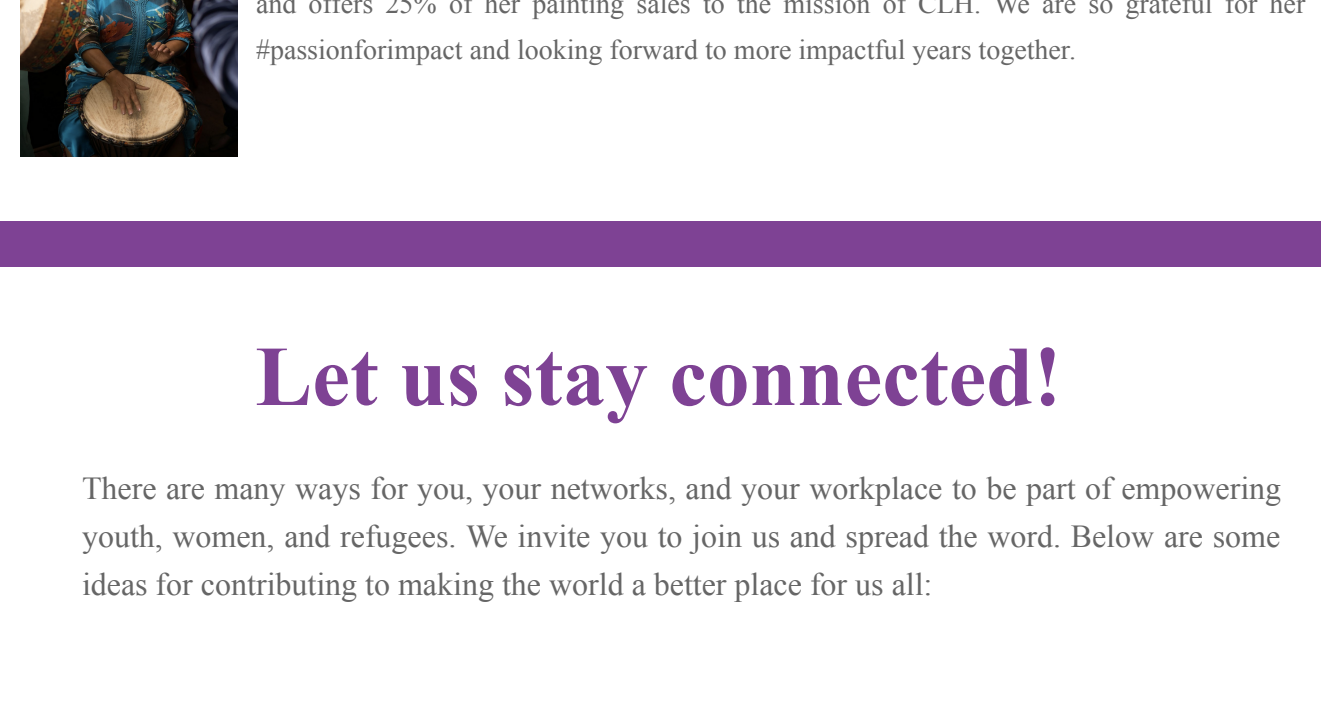
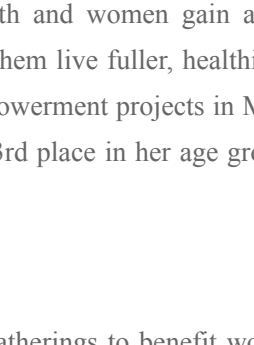
Product Creation - while women are working to master these skills, we've created a line of mindfulness products (meditation cushions, natural soaps, and soy wax candles) that women can easily create from their own homes. Our organization provides the upfront costs to pay for the materials and equipment and then also pays the women a fair price for every piece that they create. CLH then sells these goods and uses the proceeds to fund its programs in the US and Morocco. This turn-key solution allows women to earn money while they're learning valuable artisan skills, all without upfront costs.

Product Design and Entrepreneurship Training - during this process of mastering the basics and practicing on our designs, women are trained in product design so that they can create and sell their own designs, either through CLH channels or their own. This training is complemented with learning valuable entrepreneurship skills related to basic finance/budgeting, marketing, and sales.



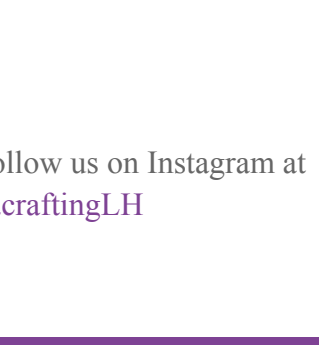
Service Learning program

In 2018, CLH launched our partnership with The Safir Company and Carpe Diem Education to offer service learning and cross-cultural opportunities for GAP year students including volunteer opportunities. We visited the Women's Association in Sale where the students learned about their vocational skills and entrepreneurship training as well as other programs while touring the facility. Then the team brought the students to the dar chabab where the group helped facilitate to teach camp counselors for the Nahdat al Hay Association team-building skills and activities to be used at the center and at their respective future summer camps.



Internship Program

This year, CLH has extended internship opportunities to students studying abroad in Morocco with NSLI-Y, a State Department funded program implemented through AMIDEAST, providing cross-cultural, hands-on experience in Moroccan communities. As a part of the NSLI-Y/AMIDEAST program, each student is partnered with a local organization to partake in an internship. Our interns' main focus is to help develop and implement curriculum for the STEmpowerment and One Stitch at a Time programs.



Financials



Our Partners

A huge thanks to our partners at the youth centers in Sidi Moussa, Sale and Les Orangers, Rabat; the Amal Association for the Disabled and Elderly People in Al Mamal, Rabat; and the Association for Protection and Assistance at the Orphanage in Sale, who opened their doors and made it possible for us to successfully deliver our English Through Technology program.

Technovation and eSTEM Morocco provided us with curriculum, support, and volunteers to help us facilitate our Girls STEmpowerment club at the Les Orangers Youth Center.

The Nahdat al Hay Association provided space for us to launch our One Stitch at a Time women's health and entrepreneurship program.

Salesforce invited us into their offices in Casablanca, where we teamed up with Microsoft and Fab Lab Casablanca to spend a field trip for youth from the Sale orphanage to spend the day experiencing the STEM workforce in a hands-on environment, enabling them to see their future career potential.

We partnered with Amazon Morocco to host our Women's Day celebration. They provided gifts for the participants as well as supplies such as yoga mats, a white board, markers, and notebooks to ensure the success of our One Stitch at a Time program.

The AEFDS Association in Tetouan invited us to join them for summer camp to facilitate STEM-based workshops for 170 youth.

AMIDEAST partnered with us this year to provide internship opportunities for their NSLI-Y gap year students

We partnered with the Safir Company language center in Rabat to host gap year students from Carpe Diem Education to take part in our programming through service learning opportunities.

Our Supporters

THANK YOU!

Nothing would be possible without our supporters who believe in CLH's mission and dedicate their talent and money to create a better tomorrow for youth and women. This year we launched our #passionforimpact social media campaign to enable our supporters to show their love and create a community of like-minded followers.

#passionforimpact community

Bridgett McDaniels showed us her #passionforimpact while training to run her first 50K ultra marathon. She was inspired by our mission of helping youth and women gain access to holistic health and empowerment programs aimed at helping them live fuller, healthier lives.

She successfully completed the race in May 2018, achieving 3rd place in her age group. Her #runningforimpact helped us raise \$665 for our mission.

Nadia Dachele opened her home to host Art and Wellness gatherings to benefit women in the Washington, DC area and also to fundraise for support of CLH's mission. She is an artist and offers 25% of her painting sales to the mission of CLH. We are so grateful for her #passionforimpact and looking forward to more impactful years together.

Let us stay connected!

There are many ways for you, your networks, and your workplace to be part of empowering youth, women, and refugees. We invite you to join us and spread the word. Below are some ideas for contributing to making the world a better place for us all:

Join Our Passion for Impact Community
<https://craftingloveandhope.org/contact-us/>

Join Our Facebook page at Crafting Love and Hope

Connect with us on LinkedIn at Crafting Love and Hope

Follow us on Twitter @CraftingLH

Follow us on Instagram at @craftingLH

Together We Can Create A Better Tomorrow!

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