



A SELF-FUNDING SOCIAL ENTERPRISE · MARRAKECH

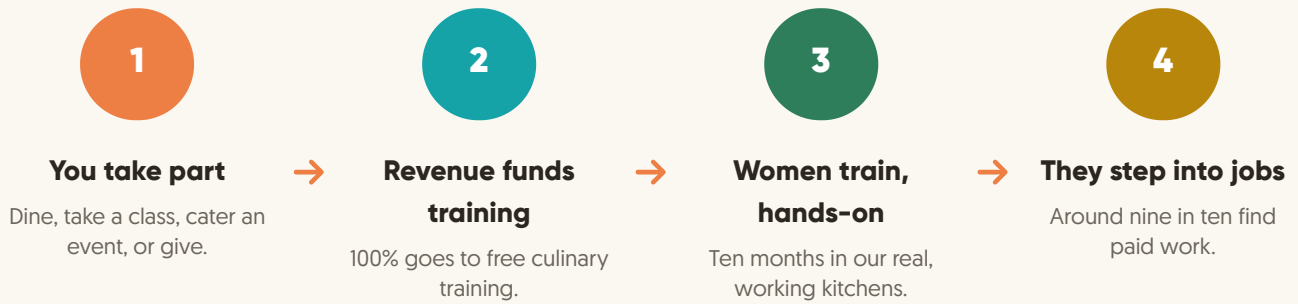
Where doing business is how we **do good.**

Amal is a restaurant, café, cooking school and caterer in Marrakech, and our businesses are profitable on purpose. The revenue covers our costs and funds free training that turns disadvantaged women into employed professionals. Real impact, on a model that largely pays for itself.

Self-funding model · 100% of every gift goes to impact

A charity with a business engine.

Most nonprofits run on fundraising. Amal doesn't have to. Our restaurants, café, cooking classes and catering are **real, profitable businesses**, and that revenue covers our running costs while training women for genuine careers. The result is rare in our sector: a mission that is **sustainable, scalable and efficient**, where your spend and your support fund impact, not overhead.



Self-sustaining, by design.

Trainees and graduates keep our kitchens excellent, guests keep coming back, and more women can train. The model funds itself, and grows.

Sustainable

Our businesses cover our running costs, no fundraising treadmill.

Proven

12 years, 400+ women trained, around 90% into real jobs.

Efficient

100% of every donation goes straight to a woman's training.

BY THE NUMBERS

Proof the model works.

Amal isn't an idea, it's a twelve-year track record. Here is what a self-funding social enterprise looks like in practice.

4,114

Cooking-class guests in 2025

A thriving experiences business, booked by travellers and locals alike.

~90%

Graduates into paid jobs

Trainees leave with real culinary careers across Morocco's kitchens.

Since 2013

A flagship that funds itself

Over a decade proving a restaurant can bankroll its own mission.

AND THE BIGGER PICTURE

400+

women trained since 2012

3

centres across Marrakech

100%

of running costs self-funded

1,000

women targeted by 2030

Amal Gueliz, the flagship restaurant.

RESTAURANT · SINCE 2013



The restaurant that started it all, and still funds the most. Market-led Moroccan cooking, served every weekday lunch by the women in training.

- ✓ **Daily lunch service**, à la carte Moroccan, 12:00–15:30.
- ✓ **Walk-ins & reservations**, loved by locals and travellers.
- ✓ **Our biggest revenue stream**, every cover funds training.
- ✓ **Private hire** for groups and celebrations.

Since 2013 · self-funding

Good for: diners, tourists, group lunches

Amal Targa, classes, brunch & catering.



COOKING SCHOOL · EVENTS

A garden kitchen and our commercial engine for experiences and events, hands-on cooking classes, all-day brunch, and full-service catering.

- ✓ **Hands-on cooking classes**, 4,114 guests in 2025.
- ✓ **All-day brunch** in the garden, daily 10:00–15:00.
- ✓ **Catering & events for 15–300**, weddings, fundraisers, offices.
- ✓ **Corporate team experiences**, private classes that build teams.

Experiences & B2B hub

Good for: travellers, companies, events

Sign Café, a café run by deaf talent.



Coffee, pastries and connection, staffed by our deaf community. You order with a smile and your hands, and every cup creates dignified, lasting work.

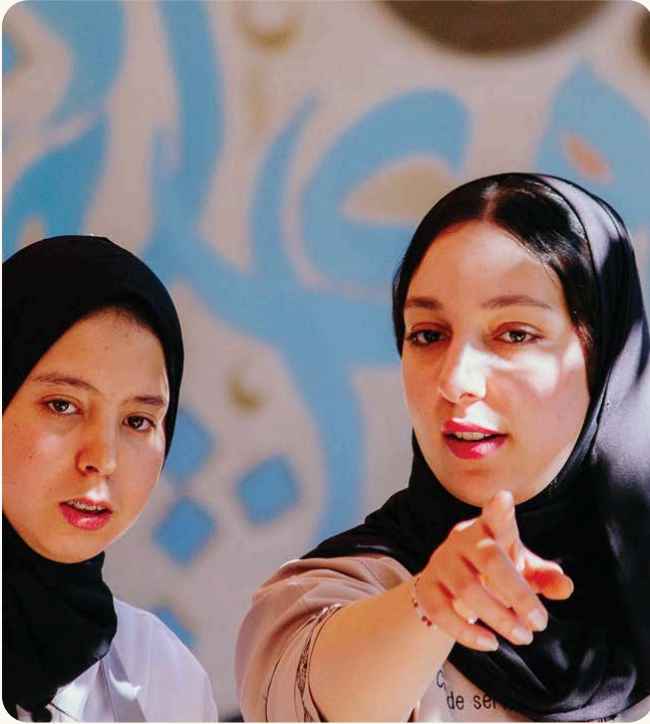
- ✓ **Two locations**, inside IFM and CLC, Marrakech.
- ✓ **Specialty coffee & pastries**, served all day.
- ✓ **Inclusive employment**, with the Koutoubia Deaf Association.
- ✓ **A standout brand & CSR story** worth telling.

2 locations · inclusive jobs

Good for: daily coffee, a unique experience

A taste of the table.

Mint tea poured high, market-fresh tagines, catering tables that fill a room, and the women who make it all.



Don't just take our word for it.

From the women who trained here to the guests, companies and chefs who joined them, this is Amal in their own voices.

“

I came to Amal knowing nothing of a professional kitchen. Today I run the pastry station at a hotel, and my daughters watch what their mother can do.



Khadija Ait Lahcen

Graduate, Class of 2021 · Pastry chef, Marrakech

“

The lemon-olive chicken was the best meal of our trip, and knowing it funds women's training made every bite better.



Hannah Brooks

Traveller from London · dined at Amal Gueliz

“

We catered our annual summit with Amal and the food was flawless. Knowing every dirham trains a woman for real work made it the easiest line in the budget to defend.



Yasmine El Fassi

Head of People & Culture, Atlas Tech Group

“

I came to teach a few techniques and left having learned far more. These women welcomed me into their kitchen like family.



H el ene Caron

Visiting chef, Lyon · volunteer mentor

Illustrative testimonials for this mockup, to be replaced with real voices from the Amal community.

For one person, or a whole company.

However you show up, your support reaches the same place: a woman learning a craft, earning a living, and building a future of her own.

FOR INDIVIDUALS

Come in, give back.

- ✓ **Dine** at our restaurant or stop for a coffee.
- ✓ **Take a cooking class** or weekend brunch.
- ✓ **Donate** — just \$50 funds a week of training.
- ✓ **Volunteer** a few hours or a skill you have.

FOR COMPANIES & ORGANISATIONS

Partner with purpose.

- ✓ **Cater your event** or office lunches with us.
- ✓ **Book a team experience** — a private cooking class.
- ✓ **Sponsor a cohort** of women through training.
- ✓ **Become a CSR & impact partner.**

COME SAY HELLO

Reserve a table, book a class, or plan an event.



Amal Gueliz · Restaurant

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+212 5 24 44 68 96

Sign Café · IFM & CLC

Marrakech
+212 6 66 46 30 95

Amal Targa · Classes & catering

Targa, Marrakech
+212 5 24 49 37 76

Work with us

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amalnonprofit.org · @amalnonprofit



Great food. Real careers. A model that works.

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