



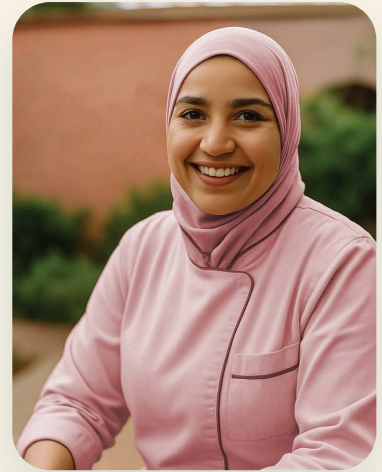
ANNUAL IMPACT REPORT

2024 • 2025

A year measured not in awards, but in women, meals, and doors opened — and held open for those still waiting.

● Amal Women's Training Center • Marrakech

A letter to a friend



Reflecting on the
2024–25 year

Dear friend,

This year asked a great deal of us, and our community answered. In July we watched our 24th cohort graduate — roughly forty women who arrived without a diploma, and in many cases without anyone behind them, and who left with a craft, a wage waiting, and the certainty that they belong. Behind that single morning sit ten months of early buses, shared meals, language lessons and quiet courage.

I am proudest of the things that do not photograph well: a trainee speaking up for the first time, a graduate sending her own daughter to school. Every plate served in our restaurants paid for a place in our classrooms, and every place changed a household.

We are not finished. More women are waiting than we can yet welcome. Thank you for keeping that door open — you are part of this now, and so is everyone we have yet to reach.

Nora Fitzgerald Belahcen

Founder

Amal Women's Training Center · Marrakech

What the year added up to

A year measured not in awards but in women, meals, and doors opened. Here is what 2024 and 2025 added up to.



Lifetime figures are cumulative since our founding in 2012; this-year totals cover the 2024–2025 reporting period.

We earn our way

Every dirham our restaurants, catering and cooking school bring in is poured straight back into the mission — no profit drawn out. Here is roughly how that money is spent across a year.

100%

of revenue reinvested into the mission. Amal is a social enterprise: nobody draws a profit. Each plate served becomes a place in our classrooms.

46%

24%

20%

10%

Training & stipends

46%

A free ~10-month culinary training plus a monthly stipend, so every woman can learn without losing the income her family depends on.

Meals, transport & welfare

24%

Daily meals, bus fare, health insurance and childcare support — the everyday costs that quietly decide whether she can keep showing up.

Kitchens & operations

20%

Running the Gueliz restaurant, the Targa school and the Sign Language Café — equipment, ingredients, utilities and the chefs who teach.

Community projects

10%

Reaching beyond our walls — meal distributions, earthquake relief for the High Atlas and free language and life-coaching classes.

Figures are indicative for this mockup report.

Welcome, train, place

Our model is simple and proven: welcome a woman exactly as she is, teach her a craft the world will pay for, then walk beside her into a real job. The whole 10-month training is free, and this year a cohort of 38 women came through our doors.

1

Welcome & train

No diploma or experience required. We begin with a five-week foundation in cooking, hygiene and confidence, then ten months of hands-on work in our restaurants and school.

THE MODEL

2

Walk the whole way

A monthly stipend, daily meals, transport, health insurance, childcare, weekly language classes and one-to-one life coaching. This wraparound care is why 85% finish.

WRAPAROUND SUPPORT

3

Into a real job

Graduates leave with a craft, a reference and a community that picks up the phone. Around 9 in 10 step into paid kitchens across Morocco — and most return when they need a hand.

PLACEMENT



I came with nothing but worry. I left with a craft, a paycheck and a family of women who believed in me before I believed in myself. Today I lead a kitchen of my own.

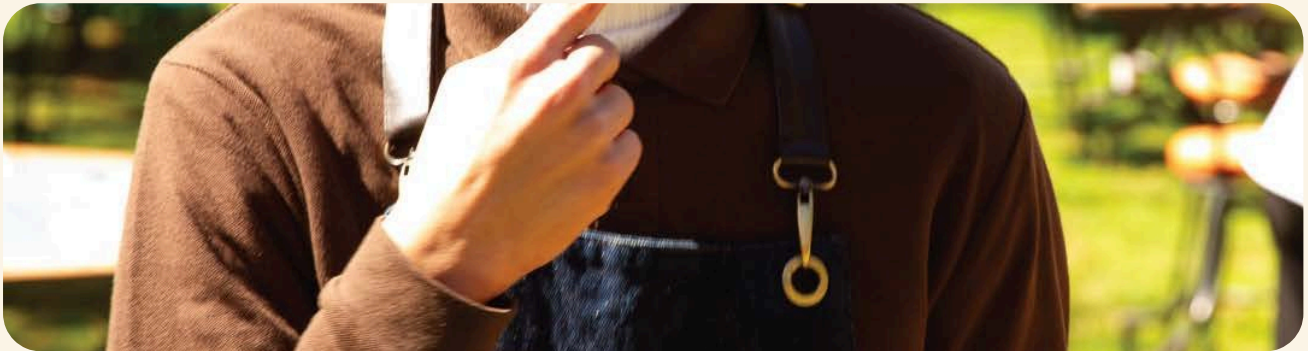
Fatima Zahra

Graduate, now leading her own kitchen

Of our 24th cohort, who graduated in July 2025, the great majority were working within weeks. 52% of the women we welcome come from rural areas, and 100% arrive without financial support from a spouse.

When a city needs a kitchen

A kitchen is only a kitchen until a city needs it. This year, as in every year, our stoves turned outward — toward the High Atlas, toward families at Ramadan, and toward a quieter table where hands speak louder than voices.



19,000 meals
since 2023

When the mountains shook, we cooked

Two years on from the Haouz earthquake, the bond it forged with the High Atlas still holds. Where our teams once cooked round-the-clock for villages left without kitchens — serving 19,000 meals in the first weeks — we returned this year with warm food and steady company for the families still rebuilding.

600+ baskets
~MAD 600 each

The Ramadan table, kept full

The instinct that moved us to distribute 7,500 meals across Marrakech during the pandemic never left us. Every Ramadan since, we pack and carry food baskets to families across the city — more than 600 again this year — each one a month of meals for a household that would otherwise go without.

300+ children
24 this year

A café where everyone is heard

At our Sign Language Café, the menu is read in gestures and the staff are deaf trainees building careers the world too often closes to them. Woven together with the Koutoubia Deaf Association, the work has reached more than 300 deaf children, with 24 enrolled this year alone.

Figures align with Amal's published community-projects record: 19,000 earthquake meals, 600+ annual Ramadan baskets, and 300+ children reached via the Koutoubia Deaf Association. The COVID-era 7,500-meal effort is referenced as the origin of the Ramadan program.

OUR THREE CENTERS

Three places, one mission

The work lives in three places across Marrakech. Each one is a real, working business — and a classroom where women learn a trade, earn a wage, and belong.



01 · FLAGSHIP · SINCE 2013

Gueliz

Our flagship restaurant and training kitchen, where each new cohort learns service and the line under working chefs — the room where it all started.

Flagship restaurant & training kitchen

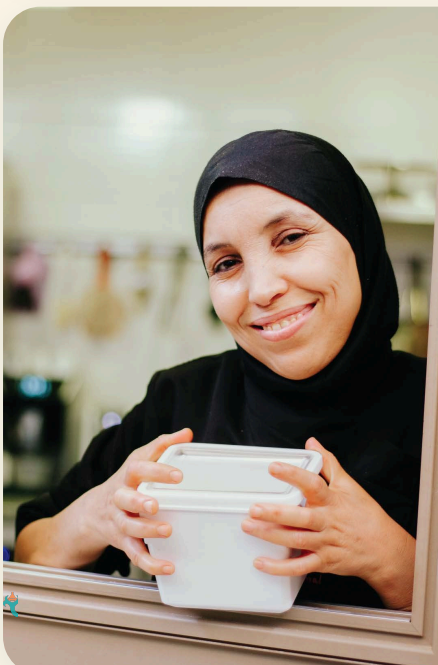


02 · CATERING & EVENTS

Targa

A catering and events hub with its own cooking school and garden, where trainees cook at scale for weddings, gatherings, and the city's tables.

Cooking school + garden



03 · SIGN LANGUAGE CAFÉ

Sign Language Café

A warm café staffed by members of the deaf community, where ordering is done by hand and every guest learns a sign or two.

Staffed by the deaf community

Where this work is heading

We have always built one woman, one meal, one center at a time. Here is where that patient work is heading by 2030 — concrete, costed, and accountable to the community that trusts us.

1,000 women trained by 2030

≈400 SO FAR

Doubling our reach without diluting it: the same free ten-month training, stipend, and lifelong job placement that has carried every graduate so far.



~400 OF 1,000 · 40% TOWARD GOAL

Food Micro-Project Incubator

LAUNCHING 2026

Seed funding and mentorship so graduates can open their own kitchens, stalls, and catering ventures — turning a first job into a livelihood they own.



IN DESIGN · PILOT LAUNCHES 2026

3 greener centers

SEASONAL & LOW-WASTE

Seasonal menus, near-zero food waste, and lighter kitchens across Gueliz, Targa, and the Sign Language Café — proof that doing good can also tread gently.



1 OF 3 CENTERS UNDERWAY · 55% TOWARD GOAL

Every figure here is a promise we intend to be measured against in next year's report.



THANK YOU

You held the door open.

Every meal you share at our tables funds a woman's training — a craft, a wage, and a place she knows she belongs. Thank you for being part of this, and of everyone we have yet to reach.

Donate

Fund a place in our classrooms. A single gift can carry a trainee through a month of meals, transport and learning.

Partner

Cater your next event with us, host a group visit, or build a longer-term partnership that grows the program.

Visit

Eat with us in Marrakech — at Gueliz, Targa, or the Sign Language Café. Every table is part of the mission.

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