



## PRESENTATION

**Cœur de Gazelles**

Registered non-profit organization  
since 2001



**The Rallye Aïcha des Gazelles**  
**Registered non-profit organization since 2001**





## EDITORIAL

Cœur de Gazelles is a group of highly motivated volunteers working daily to provide people with the help they need.

A registered non-profit organization since 2001, Cœur de Gazelles is committed to providing sustainable aid through concrete actions.

Your support helps us to spread happiness by helping people in difficulty.

Our cross-border efforts must remain strong to allow us to uphold our values and continue to help those who are the most in need.

**Marina Vrillacq**  
Cœur des Gazelles President

# WE ARE COMMITTED TO HELPING

Cœur de Gazelles works on projects that meet the needs of Morocco's remote populations: medical care, education, the environment and sustainable development, job training for women, improving living conditions and a desire to spread joy by distributing donations.

- Our actions are established on a "human scale": we work with the local population to address the source of the problem.
- We work with and for the most disadvantaged: our actions enable people to become agents of their own development.
- We work in a spirit of partnership: we do not create alternative structures; we strengthen and develop existing local ones.
- We work with low operating costs: all donations are used for the direct benefit of the population.
- Our actions are recognized by the Moroccan government: we work on legitimate projects in collaboration with local authorities.



# COMMITTED TO... HEALING



## Cœur de Gazelles in numbers:

- Since its creation, **70,525** people have received free medical consultations.
- Since 2013, **1,606** dental consultations and procedures have been provided (Sponsor: *Amarok* by Volkswagen Véhicules Utilitaires).
- **242** doctors volunteer their time and expertise.
- **2.671** pairs of corrective glasses have been given out by ATOL les Opticiens.
- **8 tons** of medical supplies have been donated to Morocco hospitals.
- **165** trachoma operations have been carried out.
- **300** wheelchairs have been given to those in need, including 154 provided by *Amarok* by Volkswagen Véhicules Utilitaires.

## THE VOLKSWAGEN / CŒUR DE GAZELLES MEDICAL CARAVAN

For the past 14 years, the travelling medical caravan has been criss-crossing the desert during the **Rallye Aïcha des Gazelles**, providing free medical care to Morocco's most remote populations, in partnership with the Moroccan Ministry of Health.

The caravan brings together 60 volunteers from a number of medical specialities including GPs, gynaecologists, paediatricians, diabetes specialists, pharmacists, opticians, optometrists, dentists and dental hygienists.

**Amarok**  
by Volkswagen Véhicules Utilitaires

*In 2015: 8005 people  
received medical care and  
3066 prescriptions were  
filled.*

The medical caravan is also about **dental health**.

A dental caravan provides complete dental care, bringing smiles to people's faces and improving their lives.

An optics unit is set up and run by our partner **ATOL les Opticiens** to screen for vision problems and provide corrective glasses.

**In 2016 we will be able to visit new villages and reach  
more people in need...**



# COMMITTED TO... EDUCATION



## MADRASSA, BERBER FOR “SCHOOL”

The dunes of **Merzouga** stretch across southeastern Morocco. Since 2009, many Nomad families have returned to the abandoned village of TAMSGUIDAT at the foot of the dunes. The families created a stable home base, **but there was no school.**

We built a village school in 2010 and added a wooded playground the following year, with the goal of teaching children about the environment while having fun!

20 children currently attend the school.

**4 schools** have also been fully renovated:

- *Mergouza*
- *Hassi-Labiab*
- *El Begga*
- *Koudit Draoua*

A photograph of two young girls in traditional Moroccan headscarves. The girl in the foreground is wearing a white headscarf with a red and green floral pattern and a yellow and black striped sweater. She is looking directly at the camera with a slight smile. The girl behind her is wearing a white headscarf and is partially visible, looking towards the camera.

OUR PROJECT DIDN'T STOP THERE...

Women from the village asked for French and Arabic classes.

Our project partner, the **Diana Holding Foundation**, provides funding for the teacher's salary, allowing women to learn during their children's days off. 18 hours of classes are provided per week.

**FUNDING FOR THE TEACHER'S SALARY WILL CONTINUE  
IN 2016**



# COMMITTED TO... JOB TRAINING

## THE 1<sup>st</sup> TEMPORARY EMPLOYMENT AGENCY FOR WOMEN IN ESSAOUIRA

In the heart of Essaouira's Medina, local women's association and Cœur de Gazelles partner AFBK provides support for women in need: widows, divorcees, single mothers, victims of domestic violence...

Cœur de Gazelles decided to help AFBK with the **creation of a multi-service co-op of qualified temporary women workers**, available and able to satisfy a local need by offering quality services.

We support the women in their day-to-day lives and, for those who wish to return to work, we offer training for careers in hospitality (kitchen assistant, waitress...), housekeeping and child care.

### The primary mission of AFBK:

- Health and hygiene education.
- Literacy and academic support.
- Supporting the economic power of women by developing income-generating activities.

**Objective:** To bring together professionals looking for seasonal or temporary workers and individuals and single mothers in need of work.

The cooperative is sponsored by **PRINTEMPS PARIS**. We will continue to offer job training and seek out jobs for the women of Essaouira in **2016**.



# COMMITTED TO...

## JOB TRAINING



### LES TOITS D'ESSAOUIRA - TRAINING RESTAURANT

Many women helped by the temporary employment agency have found **stable employment** after completing a **cooking training program**.

The **Essaouira** agency is well known and widely respected by local professionals, partners and clients who call on the agency for their housekeeping, temporary cooking or child care needs.

*To date, 18 women have received the training offered by Les Toits d'Essaouira:*

- *5 of them are now working full-time.*
- *13 of them work part-time, enough to be able to look after their families.*

***Now we want to go further...***

**IN 2016**

The creation of a **60-seat restaurant** on the roofs of Essaouira.

- With a cooking training workshop for women, who will then be able to sell the dishes they have prepared.







# COMMITTED TO... SUPPORTING



## LA CRECHE DES PETITS MARINS

**Cœur de Gazelles** and **AFBK women's association**, partner organizations since 2013, are continuing their actions to help vulnerable women in Essaouira.

*But we would like to go further!* That is why a **child care centre** (called Crèche de la maison du quartier) has been set up right on the premises of AFBK.

The centre provides day care services including basic education, a balanced meal and activities that strengthen the mother-child bond.

*The centre currently accommodates **42 children** between the ages of 3 and 6 from families in need.*

***3 rooms** have been set up including a nap room.*

*The centre is run by **5 employees** with the help of **a number of volunteers**.*

### IN 2016

- Preparation of **2 rooms** (repairing walls) and purchase of **specific equipment and materials** (e.g. a slide).
- **Bathroom** (setting up and water heater) and creation of a **laundry room**.
- Purchase of a **refrigerator** for the kitchen and a **washing machine**.
- A **heating system** for the rooms



OUR PROJECT DOESN'T STOP THERE...

# COMMITTED TO... BUILDING



## WELLS FOR CLEAN WATER

**Cœur de Gazelles** builds wells close to the homes of Nomad families who have to travel several kilometers to reach the nearest water source.

Through funding from our partners, **15 wells** have already been built at strategic locations for Nomad families.

In addition to making their lives easier, building wells **also provides access to better hygiene.**

**A new project is currently under study for 2016:**

- Construction of a well in the mountains.
- Installation of a 9 km long penstock pipe.

The goal: to provide irrigation for 2 **community palm groves.**

Wells are dug by hand by volunteers with the help of local workers, and we ensure that they are made **safe** for children.





## 25,000 bottles of Sidi Ali water are consumed during the Rallye Aïcha des Gazelles du Maroc

Why not recycle them into something that will benefit the community? Bottles can be used to build classrooms, a school canteen, offices for a local association, or even houses...

Plastic bottles have many advantages over bricks and other construction materials.

A house built with bottles is:

- **Easy** to build,
- **Stronger**,
- **Quick** to build,
- Better **insulated**,
- and, above all, **Ecological**!



Bottles are a plentiful, low-cost, low-energy alternative to traditional building materials.

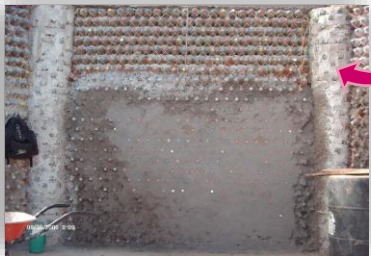
*The foundation is made with cement and rubble.*

*Alternating rows of bottles are firmly fixed together using wire.*

*Every ten rows, a concrete bed is added to strengthen the structure.*



*Mud plaster is applied to the wall once it is complete.*



*With this technique, it is easy to make curved walls and columns.*



# COMMITTED TO... RECYCLING



## BOTTLE HOUSE

**Cœur de Gazelles** in partnership with **Les Eaux Minérales d'Oulmès** will collect the 25,000 empty plastic water bottles used by the participants of the Rallye Aïcha des Gazelles du Maroc.

These will be used to construct a building for the Tisserdimine women's association.



Using bottles instead of earth:

- **Saves water:** no need to make bricks
- **Saves energy:** no bricks to bake
- **Provides better heat and sound insulation**
- **Reduces waste:** a plastic bottle takes between 100 and 1,000 years to decompose.



LES EAUX  
MINÉRALES  
D'OULMÈS



# COMMITTED TO... RAISING AWARENESS



## THE ECO-CARAVAN

For the past 6 years, **Cœur de Gazelles** has been working in support of an environmental initiative launched by the Moroccan government.

Putting the reputation of the *Rallye Aïcha des Gazelles du Maroc* and its close relationship with the local Moroccan populations to good use, the **eco-caravan visits villages** in the southernmost part of Morocco every year.

The caravan's goal is to change the way people think, and stop them from using **Mika-Khala**, a highly polluting plastic bag widely used in southern Morocco.



### The eco-caravan's mission:

- To explain the **negative effects of using plastic bags**.
- To encourage people to stop using these bags and replace them with **eco-friendly cloth bags**.

*At the end of the environment workshop, each participant is given a 100% biodegradable cloth bag.  
From disposable to sustainable...*



It's in the bag: since 2011, **8,100 children** and **3,800 parents** have taken part in our environment workshop and have left with a reusable cotton bag.

**THE CAMPAIGN WILL BE CONTINUED IN 2016**

All waste is sorted at the bivouacs of the Rallye Aïcha des Gazelles du Maroc, the only rally in the world with ISO 14001:2004 certification

Thanks to our partner R20, an incinerator truck follows the event to dispose of organic waste.

In partnership with





# COMMITTED TO... GIVING



## SOLIDARITY: AT THE HEART OF OUR ACTIONS

### In France

Cœur de Gazelles has joined the fight against cancer with its “**Rallye-toi**” initiative.

### In Morocco

The Gazelles’ generosity is ever-increasing from one edition to the next: **several tons of donations** are collected and distributed every year!

Each day during the **Rallye Aïcha des Gazelles**, Cœur de Gazelles visits nearby Nomad villages and Berber settlements to hand out donations packages.

### Some Numbers

- More than **150 m<sup>3</sup> of donations** were collected by Cœur de Gazelles.
- **7,474** people received a donations package tailored to their needs.
- Thanks to our partner Volkswagen Véhicules Utilitaires, **154 new wheelchairs** were given away.

*So Colissimo is the official transport company of Cœur de Gazelles*



### 2013

Cœur de Gazelles donations paid for an enjoyable week-long holiday for thirty sick children.

### 2014

Cœur de Gazelles donations paid for 178 sessions at Espace Ligue for local cancer victims.



### 2015

€8,000 was donated to the Alpes Maritimes League against Cancer to help finance a number of great projects!



### 2016

See you in Nice, for the launch of the new edition of the “Rallye-toi” League against Cancer drive!



COMITÉ DES  
ALPES-MARITIMES



# Cœur de Gazelles in numbers

## MEDICAL

- ❖ Since its creation, **70,525** people have received free medical consultations: general medicine, paediatrics, gynaecology, ophthalmology, dental...
- ❖ Since 2013, **1,606** dental procedures have been performed.
- ❖ **242** doctors volunteer their time and expertise.
- ❖ **2,671** pairs of corrective glasses have been given out.
- ❖ **8** tons of medical supplies have been donated to Moroccan hospitals.
- ❖ **300** wheelchairs have been given to those in need, including 154 provided by *Amarok* by *Volkswagen Véhicules Utilitaires*.

## EDUCATION

- ❖ A new school has been built in Tamsguidat (**20** children currently attend).
- ❖ **4** schools have been renovated

## JOBS AND JOB TRAINING

- ❖ Literacy classes for women.
- ❖ Creation of the first temporary employment agency in Essaouira (**18 women have found jobs**).
- ❖ Opening of a training restaurant in 2016.

## SUSTAINABLE DEVELOPMENT

- ❖ **8,100** children and **3,800** adults have taken part in workshops on the environment and on getting rid of the *Mika Khala* plastic bag that is a major source of pollution in Morocco.
- ❖ **15** wells have been dug in 3 years, providing more than 2,000 Nomads with access to water.

## DONATIONS

- ❖ Since 2001, **49,435** people have received donations collected by Gazelles, La Poste postal workers and **Gan Assurances** employees.
- ❖ Since 2012, all proceeds from the sale of certain items in the Cœur de Gazelles boutique are donated to the **Alpes Maritimes League against Cancer**.
- ❖ **CONSTRUCTION OF A FAMILY HOME:** After losing their daughter Camille in the terrorist attack of April 28, 2011 in Marrakech, a family from Northern France wanted to do something in honour of her memory. Camille's love of Morocco led the family to finance the **building of a house for a poor family with 7 children**. The house was built 2 years ago and presented to the family, fully furnished and decorated: **a true gesture of solidarity!** The children now attend the Cœur de Gazelles school and the eldest son works at the bivouac during the Rallye. The entire family is in good health.



IF YOU FEEL THE “**HEART OF A GAZELLE**” BEATING  
WITHIN YOU, DON'T HESITATE TO SUPPORT CŒUR  
DE GAZELLES!

[www.coeurdegazelles.org](http://www.coeurdegazelles.org)

[coeurdegazelles@ymail.com](mailto:coeurdegazelles@ymail.com)

WE WOULD LIKE TO THANK OUR PARTNERS

**Amarok**  
by Volkswagen Véhicules Utilitaires

  
LES EAUX  
MINÉRALES  
D'OULMÈS

**ATOL**  
LES OPTICIENS

  
**Colissimo**

  
R20  
REGIONS OF  
CLIMATE ACTION

  
PRINTEMPS



**CŒUR DE GAZELLES**

La caravane solidaire au cœur du Maroc

Association caritative reconnue d'intérêt général depuis 2001



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Registered non-profit  
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Association Caritative Cœur de Gazelles