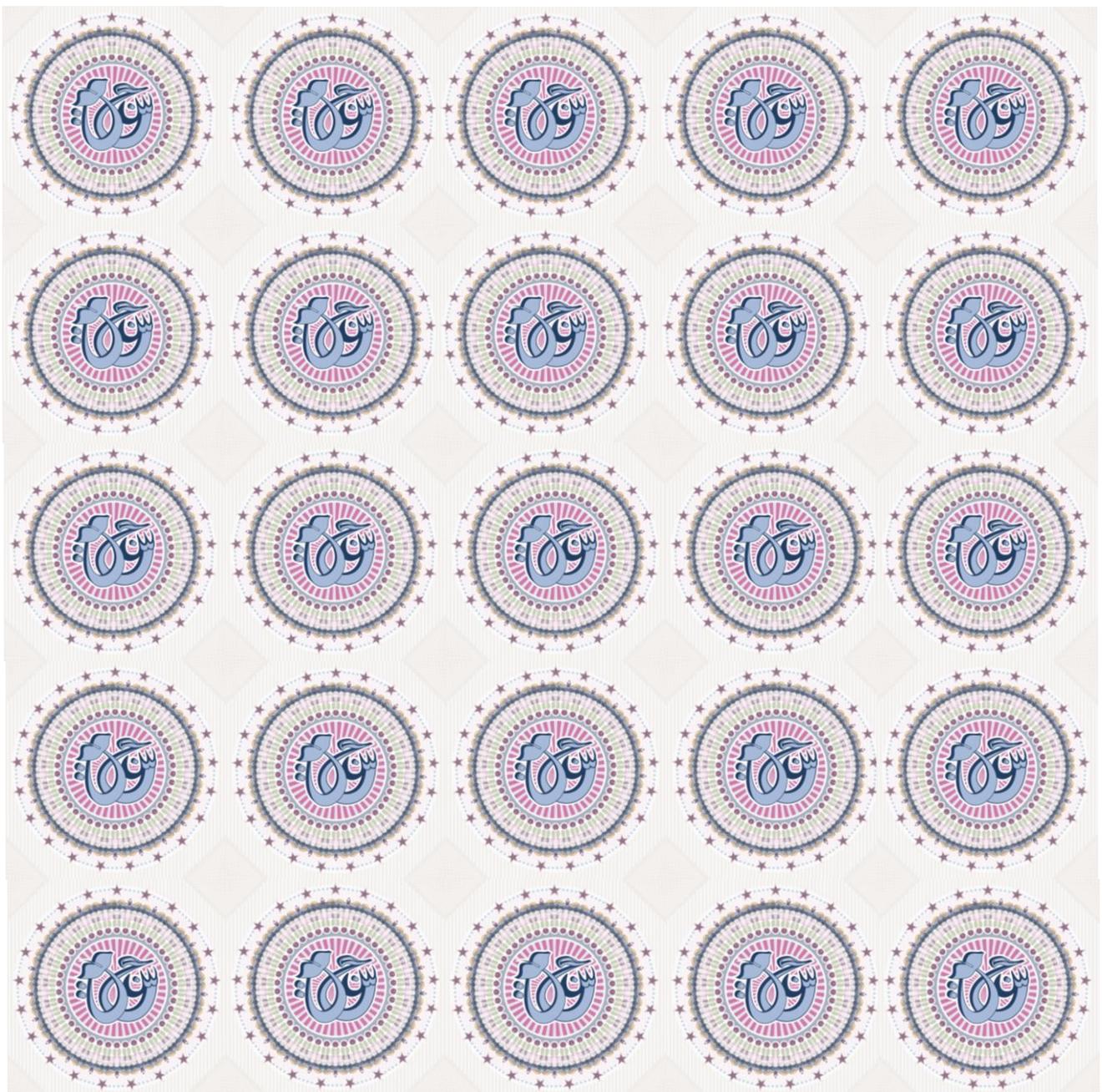




Al-Hasaniya Moroccan Women's Centre

Annual report 2015

Celebrating 30 Years



Chairs Forward:

2015 Marks an important date for our centre's calendar. We were 30 years old on the 25th November 2015! Back in 1985 we were simply called the Moroccan Women's project.

We would like to think we have achieved great things since the said date when the staff member consisted of one volunteer who was also a management committee member! We would like to think that we have maintained our pledge to support and help those women from the Arabic speaking community who find themselves in difficulty and are vulnerable. We think we have exceeded our expectations and we are now running a centre at full capacity.

In all manner of tradition, we would have liked to hold a big celebration to mark this eventful date but this year's exceptional senseless murder of innocent people and further exploitation of women has directed our attention elsewhere.

The recent massacre in Paris has left us exceedingly worried and in view of the apparent connection made with London, we feel it appropriate that we all pull together and support our young people. Social media and erroneous narratives are very powerful out there and in great force. We have a duty to our children to bring them up as whole citizens, proud of their cultural and religious heritage and ready to put it to good use and positive action by being British citizens and part of this great nation.

It is every one's duty to support those who are working relentlessly to keep our communities safe and our children in schools. We want to see our youngsters as responsible adults, proud of who they are.

Without the superb and continued support of our local authority, we simply would not exist. We are equally grateful to all our funders in believing in our ability to deliver good value for money services.

Fatima Mourad
Chair of Trustees

Introduction

Like the Chair I'm delighted to see that despite the long and at times bumpy ride, we are still here keeping the promise to supporting our women.

Al-Hasaniya remains a beacon of hope for so many thousands who come through our doors and have been doing in the last 30 years.

Troubled times however have imposed that we turn our attention to a much younger generation, who may not have the traditional difficulties of integrating such as language barrier but indeed have found themselves facing the difficult choice of belonging. Multiple belonging need not be a divisive identity but indeed a melting pot of diversity and multiculturalism. Social media, erroneous narratives and global events have fundamentally dented many of our youngsters' confidence and we need to work harder than ever to bring about harmony and peace to their often very naïve and impressionable minds.

We are pleased to see that the Council for the Moroccan Community Abroad (CCME) has agreed to support our call for a young people's project and we are so delighted to see our Imam Driss Boumzough agreeing to run the workshops with our young people, whilst Karim Belarbi El Ouazzani is conducting a research into Young people of Moroccan heritage and identity. The study is needed and we are looking forward to reading the final findings. Report should be ready by April 2016.

It is truly inspiring to also see the excellent support our users provide for each other at the Centre and beyond. I would like to thank everyone for their help in keeping our spirits up and forever supporting our work. Through continued dialogue with them we are able to tailor-make our services to address their needs and deliver the excellent value for money services, Al-Hasaniya has become renowned for.

We hope that with increased demand for our services in view of the global refugee crisis, those who hold the public purse will recognise the vital role we play and continue to support our work.

Souad Talsi MBE

Founder member and fundraiser

Managers Report

This year marks a great achievement to all those who have supported the service over the last 30 years; the women who worked hard to start the organization, the funders that continue to believe in our work, the staff that work tirelessly to deliver services, the volunteers that provide an invaluable resource to the centre, the agencies we continue to work in partnership with, the clients that have accessed the service over so many years and indeed the wider community that continue to benefit from our presence.

This year also marks a significant achievement for me as I have been involved with the Centre for the last 14 years. Having started as a volunteer back in 2011/12 I am incredibly proud of how far we have come. Being part of current and past team driving forces who built the centre from what was 2 paid members of staff to now, a small but powerful driving force, is by far my greatest achievement.

Over the last 12 months, our team has grown and as a result so too has our confidence and ability to support a wider clientele. The Angelou partnership in particular has widened our remit to work with women across all three neighboring boroughs, providing a high quality, specialist service to women and girls experiencing violence and abuse.

Other successful funding applications include a grant from Awards for All to deliver a series of workshops with young women called the 3Rs, taking responsibility, earning respect and knowing your rights which we plan to start in January 2016. CCME (Moroccan Ministry of Migration) to undertake a research project looking at the concerns of the local community. The Charles Hayward Foundation to continue our Luncheon Club. And The Hollick Family Charitable Trust who awarded us a further grant to support our core costs.

I'm also proud to announce that Al-Hasaniya is now registered as an NGO with UN Women and our Consultative status application at The UN [Department of Economic and Social Affairs](#) (DESA) has been accepted for consideration. This will provide wider opportunities for Al-Hasaniya to participate on a bigger scale in order to better support our local community.

Thank you to all those, past and present who have and continue to support the centre.

Esma Dukali
Centre Manager

Older Peoples Outreach Project

The Moroccan community is now enjoying its sixth decade in the UK and with this in mind, the increasing ageing population and their needs in a culturally sensitive manner should be recognised. They should be effectively consulted and involved in the development and provision of culturally sensitive services and products that meet their particular needs. We believe the Royal Borough has made a significant step towards this noble and just objective.

We continue to serve a significant number of mobile older people by regularly holding health workshops and indeed the advice shop every week. The luncheon club continues to be a terrific magnet for all, to the point that we now have to consider seriously splitting the number to two groups serving luncheon to each on alternate weeks. For those who are disabled or simply unable to come and see us, we go and visit them, ensure their mail is read and explained to them, their hospital appointments are kept and if need be we accompany them. It is often sad and difficult to say NO to those outside the borough as we are simply unable to offer the same service due to restrictions. 2016 however will see this service expanding as the Ministry of Moroccans Abroad has just approved our funding application to extend the service to the Tri-borough and indeed to complete our documentary film on old age and homesickness. The idea is to find a way forward for both countries to look at this group and agree a health cover to allow them the choice of a retirement home, here or there.

Mental Health Project

This project is a life line to those suffering from mental health issues, as many are face difficulties in accessing services within the statutory sector. The project acts as a bridge between the statutory health service providers and those who seek to access the information and support. Above all ensure our door is always open to support them and listen.

We support all Arabic speaking women within the borough of Kensington and Chelsea. The project also reaches out to hard to reach members of the community to reduce isolation which is very common but often not addressed as a serious issue. Part of this project is to target women with depression and get them to engage in purposeful activities. Research and studies show that depression is often reduced when the patient is purposefully engaged and listened to. We have seen cases where either the client became better effectively or at least reduced the intake of medication significantly. This no doubt alleviates pressure on the NHS, as more women are supported through the project. We engage this group of clientele by holding a variety of different workshops to address their needs and increase their social integration generally. This year we held an average of one workshop per month and saw over 400 women from five different parts of the Arabic speaking world. Moroccan women still dominate through the large presence of this community in the borough.

Inspire Well Women's Project

Developed both by Midaye and Al-Hasaniya for Somali and Arabic speaking women living in the borough of Kensington and Chelsea, this project aims to offer a range of advice and guidance around health and well being through a variety of activities and services.

The partnership is in its fifth year and very successfully reaching out to thousands of women and supporting them by engaging them in diligently organised and tailor-made health and well-being programmes increasing their confidence and empowerment. Physical activities and one to one centred supports are crucial in this unique programme. The success has been tremendous and we are pleased to see a renewed confidence by the funder by providing another round of three Year-funding.

This project has gone from strength to strength. Many women have reported that they feel empowered and their confidence has improved. They feel confident in speaking up for themselves and talking to their GPs and health professionals on issues they thought would never be able to explain. This is a great achievement.

Link Officer - Young Women's Project

The John Lyon's Charity funds the Young Women's Project for a period of three years. It is currently mid-way through its funding and works with young, vulnerable women from different London boroughs, aged between 16-25 years old. The project aims to support young women who have or are experiencing various forms of domestic and sexual abuse or who are vulnerable. It aims to empower and support them to be aware of their life choices, to be aware of the appropriate services and have the knowledge and confidence to access them. It not only provides practical support but also emotional support in the form of one to one sessions and outreach work. The support is tailored around the young woman's' needs and is thus holistic. The project could NOT have come at a better time and place. The erroneous religious narrative and vile influence served by the social media has poisoned so many of our young people's mind and we are surprised by the continuing number of young women not intending to engage within the larger society and indeed feel their purpose in life is to procreate and assume a housewife role.

In this instance we work with schools, GP surgeries and social services and other NGOs who are engaged with young women from the Arabic speaking community. We offer one to one support and well tailor-made workshops to deal with erroneous narratives. The aim is to raise awareness about healthy and unhealthy relationships and challenge the concepts that some young women may have. It engages them in a healthy debate that helps them towards embracing a new perspective about their identity.

An additional way in which the project supported young women this year was to run Boxercise classes is a mixture of boxing and aerobics techniques. The free twelve sessions were funded by **London Sport-Sportivate** and was held at our centre. Its aim was to provide a safe environment for young women to come together to improve their emotional, mental and physical wellbeing. It was aimed at attracting young women who are vulnerable, depressed and isolated who would benefit from the social interaction and the physical health benefits that come from exercising.

Domestic Violence Project / Angelou Partnership

Although successfully running this project for the last 10 years or so, we became partners of a much bigger group recently. Launched in July, the Angelou partnership became operational at full capacity. The partnership is working to support women and girls who are experiencing domestic violence and harmful practices in RBKC, H&F and Westminster and work alongside 9 other organisations. Our role is to provide specialist support to those from Arabic speaking backgrounds. The nature of work with each woman differs from safety planning, to support around visa difficulties and child contact, as well as more general support with emotional difficulties and onward referrals.

The Angelou Partnership is a very unique project and much needed in our centre, in our community and society. Domestic violence and abuse is still classified as a taboo and most women still understand it as only been physical abuse. We have supported women experiencing severe emotional, verbal, physical, sexual and financial abuse. We have come face to face with the obstacles that these women face even when they seek help and support from the authorities and feel that they have no hope.

Shared Volunteer Coordinator Project

Volunteers are extremely valuable to Al-Hasaniya. It might help you recognise the value of volunteers to the centre if I put it in monetary terms. In the 2 and half years since the volunteering project began at the centre, volunteers have given nearly 5000 hours to the centre. Al-Hasaniya would have spent over £53,600 on equivalent staff costs. The figure I have given is a significant under estimation as it does not really account for skilled volunteers such as ESOL teachers, Workshop facilitators and interior design projects.

If we move on from the economic value and look at the social value to Al-Hasaniya and the local Arabic speaking female community, I am confident that we are all able to recognise that volunteering for Al-Hasaniya has improved the well-being and socio-economic situations for much i.e. improved confidence, self-esteem and helped women move in to employment. Al-Hasaniya in turn is able to offer more activities, workshops and support to their service users.

- ✚ 29 volunteers recruited since the start of the project
- ✚ 18 volunteers have given their time this year
- ✚ New volunteering roles; Volunteer Youth Worker and Older People's outreach Scheme
- ✚ Recruited a new receptionist
- ✚ New ESOL Teacher and 2 ESOL Assistants this is allowing a new ESOL class to begin and accommodate students of varying abilities. ESOL classes to continue despite 3E's project funding ending.
- ✚ Although the original ESOL Teacher volunteer had to leave us due to family circumstances, I was able to recruit another excellent volunteer very quickly and there was minimum disruption to classes and students.
- ✚ One of our ESOL assistant volunteers attended RBKC children's services training; she has now left us to continue further training to work in the children's services field.

- ✚ Recruited new volunteer sewing teacher
- ✚ Recruited new volunteer jewelry making teacher
- ✚ Recruited IT Tutor
- ✚ I nominated a volunteer for accredited Domestic Violence training (please see below)
- ✚ A volunteer, who when she joined the volunteer W10 project, was facing many challenges including DV and homelessness and was experiencing difficult with the women's refuge that she and her children are living in to escape DV. This volunteer supported our INTO Work program with Clement James. She has now progressed on to full time studies, she has received excellent support from Al-Hasaniya staff and the Volunteer W10 project and this improved confidence and self-esteem. We will miss her and wish her well.
- ✚ Continued support for volunteers who need to secure employment
- ✚ Continued to manage our ongoing volunteers such as our lunch club workshop facilitator, Brompton road library ESOL for health volunteer and workshop volunteers, through one to ones, reviews and good lines of communication.
- ✚ Supported volunteers in completing college application form and submitting application to Campden Charities for funding to support them on the course. Unfortunately one of the volunteers was unable to secure a place on the course due to insufficient GCSE grades
- ✚ A volunteer completed work on a project researching an event that took place 40 years ago. The Moroccan community in Algeria woke up to a political tsunami of random and immediate expulsion for no reason other than being Moroccan, resulting in the immediate and indiscriminate expulsion of over 350,000 men, women and children. After one whole year of research and work by this volunteer, his efforts culminated in a debate at The London School of Economics, where a distinguished panel of speakers, including Fatiha Saidi Member of Parliament in Belgium, discussed why so little is known about this event? What can the free world do to redress this injustice? This was a truly enlightening evening that represented the extent of work that Al-Hasaniya is involved in. This volunteer has since gone on to complete his Masters, secure a paid position delivering a piece of research for Al-Hasaniya and has also gone on to gain employment in his chosen field.
- ✚ An Al-Hasaniya volunteer gave an excellent speech on her experience of volunteering through this project at the launch event of Team K&C at the Mayor's Parlour, it was wonderful to here she speak to kindly of the centre and its work.
- ✚ Volunteers recruited as Community Champions to support the Health Works partnership with Dalgarno Gardens. (please see attachment)

There is no doubt that this project is a key performer when it comes to supporting those who have qualities and acquire capacities but often just need that little push to go on to bigger and greater things!

Other working Partnerships ...

Nour Festival and Al-Hasaniya partnered this year to celebrate Arab and Middle Eastern Art and Culture. This was funded by The City Living Fund and the project was called The Elephant in the Kitchen. The project aimed to bring together women from the community to reduce isolation and create and maintain a sense of community spirit. It aimed to provide a space for these women to share their various Arab and Middle Eastern traditional dishes and celebrate the histories behind them in a creative and educative manner.

We are proud that our **Into Work** partnership with The Clement James Centre still continues to support women who want to return to work. Women are able to come to the centre and receive tailored support to assist them to search. This ranges from updating their CVs to searching for suitable work and applying for it. They are also supported with interview advice and tips. This activity alone attracted over 200 women this year.

AL-HASANIYA MOROCCAN WOMEN'S PROJECT
(a company limited by guarantee)

STATEMENT OF FINANCIAL ACTIVITIES YEAR ENDED 31 MARCH 2015
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)

				2015	2014
		£	£	TOTAL FUNDS £	TOTAL FUNDS £
	Notes	Unrestricted Funds	Restricted Funds		
INCOMING RESOURCES					
Grants	4		220970	220970	220924
Donations and Fundraising		1370		1370	730
Bank interest		78		78	0
Total incoming resources		<u>1448</u>	<u>220970</u>	<u>222419</u>	<u>221654</u>
RESOURCES EXPENDED					
<i>Charitable expenditure</i>					
Running Costs and Centre Manager			52727	52727	53728
Mental Health Project			18312	18312	11080
Domestic Violence Project			18646	18646	19057
Older Peoples' Outreach Project			29409	29409	16396
Older Peoples' Luncheon Club			2455	2455	7131
3 E's Project			31695	31695	45825
Inspire Well Women Project			19693	19693	15766
Supporting Vulnerable Women Project			5530	5530	22253
Strengthening Communities Project			5689	5689	23744
Inspire Youth Project			1515	1515	1046
Alnoor Dardasha			0	0	3248
Creche			95	95	765
Link Officer (Young Women's Project)			24460	24460	
LSC Event - Morocco on the Move			13874	13874	
<i>Governance costs - accountancy</i>			2500	2500	2200
Total resources expended		<u>0</u>	<u>226599</u>	<u>226599</u>	<u>222238</u>
Net incoming resources before transfers		1448	(5629)	(4180)	(584)
Transfers between funds	3	<u>(249)</u>	249	0	<u>0</u>
Net incoming resources after transfers		1199	(5380)	(4180)	(584)
TOTAL FUNDS AT START OF YEAR	7	37576	70936	108513	109097
TOTAL FUNDS AT END OF YEAR		<u>38776</u>	<u>65557</u>	<u>104333</u>	<u>108513</u>

Movements in reserves and all recognised and losses are shown above.

The charity's incoming resources and resources expended all relate to continuing activities.