



LA MAIN TENDUE
MARRAKECH

The last mile

Food, school bags and roofs —
where the trucks cannot go.

24th WWPC Annual Conference

Es Saadi Marrakech Resort · 8 October 2026



IT ALL HAPPENS WITHIN THIS RADIUS

15 minutes. 45 minutes. 2 hours.

That is everything we will talk about this morning.

Douar Tadardourt
+ 1 hr of mountain road

Amizmiz · 1 hr
Where the easy road ends

Es Saadi Marrakech Resort
You are here

Marrakech and its outskirts · 15 min

Tahanaout · 45 min
The home of thirteen children

Not in a faraway country. Here. You drove past it on your way from the airport.

WHO WE ARE

We were acting three years before we existed

2020

During Covid, people from Marrakech deliver the first food baskets.

2023

La Main Tendue becomes a registered Moroccan association.

A team of volunteers. No paid staff.



THE SETTING

Two Moroccos, two hours apart



Marrakech

A modern city, a growing logistics hub — and the Atlas at the end of the avenue.



The douars of the High Atlas

Mud-brick houses, subsistence farming, water that has to be carried.

ONE WORD YOU NEED TO UNDERSTAND

**In Morocco, a child
who loses their father
is an orphan.**

**Even if their mother
is alive.**

This is not a question of vocabulary. It is an economic reality.



CHAPTER 1 · THE WIDOWS

When a father dies, a family disappears

Day 1 The income stops.

Month 2 The rent goes unpaid. The family moves further out, somewhere smaller.

Month 6 The eldest leaves school to work. He is twelve.

Month 18 The girls leave school to look after the little ones.

**Our work: to step in between
the first and the second month.**



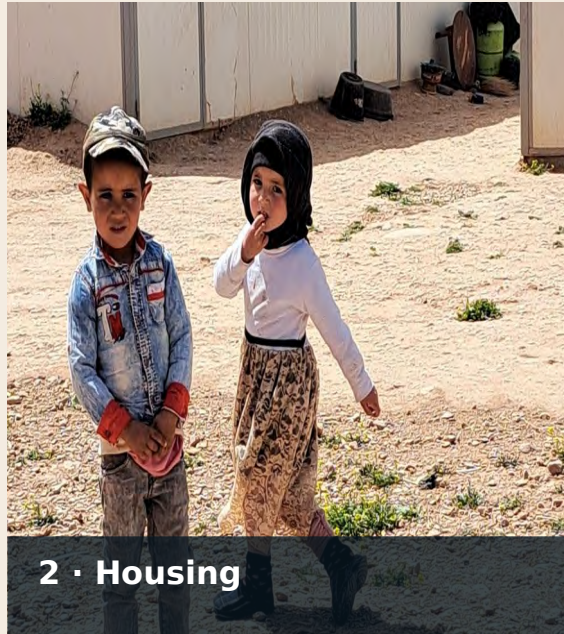
WHAT WE DO

Four fronts, in this order



1 · Food

A food basket delivered to the door every month. It stops the immediate collapse.



2 · Housing

Help with rent or rehousing. The cost that breaks everything else.



3 · School

Fees, supplies, clothes. No child leaves school because their father died.



ILLUSTRATION · PROJECT

4 · Independence

A small business that brings in an income. The most important of the four.

THE GOAL

No longer needed

Many associations measure success by how many people they help. Our goal is for people to leave our list.

more than 20

widows' families supported today — not because we abandon them, but because they no longer need us.

The respect we owe these women is not to help them forever. It is to give them back the means to manage without us.





CHAPTER 2 · THE HOME OF THIRTEEN

Children who have no one left

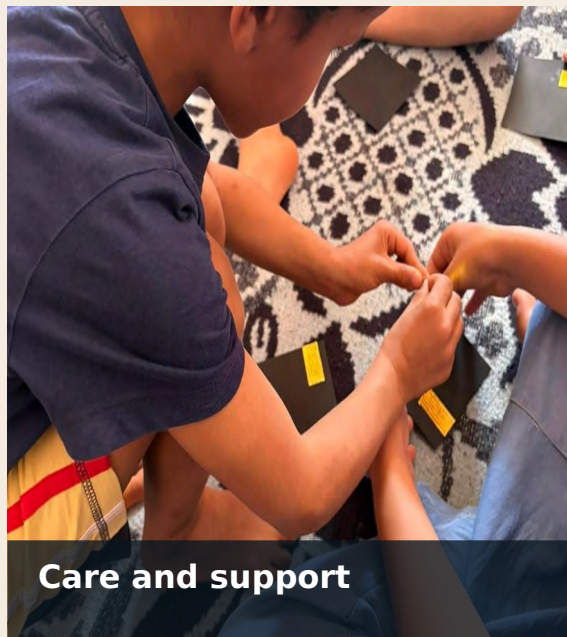
No father, no mother, no relatives able to take them in. For them, we do not hand out aid: we fund a home. One full year of running costs, with our partner Atlas Kinder, in Tahanaout.

WHAT “FUNDING A YEAR” MEANS

It is not signing a cheque and leaving



Meals



Care and support



Activities



Clothes

And our volunteers are there: daily follow-up, activities with the children, using the facilities of the home.

Thirteen children whose names, school results and personalities we know.

THE QUESTION NOBODY ASKS

And after eighteen?



24 October 2026 we are holding a job fair inside an orphanage in Marrakech. We bring the employers to the young people.

A child you feed for fifteen years and let go at eighteen is not a success. It is a failure with a delay.

CHAPTER 3 • THE ATLAS VILLAGES

8 September 2023

11:11 pm

6.8

magnitude — the
strongest ever recorded
in Morocco

≈ 3,000

people killed in the
province of Al Haouz

3 years

and one month, almost
to the day

**We were there from the first days. We are
still there.**

The emergency lasts a few weeks. Rebuilding lasts years. The world's
attention lasts much less than either.



YOUR BUSINESS, OUR DAILY LIFE

The last mile, literally

Marrakech, Sidi Ghanem loading at the warehouse.

Amizmiz the end of the easy road.

The valley the road becomes a track.

The final stretch too narrow, too steep: transshipment. Small vehicles, mules, or the shoulders of volunteers and villagers.

You know this problem.
You call it the last mile. We call it Tuesday.



THREE YEARS IN ONE VILLAGE

Douar Tadardourt



SEPT. 2023

The emergency, temporary shelter, food, blankets.



WINTER 2023-24

70 wood stoves installed in Tadardourt and Tizgui.



FEBRUARY 2024

A solar pump. The village has its own access to water.



MARCH 2024

Fifty sheep handed to the villagers — capital, not a gift.



SINCE 2025

Rebuilding the mosque destroyed by the earthquake.

AND WITHOUT A BREAK food · warm clothes · basic necessities · school supplies every school year

We did not come once. We never left.

WHY A MOSQUE

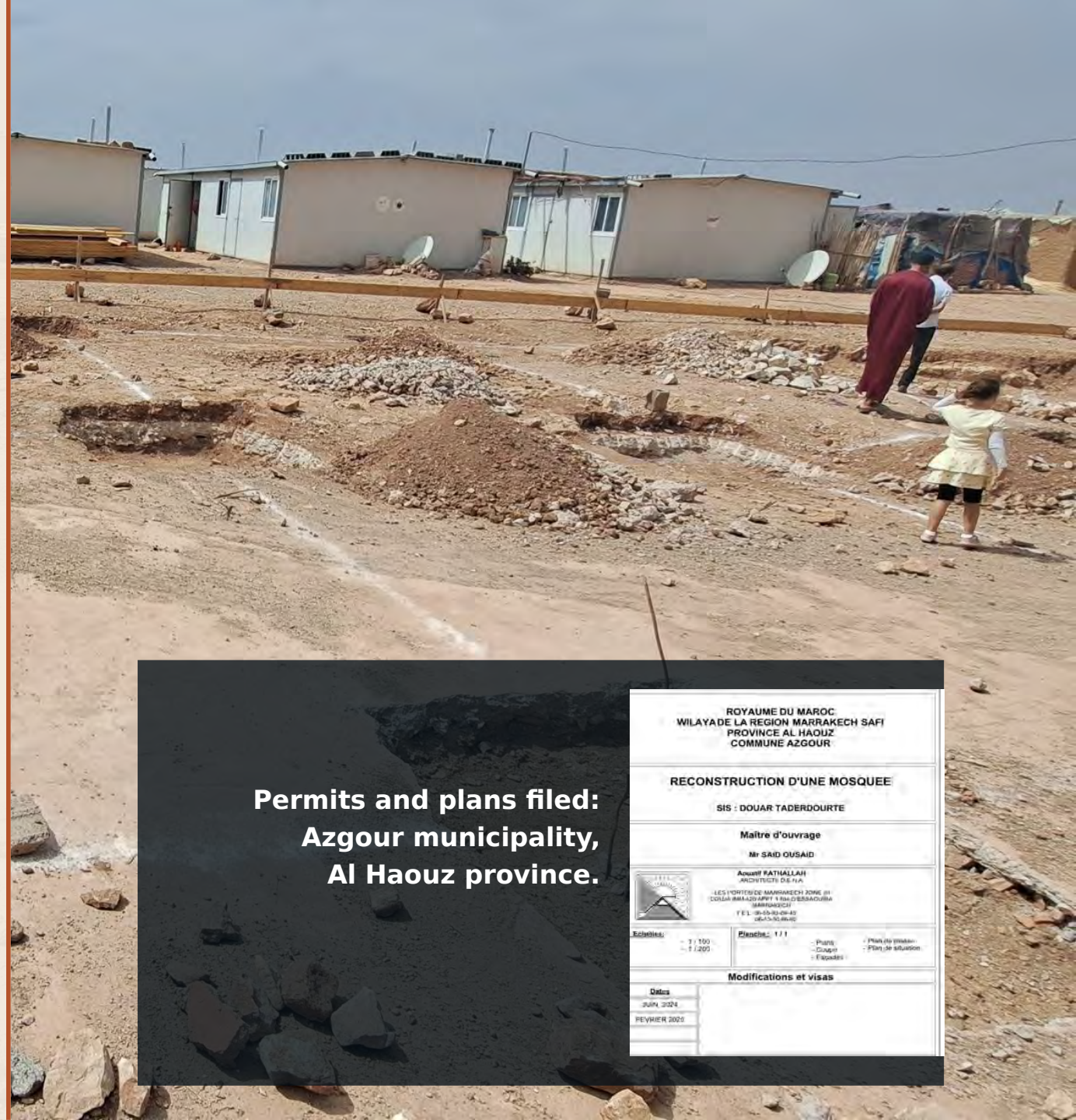
The only shared building in the village

It is not only a place of prayer. It is the community hall: where decisions are made, weddings are celebrated and the dead are mourned. Rebuilding it means rebuilding the village itself.

1,500,000 MAD

rebuilding budget · about €140,000

**The site is open. It is not finished.
That is what your support would fund.**



**Permits and plans filed:
Azgour municipality,
Al Haouz province.**

ROYAUME DU MAROC WILAYADE LA REGION MARRAKECH SAFI PROVINCE AL HAOUZ COMMUNE AZGOUR			
RECONSTRUCTION D'UNE MOSQUEE			
SIS : DOUAR TADERDOURTE			
Maitre d'ouvrage Mr SAID OUSAID			
Architecte Achraf FATHALLAH ARCHITECTE D.E.N.			
LES VILLES DE MARRAKECH ZONE 01 DOUAR ANASSER ET DOUAR ANASSER FEL 01-01-01-01 AZGOUR			
Echelles: - 1 : 100 - 1 : 200		Plans: - Plans - Coupe - Elevation	
Modifications et visas			
Dates JUN 2024 FEVRIER 2025			

CHAPTER 4 • THE BACKGROUND WORK

Food, all year round

Every month food baskets for families we know: widows, orphans, elderly people living alone, people with disabilities.

Ramadan food parcels for families in the Ouirgane area.

Eid al-Adha sheep for families who could not otherwise celebrate. Not a luxury: no family should be the only one in the village with nothing.

Biggest convoy five tonnes in a single trip up the mountain, this year.

15 tonnes of food a year, **in 10 operations**

It is not a convoy. It is a flow.



HEALTH, AND EMERGENCY RESPONSE

Able to load a truck and leave within the hour



Temporary shelter



The shelters, one year on



Medical caravan, Tadardourt

When disaster strikes the region, we already know the roads and the people.

And in four weeks, on 6 and 7 November, we do it again in the village of Mejjat.

THE ASK • COST PER UNIT DELIVERED

What your money buys here

250 MAD

one monthly food basket for one family

100 %

volunteers. Nobody earns a living from the association.

100 %

of donations go directly to the people we help

We buy locally, from shopkeepers in Marrakech and the valley. **And we do not have a truck:** you are funding bags of flour, school bags, stoves and pipes — not overheads.



WHAT A DONATION MEANS

Real prices. Invoices we can show you.



250 MAD

One month of food
≈ €23



3,500 MAD

One year of school
≈ €320



5,100 MAD

Winter firewood
≈ €470



14,850 MAD

A solar water pump
≈ €1,400



480,000 MAD

The home, one year
≈ €44,000

The basket cost 250 MAD in May 2020. It costs 250 MAD today.

IN TWO AND A HALF HOURS

1:30 pm — WWPC Charity Auction

Milan, 2025

25,000 USD

raised by the WWPC for Children in Crisis Italy. A remarkable result.

Marrakech, 2026

The difference

The cause is two hours away. What is raised this afternoon will not pass through three organisations and two continents.

**It will be in a truck, or in a children's home,
before the end of the year.**

You know better than anyone what a short supply chain is worth.





You spend your days solving the problem of the last mile.

We are asking you to do it one more time, this afternoon, for a rather special load: food, school bags, warm clothes, a roof, and a home for thirteen children.

*Now we will be quiet, and let the people
we have talked about speak for themselves.*



THE FILM

We have talked a lot.

**Now the people this is
about will speak.**





La Main Tendue Marrakech

اليد الممدودة

lamaintenduemarrakech.com

lamaintendue.marrakech@gmail.com

+212 5 25 15 05 96 · +212 6 26 77 43 07

Lot 275 Sidi Ghanem, 40000 Marrakech

Instagram · Facebook · YouTube

**IBAN and SWIFT printed on a card, handed
out in the room before the auction.**

*We live here. You can reach us today, in six
months, and in two years.*



Donate

Bank transfer, or card payment in thirty
seconds.