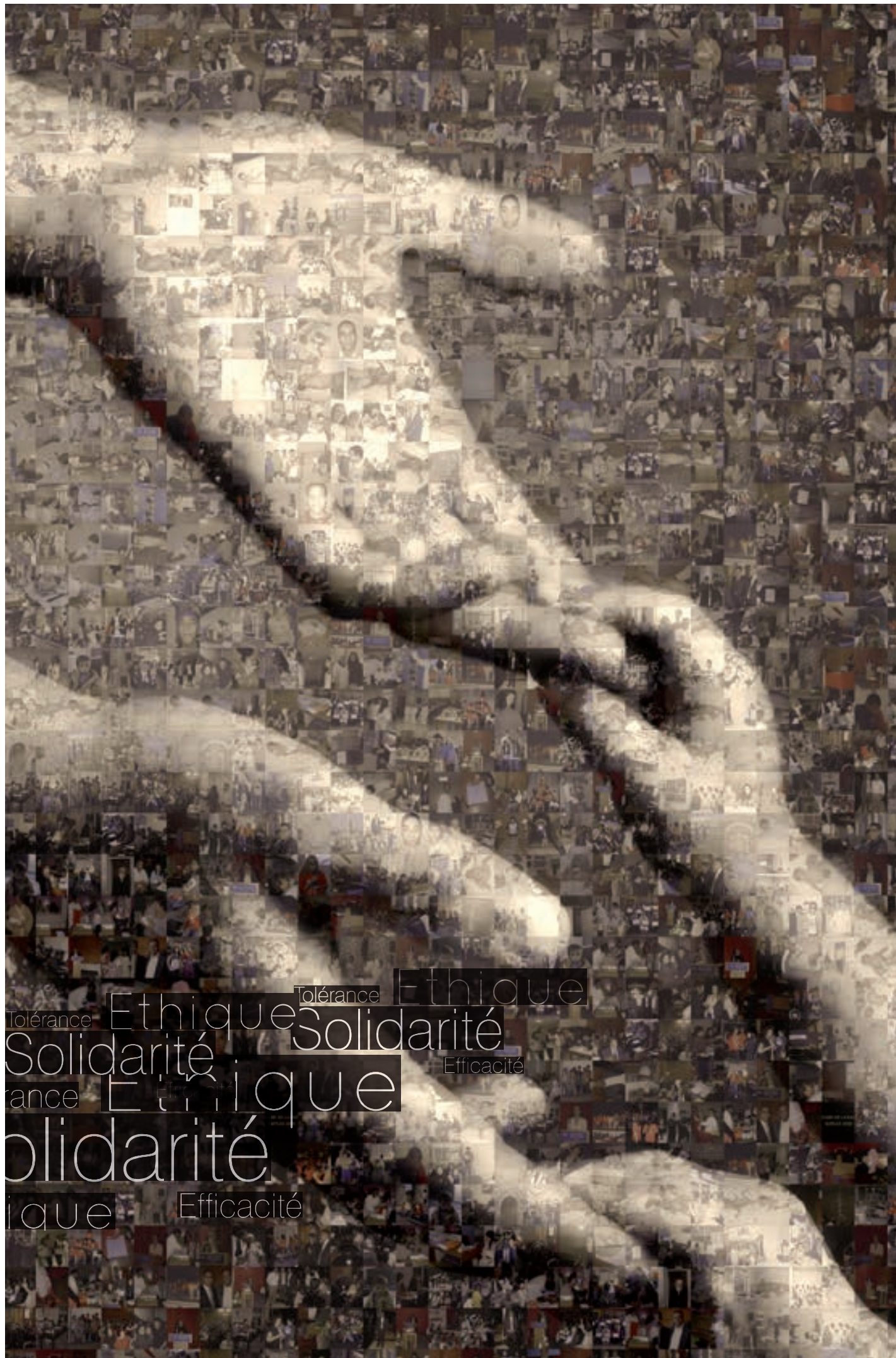




ساعة الفرح
L'HEURE JOYEUSE

Tolérance
Solidarité
Efficacité



Tolérance Ethique Solidarité
Tolérance Ethique Solidarité
Efficacité
Ethique
Solidarité
Efficacité



A word from the President

« Since its founding in 1959, the association "L'Heure Joyeuse" has gradually grown. It grew up in the enthusiasm and effort. Shouldered by teams of highly qualified volunteers, we have contributed to the social and professional integration of hundreds of disadvantaged children.

Thanks to you all, we invested more and more, year after year, multiplying the missions. The result is certainly satisfactory, we can be proud that we have gained fame and credibility, but the needs remain acute. Therefore, we must commit ourselves even more! Call for more and more partners; enlist more and more players in this race to save children and youth!

The National Human Development Initiative launched by His Majesty King Mohamed VI in 2005 and declared The Project of the reign, marks undoubtedly a turning point in the social struggle in our country.

We need to act furthermore, train more teachers,

inform and educate, equip the centers that will serve us as a base, open new partnership. All this requires a way of working more rational and organized to become known and to work with private and public partners.

The "L'Heure Joyeuse", with you all, is firmly committed to this great momentum, bringing its experience to fight for human dignity and tomorrow, it is still together, with all of you that we will contribute to a sustainable development of our beautiful country.

Thank you for your trust and your commitment each time renewed.

Leila Benhima Cherif
Présidente de l'Association
l'Heure Joyeuse



Presentation of the association

The Heure Joyeuse is a nonprofit association committed to the fight against social and professional exclusion. Declared since 1959, it has been active since 1954 and got engaged in numerous activities in both rural and urban areas with a main goal that of allowing all those who are currently excluded to find a worthy place in society.

Located in the Belvedere district of Casablanca, the Heure Joyeuse now comprises 41 employees and over 30 volunteers who act collaboratively and efficiently to maintain its goals of fighting against exclusion and especially to promote social and professional inclusion to the poorest populations.

L'Heure Joyeuse, a history of commitment



The first fight of the Happy Hour was conducted in favor of Education and Health of young children. Since then, many actions have marked the last fifty years making the Heure Joyeuse a real social entrepreneur, partner recognized from government, businesses, local authorities and from non-profit and associations sector of our country.

In the early 1960s, the Heure Joyeuse is a support to the family planning programs and enrolled in first steps to the policy of birth controls in Morocco.

It will work from 1976 to 1987 on this issue with the Moroccan Association for Family Planning (MAFP), with the International Federation of Family Action (IFFA) and USAID. The Heure Joyeuse hosted experts on planning to train local staff.

From 1976 to 2006, in partnership with the NSSF, the hospital Ibn Rochd, the Mohammed V hospital and the Sufi Hospital, it is more than 6000 children from disadvantaged areas who received medical and social care of circumcision.



In 1981, it offers professional training in sewing to the benefit of young girls and 100% of them at a time of the growth of textile sector in Morocco, will get a professional outlet.

Since 1990, the mobilization of civil society goes hand in hand with the development of freedom of the press. The emergence of a business press and communication, through it a true information and credible analysis and quality, has allowed to question the civil society about the illiteracy rate, the electrification, education, particularly in rural areas and the existence of the problem of street children.

With these findings, associations like the Heure Joyeuse rally and create development actions.



The 90s are the years of high mobilization of volunteers, employees and partners many of the Heure Joyeuse.

Therefore, actions as the «Ramadan of Heart» are created to benefit Homeless; then are introduced each week «the Couscous of Heart» dedicated to street youth. Doctors, psychologists, educators are present for medical monitoring and to create a link with the association to consider various possibilities of family and social



reintegration.

In 1992, the Heure Joyeuse is a partner of the Department for the Fight against Illiteracy, then the State Department of National Education, by opening its doors to adults willing to learn to read and write. For over 10 years it remains the only center of literacy in Hay Mohammadi - Ain Sebaa. Its work will be extended to housemaids in the 2000s.

In 1995, the Heure Joyeuse starts actions totally dedicated to education in rural areas, such as school construction, operation 100 000 backpacks and finally the Bicycle Distribution Operations.

With Terre Des Hommes, L'Heure Joyeuse is at the origin of the assembling of BAYTI that will become an independent association in 1996 and it simultaneously create a section in its headquarters dedicated to youth living on the street that will become the section YPS - Youth in Precarious Situations - dedicated to the social and family rehabilitation.

After 14 years of developments and experiences in this section YPS, partnerships with major partners such as Apprentis d'Auteuil and Planet Finance, experience in several areas of professional training, the assessment and analysis of situations lead the Heure Joyeuse to set up in 2009 a Division of Orientation and professional Insertion DOPI, supported by many private and public partners including CGEM, the OFPTT and ANAPEC.

This division is considered the future strategy the Heure Joyeuse for Integration.

In parallel, the Heure Joyeuse is firmly committed to bringing its experience in the National Initiative Human Development, launched by His Majesty King Mohammed VI in 2005.

For fifty years, volunteers from different religious groups and social background got engaged and created the needed mobilization and generosity to make from the Heure Joyeuse one of the major centers dedicated to child and family.

Strategy and vision

With the participation of its partners, employees and multiple volunteers, the actions of the association have been enriched throughout the years and cover currently three main areas:

Areas of intervention:

- **Health center to meet the medical needs of malnourished babies and users of the association.**
- **Education Center: to ensure educational and school**

support adapted to the needs of youth in precarious situation.

- **Training center to facilitate the integration of young people through training and appropriate support.**

Health Center

«Health as a right for all»

“Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family..... Motherhood and childhood are entitled to special care and assistance.....”

The Universal Declaration of Human Rights, Article 25.



Key dates:

1973: Service fight against infant mortality.
2002: Oral/dental support from Enfance Sourire
2008: Detachment of a doctor from the State Department of Public Health for the medical monitoring of l'Heure Joyeuse's children

Target Population:

Infants suffering from malnutrition and others in need



I. Service to fight against infant mortality



• This service helps parents with babies suffering from malnutrition.

It is operated by three teams, each composed by a medical volunteer (doctor), two auxiliaries, and about ten of volunteers, and receives nearly 150 babies a week. The main criterion for admission to the service is the weight of the baby. The decision to stop treatment is made by the doctor once the baby reaches a satisfactory weight.

• In addition to medical check-ups, the service provides the needed weekly portions of milk, medication, medical analysis, and infant cereals and flours to ensure the prescribed diet can be and is being followed. In addition, with its partners' support in public hospitals, it takes care of medical surgeries or specific treatments for babies.

Since its creation in 1973, 12,000 babies have been supported by this service

Missions and Objectives of this service:

- **1. Fight against child mortality: To bring babies to a normal weight by tracking their medical record; the majority of babies admitted to the service are between 1 kg (2,5 pounds) and 2.5 kg (6,7 pounds) and range in age from 15 days to 2 months**
- **2. Fight against ignorance (maternal education, awareness and accountability of the mother)**
- **3. Establishing vaccination certificates, following-up with beneficiaries on their family planning**
- **4. Providing administrative support in establishing a family registry book, particularly for single mothers.**
- **5. Information on hygiene and the health of mothers and children.**

Despite progress in recent years, Morocco occupies 81st place of 189 countries ranked by UNICEF (2009 report) in regard to infant mortality with a rate of 40 per thousand (compared to 4.7 per thousand in 2006 in EU countries). The main reasons for this high rate: prematurity, lack of access to care for infections, and problems related to nutrition. Paradoxically, there is no specific mechanism to handle babies who suffer from malnutrition, even within the non-governmental sector.

The collected data from the service demonstrates a stable demand year after year. For many of these mothers, l'Heure Joyeuse remains the last option to save their baby.

During the office hours of the section of malnourished babies, women follow education and information classes. These classes are provided by an auxiliary and volunteers from l'Heure Joyeuse with the help of the Moufida program as developed by the Foundation Zakoura Education. The most popular issues are hygiene, health of mother and child, how to feed and care for the baby, contraception, and the composition of the new Moudawana (code of family laws).

II. Medical care of children and youth beneficiaries from the services of l'Heure Joyeuse

The follow-up had been provided by a physician volunteer until 2007 and is provided today by a detached doctor from the public health department through a partnership of the association with the Ministry of Public Health. This allows us to strengthen the medical component of the association and better meet the needs of the population we serve.

In addition, our partnership with the association Enfance Sourire allows us to monitor oral health throughout the year through bi-weekly visit from their mobile unit.

Center Education

“Education, promise of a better future»

“«Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms.....» ”

The Universal Declaration of Human Rights; Article 26



Mission: To provide educational, pedagogical, and school support adapted to the needs of children in precarious situations..

Key dates:

1976: Multisocial Kindergarten (preschool)

1997: Section of Youth in Precarious Situations (YPS)

2006: Launch of Dancing Shantytown program (DST)

Target Population:

Children and youth in a precarious situations according to the standards of the center.

I) Youth in Precarious Situations (YPS)



Created in 1997, this service receives children and young people living in very precarious situations for whom social integration schemes have been implemented over the years. This section helps both schooled and non-schooled children.

To date, over 1200 children and youth have benefited regularly from the YPS programs

Devices:

NFE (Non-Formal Education): To provide necessary elements to youth with little or no school background to help them integrate into public schools when their age still permits. If age doesn't permit, professional training is provided.

- Monitoring and tutoring: For all those that have been integrated into schools to guarantee them the best conditions to succeed and to avoid academic failure.
- Referral to professional training for those unable to pursue their education (Since the start of 2009-2010 school year, the Division of Orientation and Employability administers this component).

II) Multi-Social Kindergarten



The kindergarten of l'Heure Joyeuse was created in 1976 to fill the gap in units of preschool, especially for poor families. The special feature of l'Heure Joyeuse's kindergarten is its multi-social character.

To date, over 3200 children have benefited from this quality preschool program

III) Artistic education: Dancing Shantytown



Launched in November 2006 in partnership with Nike, the program targets children from marginalized areas of Casablanca and aims at their social insertion through fun, contemporary fashion and artistic activities.

Allowing young people to learn to discover themselves, this program helps them learn to respect guidelines and to develop transverse skills such as attendance, a sense of responsibility, and awareness of rights and obligations.



Center
Education

IV) The Heure Joyeuse Education Center mission for the benefit of Moroccan rural areas:

a. Construction and equipping of rural schools



Mobilized against dropout and non-attendance, as early as 1998, l'Heure Joyeuse started the building of schools with two classrooms, latrines, and housing for the teacher. It does so in particularly isolated areas in partnership with both delegations of foreigners from places like Belgium and Canada who live in Morocco, and with private partners. It is following up its efforts to electrify these schools.

So far, sixteen schools have been built and five others were completely rehabilitated by l'Heure Joyeuse.

b. School Backpack Operation

“Let's help her make her way to school”



Launched for the first time in 1997, the distribution of school backpacks and textbooks is part of the efforts made by l'Heure Joyeuse to fight school dropout, especially in

rural areas.

L'Heure Joyeuse initiated the operation “100 000 school bags for rural areas” in 1997 as a reaction to the study of the MoE/USAID that highlighted, especially for girls, the high cost of supplies and textbooks as the primary obstacle to providing schooling in rural areas

Since then, these operations have been replicated by other non-profit organizations, and for the past two years, by the Ministry of Education (MoE).

- Since its foundation, l'Heure Joyeuse has distributed 300,000 backpacks furnished with books and school supplies, thereby contributing to education efforts in rural areas.

- A field audit reports that l'Heure Joyeuse, from 1997 to 2000, contributed around 11% to schooling in rural areas and 6% to the national effort.

Collateral supply: encouraging the establishment of parent/teacher associations and developing a network of rural associations

- 55 affected provinces
- 130 partner organizations
- More than 700 concerned douars (villages)
- Une moyenne de 2 000 écoles impliquées



c. Bicycle Distribution Operation

The bicycle distribution operation complements the school backpack operation in promoting the schooling of children, especially in rural areas. While the backpack distribution intends to alleviate the costs associated with schooling by distributing school bags and books, the distribution of bicycles aims to fight another cause of dropout: the remoteness of the school.

This operation, launched with Procter & Gamble in 2007, is also implemented by the Ministry of Education (NEW) and the National Committee for Prevention of Traffic Accidents (GNPAC).

From 2007 to September 2010, 2600 bicycles were distributed in villages distant from schools in various provinces of the Kingdom.

Center Training and Insertion

Quality training for successful integration into work



“Everyone has the right to work, to free choice of employment, to just and favorable conditions of work, and to protection against unemployment..... Everyone who works has the right to just and favorable remuneration ensuring for himself and his family an existence worthy of human dignity, and supplemented, if necessary, by other means of social protection”.



The Universal Declaration of Human Rights, Article 23



Mission :

: To facilitate the integration of young people through adapted training and coaching

Key dates:

1981: Establishment of a manufacturing center recognized as an Apprenticeship Training Center (ATC) in 2009.

2006: Launch of a multipurpose household training course

2007: Opening of an Apprenticeship Training Center for metalwork

2009: Establishment of a Division of Orientation and Professional Insertion (DOPI)

Target population:

youth from disadvantaged and vulnerable backgrounds

I) Training in the garment industry

Since its creation in 1981, the garment industry section



has been responding to a market demand for positions accessible to poor people, particularly young women, the target group of l'Heure Joyeuse. Its professionalism, recognized by the industry and institutions, has led to its recognition and processing as an ATC. Its program has been enriched since 2007 with a general upgrading, a behavioral and an entrepreneurial approach, and finally, an introduction of computing tools. To meet the training



needs of the disadvantaged zones of the city, this service is in the process of relocating in partnership with the National's Human Development Initiative (NHDI).

This service has trained over 2,500 young people, mostly young girls.

II) Multipurpose Household Training

In response to the devaluation of domestic work and as part of its commitment to the employability of young people from disadvantaged backgrounds, l'Heure Joyeuse, in partnership with the NHDI and the Federation of Centres d'Insertion of Lille, established in 2007 qualified training for multipurpose household employees.



This training is innovative and fills a real gap. Its main objective are professional employment of young women with low qualifications and the valorization and enhancement of domestic jobs through the introduction of multipurpose household training with European standards.



Center
training and Insertion

III) Apprenticeship training in metalwork



The ATC of metalwork began in 2007, thanks to partnerships between public institutions (NHDI, National Mutual Aid Department, and the State Secretariat for Professional Training) and l'Heure Joyeuse on one hand, and the PCM, the Auteuil Foundation International, and l'Heure Joyeuse on the other. The training lasts two years: 80% in the company and 20% in the center.

This training has been established to develop the skilled Moroccan crafts while also providing training for dropouts from school. The partnership with the state through the National Mutual Aid Department and the State Secretariat for Professional Training is a guarantee of the sustainability of this project and is an argument for foreign partners. Seventy young people have graduated to date.

IV) Establishment of a Division of Orientation and Professional Insertion (DOPI)



Assessments revealed many problems such as no system of information or guidance for young people dropping out of school, ignorance of the youth about offers from public training institutions,

lack of access to businesses, and ignorance of the youth about job search techniques. In addition, the anxiety of young people in light of social and often family pressure coupled with a lack of confidence in their abilities and their futures created further problems. These and other issues led l'Heure Joyeuse and its partners to put in place a plan to strengthen the employability of youth: the Division of Orientation and Professional Insertion (DOPI).

Guidance on the intersection of logic intervention



The DOPI an innovative device which will create a dynamic in economically deprived areas and compensate for the absence of devices for information and guidance for young people with little qualification.

Target

Young people with few or no qualifications from 15 to 30 years and disadvantaged school leavers from disadvantage areas of Casablanca, who encounter difficulties in orientation and professional insertion.

Its missions

Promote employability and entrepreneurship of young people from deprived areas and facilitate their integration into the world of employment

Our Values

TOLERANCE
SOLIDARITY

ETHICS
EFFICIENCY

Other implications of the Heure Joyeuse :

- Help with distress especially medical ones.
- Support neighbor associations.
- Historical partner that has supported and believed in the caravan «Not to a Karkoubi» alongside the associations Adel el Warif and Alazhar.
- Support to a network of associations in rural areas.
- Partner of organizations in rural areas for the electrification and purification of water for drinking
- Partner of rural associations for the creation of activities to generate Income.
- Redistribution of regular donations of food or clothing it enjoys benefiting organizations in need particularly rural ones.
- Partner with the association BAYTI, and in cooperation with the Prefecture, the Delegation of the National Mutual Aid and the arrondissement of Ain Chock, to co-manage a social and cultural Center in Sidi Maarouf, mainly dedicated to language learning. This project is also accompanied by DELL, The French Institute of Casablanca, The Cervantes Institute of Casablanca, and the Business and Professional English Centre BPEC.
- Present in the commission of selection to eligible projects funded by the INDH in the Greater Casablanca.
- Solicited to promote the management of social centers built within the INDH.
- Listed in the «Eco-Schools' Foundation Mohammed VI program for the Environmental Protection

Human Resources

The human resources of the Heure Joyeuse are its greatest assets: 30 members committed volunteers, including 12 in its committee, and 41 employees, are mobilized daily in implementing their various skills to assist with the activities of the association and to ensure the continuity of its actions.

Responsible management

“Everyone, as a member of society, has the right to social security and is entitled to realization, through national effort and international co-operation and in accordance with the organization and resources of each State, of the economic, social and cultural rights indispensable for his dignity and the free development of his personality” article 22, the Universal Declaration of Human Rights

- 1. The staff of the association is registered at the National Social Security Fund for over 25 years and now benefits from a supplementary retirement regime of the Caisse interprofessionnelle Marocaine de Retraite as well as a required complementary health Health Insurance.**
- 2. A housing assistance has been actively pursued by the Heure Joyeuse for the benefit of its employees. To date the 15 employees applicants were all rehoused.**
- 3. The association Heure Joyeuse is recognized as a public utility and is followed in its financial management and accounting by Deloitte & Touche and audited by Ernst & Young.**

Partners

Institutional Partners

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • Agence de Développement Social • Anapec • Comité National de Prévention des Accidents de la Circulation • Arrondissements : Roches Noires • Belvédère • Hay Mohammadi • Ain Sebaa • Ain Chock • Anfa • Commune Urbaine de Casablanca • Entraide Nationale • Délégation Régionale de la Santé du Grand Casablanca | <ul style="list-style-type: none"> • Coopération Technique Allemande GTZ • Initiative Nationale pour le Développement Humain INDH • Institut Français de Casablanca • Ministère de l'Education Nationale • Ministère de la Santé Publique • Ministère du Développement Social, de la Famille et de la solidarité • Ministère de l'Emploi et de la Formation Professionnelle • Office de la Formation Professionnelle et | <ul style="list-style-type: none"> de la Promotion du Travail OFPPT • Préfecture d'Ain Chock • Préfecture de Hay Mohammadi-Ain Sebaa • Primature • Secrétariat d'Etat chargé de la Formation Professionnelle • Secrétariat d'Etat de l'Enfance, de la Famille et des Personnes Handicapées • Wilaya du Grand Casablanca • Institut CERVANTES • Caisse Nationale de Sécurité Sociale |
|--|---|--|

Organizations, associations and foundations

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • American International Women's Club Casablanca • Apprentis d'Auteuil (ex Fondation d'Auteuil) • Association Marocaine des soins bucco-dentaires • Al Jisr • Banque alimentaire • Bayti • Centre Abderrahmane • Commission Européenne • Croissant Rouge Marocain • Enfance Sourire • Fondation de France • Fondation Hassan II pour les MRE • Fondation Telefonica • Fundacion de las Culturas Barcelona | <ul style="list-style-type: none"> • Genaral Electric Foundation • Inner wheel Club • International Youth Foundation • Nike • Marroko Founds • PENA • Planet Finance Maroc • Programme Concerté Maroc • ALEF • USAID • Voile Solidaire • INCORPORA • Education Foundation for Employment • Association Eclat de Lune • AL KARAM | <ul style="list-style-type: none"> • DARNA • Tides Foundation • Fondation Monégasque • Centre Jaber Ben Hayane • ADEL ALWARIF • AL AZHAR • Les Bonnes Œuvres du Cœur • CCC • Wydad Athlétique Club de Casablanca • SAMU Social • SOS Enfants Villages • AMH • AL IHSSANE • Zakoura Education • Ecole Claude Bernard etc... |
|--|--|---|

Private Partners

- | | | | |
|---|---|---|--|
| <ul style="list-style-type: none"> • Akwa Group • Azbane • Blue Bird • BMCE Bank • Bien vu • Bimo • Brasseries du Maroc • Brod'System • Centrale Automobile Chérifienne • Ciments du Maroc • Colorado • Cooper Maroc • Dari Couspate • Deloitte & Touche • Dicapa • Direct Print • L'Ecole Américaine • EFA • Ernst & Young • HOPIC SARL • IMM (Procter & Gamble) • Jamain Baco • Laboratoire Oued Al Makhazine • Laboratoire Galenica • Laboratoire El Sofi • Laboratoire Laprophan • Laboratoire Polabio • Lesieur-Cristal • Lux Transport • Maroc Telecom • Maroc Classic et ses partenaires • Manpower • Microsoft • Mosaïk Communication • OCP • ONA | <ul style="list-style-type: none"> • Poste Maroc • RICHEBOIS • Sage Maroc • Shell du Maroc • Sodexo • Somathes • Sopidam • Swifil • Total Maroc • CMGP • SICDA • SEL.COM • Mc Donald's • Privada Barcelona • ZURICH Assurances • SOPRIAM • Valyans Consulting • Kraft Foods • PHARMALAC • ROBELBOIS • UNIMER • EAUX MINERALES DE OULMES • Gras Savoye • Bourse du Maroc • LOCASOM • LAFARGE • Centre Africain Pharmaceutique • Bureau des Etudes BDE • EXIPP • HOLMARCOM • AFRIQUIA GAZ • Centrale Laitière • SYNTHEMEDIC • BOTTU • AZULOS • CCELOG | <ul style="list-style-type: none"> • NEWREST • BPEC • IPHADERM • BCP • RAM • Crédit du Maroc • AttijariWafa Bank • SGMB • CIH • STCR • ONCF • ONEP • ONE • La Calidad • Hôtel IBIS • EcoMédia • Xclic • Tel Quel • Ousra • MAP • Le Matin • La Nouvelle Tribune • Citadine • Femme du Maroc • Amal Job • Tanmia.ma • Nesma • Femina • Fashion People • Autfait • Al Maghribia • Nissae Mina Almaghrib • Al Itihad Al Ichtiraki • Libération • Famille Actuelle • Aujourd'hui le Maroc | <ul style="list-style-type: none"> • Separator • Lénious • EL DIN • TRIA • CFG • AMOUD • SONEI • CAPFI • METRO • PHARMALAC • Label Diffusion • JASIMEX • Costumes Compagnie • ALAM SPORT • Tourelec • PATY'S • Siemens Maroc • King GENERATION • Maroc BUNS • GROUPE AGOUZAL • Silver LINE • Fadwatex • Max Distribution • Trémolède • Maroc Ruban • Maroc Dessers • Microsoft • Aiguebelle • L'Oréal • Churchill Club • FANTASIO • TREMOLEDE • ROBITEX • ITEX • Archi Design |
|---|---|---|--|

And all those individuals or entities supported us and we'd unfortunately forgotten.

**“ Contribuer à créer un monde auquel on a envie d'appartenir :
C'est le projet de ceux qui entendent agir sur leur environnement... ”**

**Nous vous remercions de votre implication et nous vous assurons de mettre tout en œuvre
pour continuer à mériter votre confiance.**

**Nos sincères remerciements vont aux bénévoles des services et du comité,
AUX NOMBREUX PARTENAIRES**

**Aux services des différents ministères impliqués à nos côtés dans le cadre de l'INDH,
Aux autorités locales, aux communes partenaires, au réseau d'associations partenaires,**

Aux membres de L'Heure Joyeuse, à son cher personnel

et à tous ceux qui contribuent de près ou de loin à l'action de L'Heure Joyeuse et au développement du Maroc.

**Un grand merci tout particulier à Jamel Debbouze et à son épouse Melissa Theuriau
pour leur soutien chaleureux amical et généreux.**

L'Heure Joyeuse

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