

Aidez nous a Aider 2024 Annual Report

Aidez Nous à Aider (ANA) is a non-profit organization committed to addressing the challenges faced by undocumented migrants in Morocco. Through skill development programs, environmental projects, creative initiatives, and advocacy, we strive to create positive change, empower migrant communities, and raise awareness about the migration crisis. Since our founding in 2015, we have worked to support migrants through various initiatives and provide them with the tools to build a better future.

In the past year, ANA continued to grow, both in impact and reach, collaborating with local communities, artists, organizations, and volunteers to develop meaningful solutions to the migration crisis. This annual report highlights the accomplishments of our organization, outlines our vision and mission, and provides a financial snapshot of how the funds donated to ANA were used in 2024



Word from the Founder/Executive Director

As the founder of Aidez Nous à Aider, I have witnessed the strength, resilience, and determination of migrants who have faced immense hardship in search of a better life. Every day, I am inspired by the individuals we serve and the people who come together to support them.

This year, we have been fortunate to see the direct impact of our programs. Our skill development initiatives, such as training migrants in video editing, motion graphics, and digital marketing, have allowed them to gain meaningful employment opportunities and build sustainable careers. Our mural project has also grown into an international movement, with our logo being painted in over 16 countries, creating a powerful visual statement about the migration crisis.

However, our work is far from finished. We continue to face challenges, including the need for better systems of regularization, more inclusive safety nets for migrants, and improved outreach programs. But I believe that together, we can make a difference. The past year has been a testament to the power of collaboration and the importance of collective action. As we look ahead, we remain committed to our mission of empowering migrants and creating positive change.

Thank you to all of our supporters, partners, and volunteers who have made this work possible. Your continued dedication is critical to our success.

Warm regards,

Brynn Campbell

Founder/Executive Director, Aidez Nous à Aider



Vision

Our vision is to create a world where migrants are treated with dignity, respect, and empathy. We envision a future where migrants are integrated into societies and supported in their journey toward stability, security, and opportunity. Through our projects, we aim to raise awareness about the migrant experience and inspire action that will lead to more inclusive systems for migrants worldwide.

Mission

Aidez Nous à Aider's mission is to empower undocumented migrants in Morocco by providing education, skill-building opportunities, creative outlets, and financial support through collaborative initiatives. We believe in providing marginalized communities with the tools they need to thrive, including access to jobs, environmental initiatives, and platforms for self-expression. By working together with local organizations, governments, and artists, we strive to create an environment where migrants are seen as valuable contributors to society, rather than as marginalized groups.

Projects



Online Skill Development for Migrants

At Aidez Nous à Aider, we believe that digital skills can be a gateway to economic independence for undocumented migrants. Our *Online Skill Development* initiative provides training in high-demand digital fields, equipping migrants with the tools to earn a sustainable income, integrate into the workforce, and contribute meaningfully to society.

Key Achievements in 2024

- **Expanded Course Offerings:** Migrants received training in video editing, motion graphics, social media marketing, and digital entrepreneurship. We introduced new courses to better align with industry demands.
- **Hands-On Learning Through Real Projects:** Participants not only learned technical skills but also applied them in real-world projects. A key highlight was their involvement in creating a documentary about Aidez Nous à Aider, where they handled filming, editing, and content production.
- **Mentorship & Peer Learning:** Migrants who mastered certain skills transitioned into mentorship roles, teaching newer participants. This peer-led approach fosters leadership and strengthens community bonds.
- **Partnerships & Growth:** We strengthened partnerships with online learning platforms, artist networks, and digital workspaces, increasing access to high-quality training resources.
- **Increased Employment Opportunities:** Several participants successfully leveraged their skills to secure freelance work, digital marketing gigs, and content creation jobs, providing them with much-needed financial stability.

Looking Ahead

Our next steps include expanding our course catalog, securing more industry partnerships, and enhancing outreach efforts to help more migrants access these opportunities. We are committed to empowering migrants with the skills needed to thrive in an increasingly digital world.



Beach and Park Clean-Ups: Environmental Action & Economic Empowerment

Aidez Nous à Aider's *Beach and Park Clean-Up* initiative merges environmental activism with economic opportunity, allowing migrants to earn an income while addressing pollution in public spaces. These clean-ups symbolize the connection between migration and climate change—two crises that are deeply intertwined.

Key Achievements in 2024

- **Regular Clean-Ups in Key Locations:** We organized clean-up events, removing significant amounts of waste from beaches and parks while raising awareness about environmental sustainability.
- **Economic Support for Migrants:** Migrants involved in these efforts received stipends, providing financial relief while engaging in meaningful work that benefits their communities.
- **Community Collaboration:** We worked alongside local organizations, environmental groups, and volunteers to strengthen the impact of these initiatives. This collaboration fostered greater inclusion of migrants in local sustainability efforts.
- **Public Engagement & Awareness:** Through social media campaigns and local outreach, we highlighted the role of migrants in environmental action, changing perceptions and encouraging broader community involvement.
- **Symbolism & Advocacy:** By actively participating in environmental restoration, migrants helped draw attention to how climate change drives displacement, reinforcing the need for policies that address both issues together.

Looking Ahead

We plan to expand our clean-up efforts, integrate recycling and upcycling projects, and develop partnerships with sustainability-focused organizations. Our goal is to turn these initiatives into long-term employment opportunities for migrants while continuing to advocate for climate justice and migrant rights.



Merch by Migrants: Economic Empowerment Through Design

Aidez Nous à Aider's *Merch by Migrants* initiative provides undocumented migrants with opportunities to express their creativity while generating income. By designing and producing unique merchandise—particularly our signature shoe line—migrants not only gain valuable skills but also contribute to a powerful narrative of resilience, dignity, and self-reliance.

Key Achievements in 2024

- **Growth of the Shoe Line:** Our migrant-designed shoe line gained traction, with new designs reflecting the lived experiences of migration. The project sparked conversations about the challenges migrants face, particularly the issue of authorities confiscating their shoes.
- **Retail Expansion Efforts:** We engaged with potential retail partners to bring our products into stores, negotiating terms that ensure fair compensation for the migrants who design them.
- **Increased Public Awareness:** Through social media campaigns and strategic outreach, *Merch by Migrants* gained visibility as a socially conscious brand that challenges perceptions of migrant labor and creativity.
- **New Product Development:** Beyond shoes, we explored additional product lines, including [mention any new merch items developed]. These expansions provide more avenues for skill-building and income generation.
- **Activist & Influencer Engagement:** We connected with activists and influencers to promote the brand, emphasizing its message of empowerment and justice for migrants.

Looking Ahead

We aim to secure larger distribution channels, expand our product line, and strengthen collaborations with ethical retailers. Our focus remains on ensuring that *Merch by Migrants* not only provides financial stability for participants but also reshapes the narrative around migration and labor.



2024 Financial Report

Income

1. Google Ads Grant

- **Details:** Monthly \$10,000 in-kind grant.
- **Usage:** Promotes "Merch by Migrants," mural contests, and other organizational initiatives.

2. Donations

- **Key Supporters**
- **Highlights:**
 - Largest donation months: **April (\$979.68)**, **July (\$530)**, and **October (\$640)**.

3. Shoe Sales Revenue ("Merch by Migrants")

- **Performance:** Generated \$357.63 in profits during November.

Expenses

1. Salaries

- **Regular Payments**
- **Project-Specific Income**

2. Project Costs

- **Educational Investments:**
 - Udemy courses
 - Laptops for trainees
- **Environmental Initiatives:**
 - Plastic recycling project equipment/materials

3. Operational Costs

- **Bank Fees**
- **Miscellaneous:** Minor transportation and administrative expenses.

Source	Amount	Notes
Donations	\$3,951.00	Contributions from supporters.
Nutana Rotary Grant	\$979.68	Grant received in April 2024.
Shoe Sales	\$852.77	Profit from "Merch by Migrants" shoe line (including cost of production).

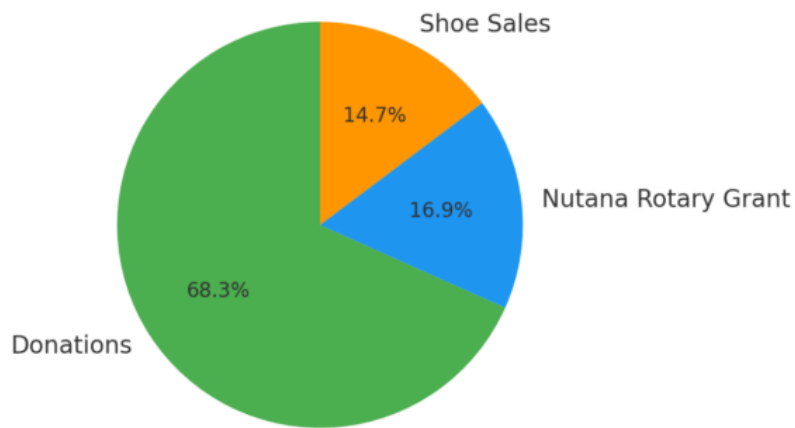
Total Income: \$5,783.45

Expenses

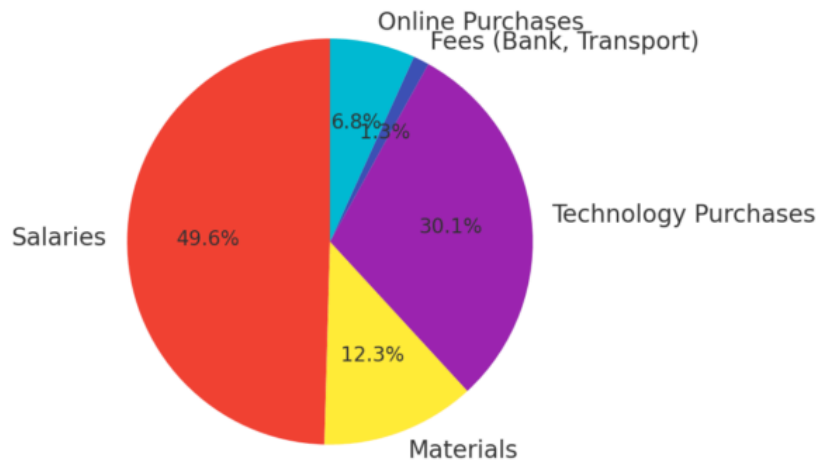
Category	Amount	Details
Salaries	\$2,927.72	Wages from projects to support migrants.
Materials	\$725.78	Costs for plastic projects, promotional shoes, etc.
Technology Purchases	\$1,778.19	Laptops, iPads, website and other devices for training projects.
Fees (Bank, Transport)	\$74.25	Bank fees, transportation, and government filings.
Online Purchases	\$401.56	Udemy courses and SSL security subscription.

Total Expenses: \$5,907.50

Income Breakdown



Expense Breakdown



Impact Overview

- 18 murals painted globally to raise awareness of the migration crisis
- 10 migrants involved in documentary production
- 20 migrants employed in environmental projects (beach and park cleanups)
- 10 migrants engaged in the mentorship program
- 118 shoes designed by migrants to highlight migration challenges

Looking Ahead Next year, ANA aims to expand its training programs, establish new partnerships, and enhance sustainability efforts. With continued support, we will further empower migrants and advocate for a more just society.

Thank You We extend our deepest gratitude to our supporters, partners, and volunteers who make this work possible. Together, we continue to create meaningful impact in the lives of migrants worldwide.