



Fondation
Yzza Slaoui

Yzza Slaoui

Yzza Slaoui was an activist artist. She dedicated her art and talent to many social and environmental causes. Through her work, she has always expressed faith in humanity and what it is capable to become and achieve.

Based in Casablanca and London, Yzza has never taken a break being the voice of vulnerable communities, working for equality between women and men, and denouncing environmental degradation throughout the world.

Called after her name, the Foundation hopes to perpetuate her memory and commitment, by supporting sustainable socio-economic development in rural areas in Morocco, her country of origin.

All photographs used in this brochure are the work of Yzza Slaoui

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Extreme temperatures, desertification, and drought... Climate change is a reality that is clearly visible in the rural areas of our country. It worsens poverty, deepens inequalities, and pushes the most vulnerable to an inevitable exodus.

At the Yzza Slaoui Foundation, our hope is to fight against the devastating consequences of climate change on vulnerable women, children and families. Thanks to your support, our ambition is to act for and with these communities to empower and help them regain hope and dignity.

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Kenza Bensalah

Founder

Raison d'être of the Yzza Foundation

Work for
dignity

Act against
poverty



Our mission

We aim to act against all forms of poverty in order to preserve human dignity and allow everyone the momentum of an independent and responsible existence.



Our values

Authenticity

We are committed to supporting and promoting culture and heritage to create and strengthen social integration of communities in a sustainable way

Inclusion

Beyond social integration, we aim to act collectively in total respect and consideration of differences and socio-cultural realities for a sustainable human development.

Humanity

We have faith in human beings and their ability to act, progress and contribute to make the world a better place..

Equity

We believe in the equal value of each and every human being, in the imperative of enjoying equal rights, respect and dignity.

Our vision

We believe in building poverty-free territories that are socially and economically sustainable.

We believe in the power of collective intelligence to drive positive social change, create opportunities and empower communities to be the actors of their own development.

We believe in the power of virtuous dynamics, where human development contributes to the progress of territories.

Our principles for action

■ Acting for and with communities

We adopt a participatory and integrated approach serving the interests of communities. We encourage local partners to be involved in our projects.

■ Promoting sustainable and integrative dynamics

We are committed to triggering a dynamic of sustainable co-building and to creating positive social, environmental and economic impacts in favor of communities, in order to preserve heritage and insure the sustainability of territories.

■ Promoting achievements of communities and territories

We are committed to valuing history, tangible and intangible heritage and to contributing to the reinforcement of the identity of communities and territories.

■ Relying on the power of the collective

We intend to act in a collective and participatory manner and are committed to leading our initiatives through listening, dialogue and consultation to encourage the involvement of communities under a shared vision.

Supporting committed photographers

Special attention to committed photographers

The Yzza Slaoui Foundation is proud to support a community of committed photographers who, through their talent and work, illustrate with creativity, authenticity and accuracy the issues of a world in profound change and call for more social and environmental justice.

The Foundation namely supports trains and accompanies young photographers from vulnerable backgrounds with the aim to unveil new talents, fight against social and artistic isolation and help these talents, their works and their messages to travel around the world.





Our scope of action

Healthcare

- Medical caravans
- Support for people with disabilities
- Physical and psychological support cells
- Access to healthcare for vulnerable people

Environment

- Acting against desertification
- Acting against drought: access to water by building wells
- Awareness raising on respect for the environment

Infrastructure

- Nurseries and pre-schools
- Youth houses
- Sports centers
- Cultural centers

Support and training

- Tutoring
- Trainings and workshops to reinforce NEET skills
- Capacity building and development for local cooperatives

Income generating activities

- Supporting local ecotourism projects
- Supporting entrepreneurs
- Supporting social and solidarity businesses

Culture and heritage

- Annual festival

Support for committed photographers

- Supporting independent photographers, committed to an inclusive, sustainable society that respects the environment.
- Allowing talents, their works and their messages to travel around the world.
- Fighting against isolation of committed photographers

Philanthropy

- Food Bank
- Aid for acquisition of social housing

About Tendirara

Located in the Moroccan Oriental region, in the province of Figuig and southeast of Oujda, Tendirara is a deserty city characterized by many social and environmental challenges. The region, traditionally known for its nomadic tradition - now almost extinct - is hit by drought and desertification, impoverishing the last families of "Rouhals" (nomads) located in the region.

Through one of her last photographic projects "Sincerely Tendirara", Yzza Slaoui had opened a window on the adaptation of the Beni Guil tribe to extreme climate conditions, environmental exploitation and isolation.

The Foundation that holds her name chose Tendirara as its first territory of action.

Governance

Mrs Kenza Bensalah

Founder

Mr Tarik Maaroufi

General secretary

Mrs Mohja Aouad

Treasurer



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